

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

Ms. S. Boomika¹ and Mr. Saran Karthik. S²

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

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

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

I. INTRODUCTION

Tea is one of the most widely consumed beverages in the world and holds a significant place in the daily lifestyle of people in India. The Indian tea market is highly competitive, with numerous brands striving to attract consumers through product quality, pricing strategies, and effective advertising. In such a competitive environment, building strong brand loyalty has become essential for companies to maintain their market position and ensure long-term customer relationships.



Three Roses Tea is a well-known tea brand recognized for its rich taste, consistent quality, and strong market presence. Over the years, the brand has adopted various advertising and promotional strategies to enhance consumer awareness and strengthen its connection with customers. Advertising plays an important role in influencing consumer perceptions, shaping brand image, and encouraging repeat purchase behavior.

This study focuses on examining the influence of advertising on brand loyalty towards Three Roses Tea with special reference to Coimbatore. The research aims to understand consumer preferences, evaluate the effectiveness of promotional strategies, and analyze how advertising contributes to customer satisfaction and brand loyalty in the competitive tea market.

II. REVIEW OF LITERATURE

Several studies have examined the influence of advertising and brand factors on consumer loyalty in the tea and beverage industry. Research by Philip Kotler and Kevin Lane Keller (2016) highlighted that effective advertising, product quality, and strong brand image significantly improve customer satisfaction and loyalty. David A. Aaker (1996) emphasized that a strong brand personality and consistent brand identity help build long-term relationships with consumers. Studies by Kakali Hazarika and Satnam Kour Ubeja & Dhara Jain found that factors such as taste, price, and promotional strategies influence consumer preference for branded tea products. However, limited localized research has been conducted specifically on the influence of advertising on brand loyalty toward Three Roses Tea in Coimbatore district, which this study aims to address.

III. RESEARCH METHODOLOGY

Research Design: Descriptive research design.

Data sources

Both primary and secondary data were used for the study. Primary data were collected from 70 respondents through a structured questionnaire, while secondary data were obtained from books, journals, and websites.

Sample Size: 70 respondents.

Sampling Technique: Convenience sampling Tools Used:

Percentage Analysis

Chi-Square Test

Rank Analysis

Software: Microsoft Excel.

IV. RESULTS AND DISCUSSION

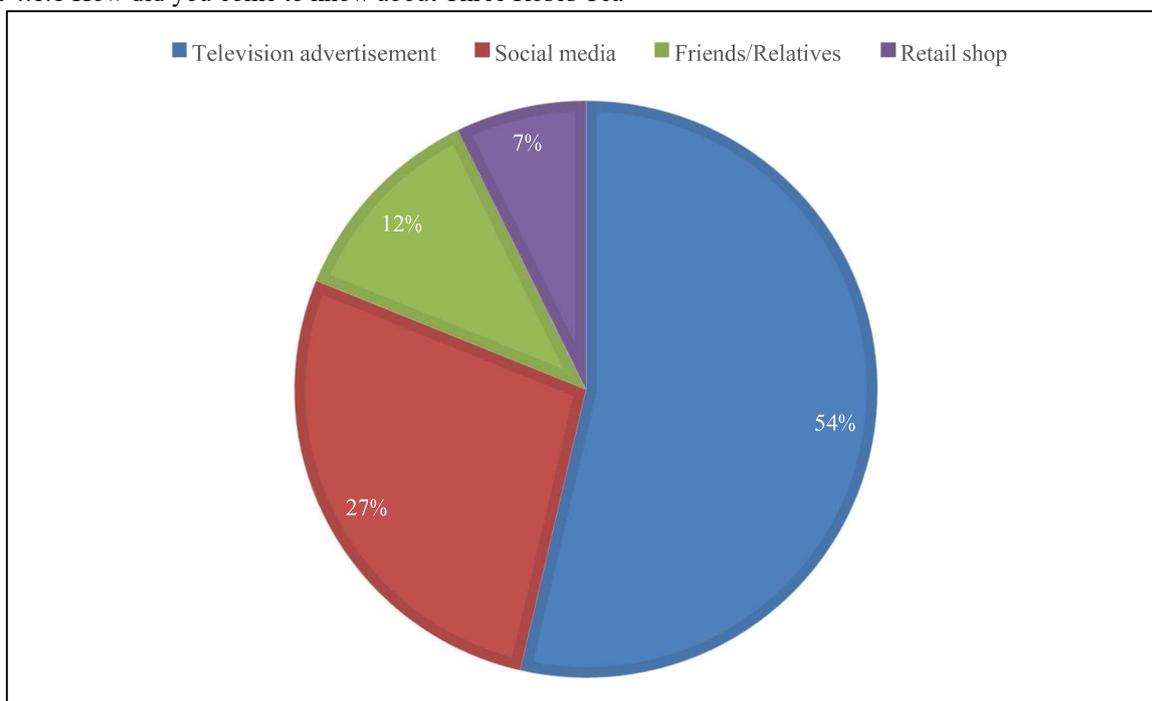
4.1 Percentage analysis

Table 4.1.1 How did you come to know about Three Roses Tea

Response	Frequency	Percentage (%)
Television advertisement	37	52.86
Social media	19	27.14
Friends/Relatives	8	11.43
Retail shop	5	7.14
None	1	1.43



Chart 4.1.1 How did you come to know about Three Roses Tea



INTERPRETATION:

The majority of respondents selected 'Television advertisement' with 52.86%. Television advertisement (52.86%) is the main source of awareness. Social media contributes 27.14%. Friends/relatives and retail shops contribute smaller percentages. This indicates television remains the strongest promotional medium.

The company should continue investing in TV advertising.

