

## CONSUMER BEHAVIOR TOWARDS GREEN TEA

Bhavana Baderiya <sup>a</sup>, Dr. Pooja Darda <sup>b</sup>

<sup>a</sup>Marketing Management, School of Management ,MIT-WPU, Pune, 411038,India

<sup>b</sup>Program Head of Marketing, School of Management MIT-WPU, Pune, India

### **ABSTRACT**

India is the 2nd largest producer of tea around the world and accounts for the most tea consumption globally. Around 80% of the entire tea produced in India is consumed by the domestic population. More and more tea producers are adding green tea to their portfolio as consumers in India are developing a taste for the beverage for its many health-promoting effects. Green tea consumption in India is rising at a rate of more than 10 percent annually because of its health benefits and awareness. Health-conscious tea drinkers are adding green tea in their diet as it is full of antioxidants which can reduce the risk of cancer and helps in weight loss.

The changing lifestyles have influenced the food choice in the present world. The factors like freshness, status and flavour have an impact on the consumer behaviour towards tea and coffee. The taste and colour are the most important factors which influence tea consumption among Indian consumers. Tea consumption is ordinary whereas coffee consumption is celebratory. The consumption of tea is more common in home but coffee is an outside drink. The coffee consumption is associated with status and emotion of consumers. Different motives like health benefits, familiarity and concern for environment influences consumers for organic tea purchase decision.

**KEYWORDS:** Green Tea, Tea Consumption, Health benefits, Consumer behaviour

### **INTRODUCTION**

Consumption of Tea has always been a social and more of a habitual concept for most of the Indian consumers. Tea is one of the most widely consumed beverages in the world, next to water and well ahead of coffee and carbonated soft drinks. Tea was first discovered in China around 2700 BC; and has always been promoted for having variety of positive health benefits. There are wide varieties of tea like green tea, black tea and organic tea etc. Green tea is made from un-oxidized leaves and is one which is the least processed variety of tea. Nearly 80 percent of the global consumption is of black tea but in the recent years the interest towards the green tea has increased rapidly.

Therefore, it contains one of the most antioxidants and beneficial poly-phenols. Green tea was utilized in ancient Chinese and Indian medicine to control bleeding and heal wounds, aid digestion, improve heart and mental state and regulate body temperature.

Recent studies have shown green tea can potentially have positive effects on everything from weight loss to liver disorders to diabetes. EGCG (epigallocatechingallate) in green tea increases the metabolic rate of the human body, which means that it intensifies levels of fat oxidation, which in turn helps in weight loss. Green tea reduces body fat and bloating, while detoxifying the body and suppressing untimely food cravings. Green tea also lowers total cholesterol levels, and improves the ratio of good cholesterol (HDL) to bad cholesterol (LDL). According to Indian Tea Board approximately 89 percent consume tea for various reasons like refreshing mind and appeasing hunger etc.

With the changing times we've seen the palates of Indians develop too, implying an alteration within the tea market. From a regular and masala chai, to an elaichi, ginger, lemon and more, one thing has, however, remained the same: people wish to experiment and be innovative with their steaming cups of invigorating chai. Moreover, there is a strong inclination towards healthy and immunity boosting green tea.

## **PURPOSE OF THE STUDY**

With the changing lifestyle and dietary habits, people are getting more oriented towards the organic food and beverages. The health and fitness are the most prior thing of the whole day routine. Therefore, the demand for the green tea is constantly increasing day-by-day hence, it is very important to know the consumer behaviour towards the green tea in India.

This study will help us to know the reason for the adoption of green tea even in the small city of India, Satna. This will help the marketers and manufacturers in fulfilling the customer satisfaction and also having the new customers.

