



## A Study of Consumer Preference Towards Branded Tea in Tiruppur City

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### ABSTRACT

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. The major players offering different types of tea, in different parts of the country, with special focus on quality perception under specific demographic region. They permit the consumer to rank these bundles of goods according to the price levels of utility they give the consumer. The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis and Chi-square test. This study covers the Tiruppur city only.

**KEYWORDS :** Branded tea, Consumer preference, respondents and chi-square.

### I. INTRODUCTION

Branded tea market is expected to double in the next 5 years on consumer's preferences over branded packet of tea over the open weight dominated unbranded products. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the price levels of utility they give the consumer. Ability to purchase goods does not determine a consumer's like or dislikes.

The beverages sector in India has undergone significant transformation in the past 12 years. Within the beverages sector, Tea industry in India is to grow 25- 30 % annually and would double or triple times in the size by 2014. This industry is gradually inching its way towards becoming the next booming industry. The consumer's objective is to choose the bundle of goods which provides the greatest level of satisfaction as the consumer defines it. Tea is the most versatile beverage ever discovered by man- a kind of one-drink-for-all reasons-all-seasons.

Tea warms when it is cold; cools when it is hot; cheers when depressed; calms when excited; awakens when sleepy- and available at every street corner. In short, tea is therapy- in-a-cup.

Consumer preference is measured in terms of the level of satisfaction the consumer obtains from consuming various combinations of bundles of goods. Consumer preferences are more complex and even more important for retailers today than in past. Individual customer has a set of preferences and values whose determination is outside the realm of economics. They are no doubt dependent upon cultures, education, and individuals tastes, among the plethora of other factors. Preference indicates choices among neutral or more valued options available. Satnam Kour Ubeja, Dhara Jain. (2013).

#### 1.1 Objectives of the Study

- To identify the factors of consumer preference towards branded tea in Tiruppur city.
- To study the consumer brand preference with special reference to age and income.

#### 1.2 Hypotheses

- There exists no relationship between age and brand of tea

#### 1.3 Data Analysis Tools and Techniques

The data collected from the respondents are coded, tabulated and analyzed into logical statements using percentage analysis and Chi-square test.

#### 1.4 Area of the Study

This study covers the Tiruppur city only. Tiruppur is the southern Textile city of India. Literacy rate of Tiruppur were comparatively low. In Tiruppur city was surrounded by various government colleges, private colleges offer the various arts, sciences, engineering and courses to satisfy the educational need of the students.

### II. REVIEW OF LITERATURE

The major players offering different types of tea, in different parts of the country, with special focus on quality perception under specific demographic region. Major players are offering different types of tea in different parts of the country with a focus on the quality perception of the particular demography. Jain M., (2012). The reasons for preference of the brands ranged from quality to availability. But it was quality that was ranked as the No. 1 parameter for brand preference. Most of the consumers reported that they do get carried away by advertisements sometimes but in the end it is the quality of the product that is a decisive factor for purchase. Virmani R. T., (2011).

Private labels in India are on the growth path. With the emerging private players, national brand manufacturers will have to compete with the competition within the sales promotion and distribution channel, which needed to change in marketing strategy, locally. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. This is used primarily to mean an option that has the greatest anticipated value among a number of options. Sharma M., (2012).

### III. ANALYSIS

**Table 1 .Showing Demographic profile of the respondents**

Characteristics		No. of respondents	Percentage (%)
Gender	Male	24	20
	Female	96	80
	Total	120	100
Age	Below 20 yrs	10	8.33
	20-30 yrs	20	16.67
	30-40 yrs	46	38.33
	40-50 yrs	16	13.33
	50 yrs & above	28	23.33
	Total	120	100
Monthly Income	Below Rs.20000	14	11.67
	Rs. 20000-30000	22	18.33
	Rs. 30000-40000	68	56.67
	Above Rs. 40000	16	13.33
	Total	120	100
Occupation	Housewife	44	36.67
	Government employee	8	6.67
	Private employee	28	23.33
	Business	12	10.00
	Others	28	23.33

#### Inference

Table.1 reveals that out of 120 respondents, majority of the respondents were female as purchasing was made by female in the study area. It is quite interesting to note that majority of the respondents is in the age group of 30-40 years. 36.67% of the sample consisted of housewife, 23.33% comprised of private employee and others, 10%

of respondents were doing business and the rest 6.67% were government employee. More than 50% of the respondents belong to the monthly household income of Rs. 30000-40000 respectively.

**Table 2 Significant difference between age of the respondents and Different brands of tea - Chi-square test:**

Age	Different brands of face wash			
	AVT tea	Chakra Gold	Three roses	Kannandevan
Up to 20 years	4 (0.66)	0 (2.16)	2 (0.43)	4 (2)
21 – 30 years	8 (1.33)	2 (1.26)	4 (0.86)	6 (1)
31 to 40 years	10 (0.42)	14 (1.63)	8 (0.16)	14 (0.02)
41 to 50 years	4 (0.02)	2 (0.62)	6 (0.17)	4 (0.2)
Above 50 years	6 (0.29)	8 (0.62)	12 (7.31)	2 (2.31)
Total	32	26	38	24

### Calculation

Level of Significance 5% = 0.05

Table value (TV) = 21.026

Calculated value (CV) = 23.47

$$X^2 = \sum (O_i - E_i) \frac{2}{E_i}$$

$$C.V > T.V \quad 23.47 > 21.026$$

### Inference

As the calculated value is greater than tabulated value the null hypothesis is rejected. Hence it concludes that there is significant difference between age of the respondents and different brands of tea.

### SUGGESTIONS

- For promotional offers, company can go for free gifts rather than going for other ways Marketer can concentrate more on price and quantity of the product. According to study, consumers want more quantity of tea in lesser price.
- Study reveals that the brand tea trading companies should make use of Discount coupons, promotional strategy with a view to reach larger number of customers and to increase the sales in the market.

### CONCLUSIONS

This study can be implied and helpful to those all who want to know about the consumer's preference towards brand and want to go for further detailed research or who are facing the competition in the same product line. This study is helpful to carry out the various decisions like marketing strategy, branding, market penetration, identifying the potential customer and also to develop the strategy for retaining the customer with improving in the quality of both product and services. Manufacturer must pay attention to the quality; since customers have a wide range of brands to select from otherwise the business would be ruined if quality is not maintained. Majority of the consumers are influenced by television advertisement, producers has to pay more attention to this aspect.

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