

Consumer Behaviour on Tea Brands in India

Pathan Ruhaan Javed

Student, LJ Institute of Engineering and Technology, Ahmadabad, Gujarat, India

Abstract: *This paper aims to study factors that impact consumer behavior while purchasing tea in India. Paper lay emphasis on size of packet, packet design, brand name, sales channel, flavor and what advertising and marketing strategy can be made from the same. Further a small advertisement of a new company was made to see how people would accept the new brand.*

Keywords: Tea, marketing, FMCG

I. INTRODUCTION

Brand name play an important role in purchase of Tea, especially in countries like India. But apart from brand, a lot of other factors also play a role while purchasing a product. This paper is written to understand which features interest consumers more.

1.1 The Study Sample

The dimensions of a purchasing tea are considered as the independent variable in this research dimension are

1. Legacy of Brand
2. Package and price of a brand
3. Flavour of a brand
4. Sales channel
5. Country of Origin

Data of study is based on question and answer from 300 peoples from different regions and purchasing from different channels.

1.2 Study Hypotheses

1. Markets in big cities are mostly organized, so people generally buy from elite stores and supermarkets.
2. Markets in rural and small areas are mostly unorganized so retail shops play an important role.

Data collected through form data at various places like mall, small shops, etc from customers

Legacy of Brand

- Urban- 40%
- Small cities/Rural- 22%

Package and price of a brand

- Urban- 8%
- Small cities/Rural- 12%

Flavor-

- Urban- 65%
- Small cities/Rural- 60%

Sales channel-

- Urban- 40%

Country of origin-

- Urban- 35%
- Small cities/Rural- 8%

II. CONCLUSION

- Data collected shows legacy of brand shows important while purchasing a tea. In urban areas it matters more.
- Package and price of a brand doesn't play much significant role. People seem obsessed with flavors, it the most impactful factor in both rural areas and urban areas.
- A good sales channel like a big mall or elite shops plays an important role in building trust with customers.
- If country of origin is developed country, it impacts purchasing decisions a bit with the urban population. So collaboration with foreign brands may help.

From the following data, we have made small advertisements and posters revolving around different factors which can motivate consumers to buy a new brand.

Following factors were considered.

1. Organic and Agriculture content advertisement
2. Benefits to health
3. Display advertise at mall
4. Celeb/influence advertise

Shows Organic and agriculture-

- Urban- 80%
- Small cities/Rural- 70%

Shows of body health and energy-

- Urban- 55%
- Small cities/Rural- 45%

Display in mall-

- Urban- 78%

Celeb/Influence impact-

- Urban- 36%
- Small cities/Rural- 28%

Well big-budget advertisements with a lot of celeb and influence marketing can impact less on consumer minds. Sales channel still acts as a major point for attracting new customers. Health benefits remain a priority for people. So companies should focus on advertisements showing benefits rather than hiring big influencers.

People shows interest in learning how tea is grown and cultivated. Educating or infographics about tea farming will help in building customers. A good store advertisement showing manufacturing, hygiene would always be an advantage as retail spaces still contribute to majority sales.

III. FINDINGS

To build trust with customers, tea companies have to interact with customers in various ways and also have to consider flavors and other factors while manufacturing. Legacy brands have an impact on customers but with proper marketing retail strategy and short-duration ads showing the importance of tea and process involved in it can drag customers to new brands. As people are becoming health conscious, showing health benefits can attract customers.

REFERENCES

- [1]. Car Market and Consumer Behaviour - A Study of Consumer Perception 46 Pages Posted: 30 Sep 2013 Raghu G Nitte Meenakshi Institute of Technology Date Written: September 20, 2013
- [2]. Understanding Consumer Behaviour Towards Green Cosmetics 16 Pages Posted: 17 Jul 2012 Last revised: 26 Jul 2012 Surya Rashmi Rawat Symbiosis International University Pawan Garga affiliation *not provided to SSRN* Date Written: July 18, 2012