## **LITERATURE REVIEW**

The Indian Tea industry was founded in the 20th century with the discovery of wild tea plants in Assam. Gradually, first the tea was withered and then tea was cultivated, local tea markets came up to give the people this drink called tea and later tea companies were formed. Tea is withered, then laid out on a wire mesh and left to dry for 24 hours approximately. Later, this withered tea is ready to be curled. In a roller drum tea is continuously pressed and rotated and fermentation process is practiced. Dry tea is categorized on vibrating sieves that have meshes of different diameters that separate tea leaves of uniform shape and size. And finally packed into wooden chests or jute bags for delivery to warehouses before being auctioned. Tea from the gardens is also packed into consumer packs and sent to distributors.

Being one of the world's largest producers of tea, India acquires a large network of tea producers, retailers, distributors, auctioneers, exporters and packers. The tea industry of India acts as one of the largest workforces in the country. Tea is one of the most refreshing and popular beverages of the world. India is one of the largest tea producers in the world. Indian tea is the finest quality in the world. Tea is being cultivated in the high ranges of Northern and Southern India.

The changing lifestyles have influenced the food choice in the present world. Annunziata & Scarpato (2010) had conducted a study to understand consumers' attitude and behaviour towards sustainable diets. The most important attributes which are considered by Annunziata & Scarpato (2010) are health, environment and hedonistic reasons. According to Monirul & Han (2012) consumer attitude towards tea and coffee varies. The factors like freshness, status and flavour have an impact on the attitude of consumers towards tea and coffee. According to Hazarika (2012) the taste and colour are the most important factors which influence tea consumption among Indian consumers.

Verma (2013) had stated that tea consumption is ordinary whereas coffee consumption is celebratory. The consumption of tea is more common in home but coffee is outside drink. The coffee consumption is associated with status and emotion of consumers. Kim & Na (2013) had conducted research on repurchase intention among organic tea consumers and stated that perceived value influences purchase satisfaction of

green tea. Further the purchase satisfaction influences the repurchase intention among consumers of organic tea.

According to Sakthrama & Venkatram (2013) different motives like health benefits, familiarity and concern for environment influences consumers for organic tea purchase decision. Hanspal & Lakshminarayanan (2013) had conducted a survey among institutions which supply tea to their employees in different modes. It is found that quality, brand and sustainable versions are important while supplying tea and coffee. The younger male likes bottled drinks whereas younger females likes handmade drinks therefore from the perspective of demography and there is a positive relationship between consumer buying behaviour and customer satisfaction with regard to beverage industry (Shih, Yu, & Tseng, 2015).

It is observed in the literature review that presently there is no research which states the best communication channel to market green tea and also to know the factors which positively influences customer's satisfaction towards green tea.

## **RESEARCH DESIGN & METHODOLOGY**

### **Statement of Problem**

With the changing lifestyle and dietary habits, people are getting more oriented towards the organic food and beverages. The health and fitness are the most prior thing of the whole day routine. Therefore, the demand for the green tea is constantly increasing day-by-day.

Hence, it is very important to know the consumer behaviour towards the green tea in India. This study will help us to know the reason for the adoption of green tea even in the small city of India, Satna. This will help the marketers and manufactures in fulfilling the customer satisfaction and also having the new customers.

At present there are various beverages which consumers prefer, but green tea has become one of the most popular health drinks. People prefer green tea due to health, taste, habit, low calories etc. The purpose of the study is to identify and analyse the factors which influence the consumers' perception and their satisfaction towards green tea. The study also covers the problems faced by the consumers while using green tea.

### **Research Objective**

- To understand the consumer behaviour towards the green tea in Satna.
- To analyse the awareness and brand preferences among the customers about the green tea.
- To study the factors influencing the purchase of green tea.
- To understand consumer perception towards green tea.
- To understand the impact of various factors on customer satisfaction with regard to green tea.
- To know how green tea consumers gained information about green tea.
- To study how Consumer has changed their tea consumption pattern from the traditional to green tea.
- To know the constraints regarding purchase of green tea.

