

# A Study on Influence of Advertising on Brand Loyalty in Three Roses Tea with Special Reference to Coimbatore

Ms. S. Boomika<sup>1</sup> and Mr. Saran Karthik. S<sup>2</sup>

Assistant Professor Department of B.com A&F/ M.com (IB)<sup>1</sup>

UG Student, Department of B.com A&F/ M.com (IB)<sup>2</sup>

ORCID ID: 0009-0000-8946-6541

Sri Krishna Arts and Science College, Coimbatore

manojboomika050@gmail.com and sarankarthiks23baf150@skasc.ac.in

**Abstract:** *The tea industry is one of the most competitive segments in the beverage market, where brand loyalty and effective advertising play a crucial role in influencing consumer purchasing behavior. This study examines the influence of advertising on brand loyalty toward Three Roses Tea with special reference to Coimbatore district. The research focuses on understanding consumer preferences, evaluating the effectiveness of marketing and promotional strategies, analyzing customer satisfaction levels, and assessing the cost competitiveness of Three Roses Tea compared to other brands in the market.*

*The study is based on both primary and secondary data. Primary data were collected from 70 respondents in Coimbatore district using a structured questionnaire, while secondary data were gathered from books, journals, and online sources. The collected data were analyzed using statistical tools such as percentage analysis, chi-square test, and rank analysis with the support of Microsoft Excel.*

*The findings reveal that taste consistency, aroma, and strong flavor are the most influential factors driving consumer preference for Three Roses Tea. Television advertising and celebrity-based campaigns were identified as the most effective promotional mediums in creating brand awareness and recall. The study also indicates a high level of customer satisfaction and strong brand loyalty, with a majority of consumers preferring Three Roses Tea even when competing brands offer similar products at lower prices.*

*Overall, the study concludes that Three Roses Tea maintains a strong market position due to its consistent product quality, effective advertising strategies, and competitive pricing. However, the research suggests that the brand can further strengthen its market presence by enhancing promotional activities, introducing new product varieties, and continuing to focus on customer-oriented marketing strategies. The findings of this study provide valuable insights for marketers, researchers, and business strategists in understanding consumer behavior and improving brand loyalty in the competitive tea market.*

**Keywords:** Three Roses Tea, Advertising Effectiveness, Brand Loyalty, Consumer Preference, Customer Satisfaction, Marketing Strategies, Tea Industry, Consumer Behavior, Promotional Activities, Competitive Pricing