4.2 Chi-Square Analysis

Gender and Improvement Factor

Chi-Square (χ^2) Value = 0.4095

Degrees of Freedom = $(r-1)(c-1) = (2-1)(4-1) = 3$

Level of Significance = 5%

Chi-Square Table Value at 5% level for $df = 6$ is 0.52

$= 0.4095 < 0.52$

Since the calculated value is less than the table value, H_0 is accepted. Therefore, there is no significant association between Gender and Improvement Factor.

4.3 Rank Analysis

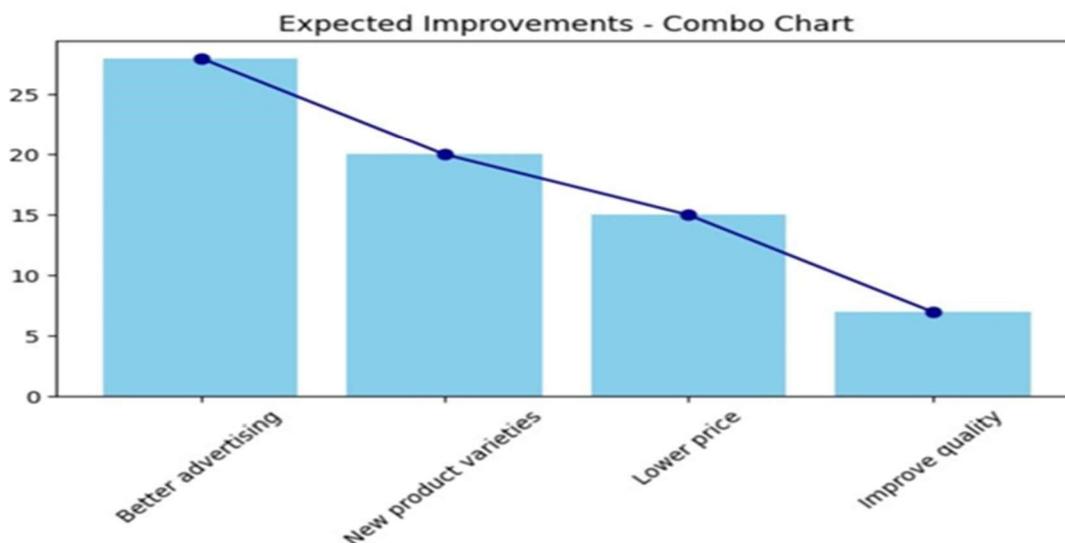
Table 4.3.1 What improvements do you expect from Three Roses Tea?

RESPONSE CATEGORY	FREQUENCY	RANK
Better advertising	28	I
New product varieties	20	II
Lower price	15	III



Improve quality	7	IV
Better advertising	28	I

Chart 4.3.1 What improvements do you expect from Three Roses Tea?



Interpretation:

The rank analysis reveals that the highest expectation from respondents is the factor ranked first based on maximum frequency. The combo chart clearly illustrates the comparison between all improvement factors using bar and line representation in two different colours. Higher ranked factors indicate stronger customer expectations, while lower ranked factors show comparatively lesser demand. This suggests that the company should prioritise the top-ranked improvement area to enhance customer satisfaction

V. LIMITATIONS OF THE STUDY

The study's scope is geographically confined to Coimbatore; thus, findings may not be generalizable to other regions with varying consumer demographics and market dynamics.

The research is limited to the impact of advertising, potentially overlooking other crucial factors influencing brand loyalty, such as product quality, pricing, and customer service experiences.

Accurately isolating the direct impact of advertising from the complex interplay of these factors presents a significant methodological challenge.

VI. CONCLUSION

The study examined consumer opinions and responses regarding the influence of advertising on brand loyalty toward Three Roses Tea. Primary data were collected through a structured questionnaire and analyzed using percentage analysis, chi-square test, and rank analysis. The findings indicate that most respondents have a positive perception of Three Roses Tea and demonstrate strong brand loyalty.

The results also show that factors such as taste consistency, aroma, and effective advertising play an important role in influencing consumer preference and satisfaction. While demographic variables have some influence on consumer perception, overall satisfaction with the brand remains high. The study concludes that continuous improvement in promotional strategies, product variety, and consumer engagement can further strengthen the brand's market position and customer loyalty.



REFERENCES

- [1]. Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- [2]. Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson Education.
- [3]. Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson Education.
- [4]. Belch, G. E., & Belch, M. A. (2018). *Advertising and Promotion: An Integrated Marketing Communications Perspective (11th ed.)*. McGraw-Hill Education.
- [5]. Solomon, M. R. (2020). *Consumer Behavior: Buying, Having, and Being (13th ed.)*. Pearson Education.
- [6]. Chaudhuri, A., & Holbrook, M. B. (2001). "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty." *Journal of Marketing*, 65(2), 81-93.
- [7]. Yoo, B., Donthu, N., & Lee, S. (2000). "An Examination of Selected Marketing Mix Elements and Brand Equity." *Journal of the Academy of Marketing Science*, 28(2), 195-211.
- [8]. Raju, P. S., & Unnava, H. R. (2006). "The Role of Arousal in Advertising Effectiveness." *Journal of Consumer Research*, 33(2), 230-238.
- [9]. Nielsen. (2020). "The Impact of Advertising on Brand Loyalty." Retrieved from
- [10]. [<https://www.nielsen.com>] (<https://www.nielsen.com>)
- [11]. Statista. (2023). "Advertising Expenditure in India." Retrieved from
- [12]. [<https://www.statista.com>] (<https://www.statista.com>)
- [13]. Marketing Week. (2021). "How Advertising Influences Brand Loyalty." Retrieved from
- [14]. [<https://www.marketingweek.com>] (<https://www.marketingweek.com>)