## Research Methodology

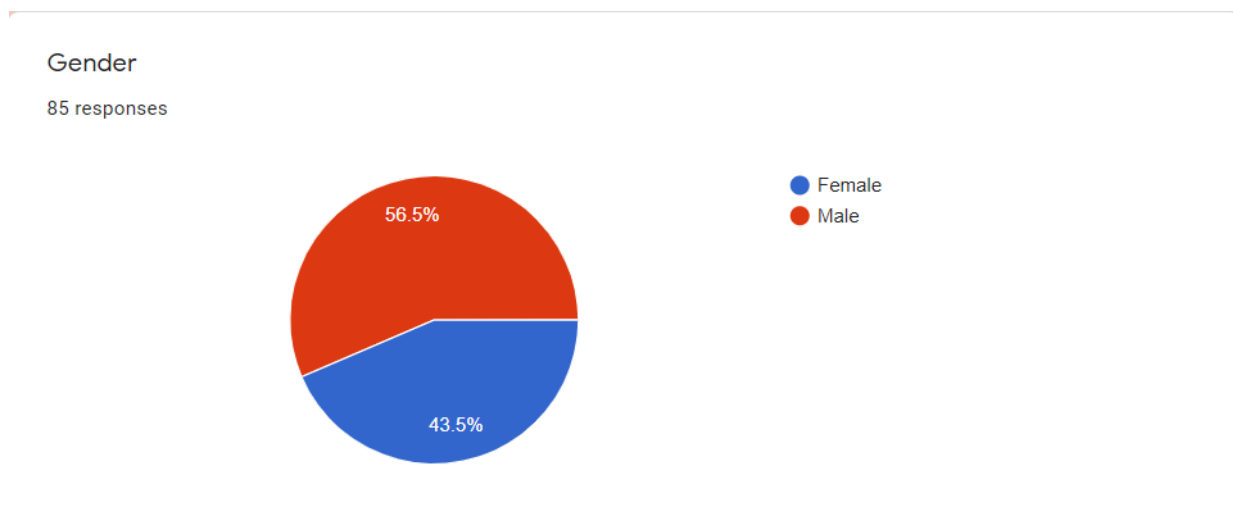
The study conducted for a period of 2 weeks. The research area of this study is majorly Satna City. The questionnaire is been collected among the customers users of green tea indifferent parts of India. The sampling technique used for the study is purposive sampling. Purposive sampling also known as judgment. Therefore it is used since the sample of study mainly concentrates only on green tea users. The sample size used in this study is 80 respondents. The data required for the study is collected from both primary data and secondary data. Questionnaire is main tool for collecting primary data. Questionnaire is designed in a systematic manner covering adequate and relevant questions which covers all aspects of the study. The critical background of the present study is collected from various sources which includes books. Magazines, journals, website and other related research work. The statistical tools used for the analysis are simple percentage, and descriptive analysis.

**Sources of Data:** Both primary data and secondary data are used for the study.

- **The primary data** has been collected with the help of well-structured questionnaire.
- **Secondary data** was collected from various journals, websites etc.

## RESEARCH FINDINGS

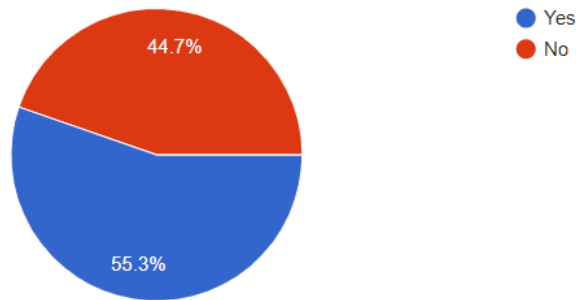
**SAMPLING POPULATION:** The survey was conducted online from a total 85 respondents across the different cities of the country. Care has been taken to include respondent from every age group.



**Interpretation:** It is being observed that 56.5% of respondents were male i.e. 48 Males and 43.5% respondents were Female i.e. 37 Female.

Are you a regular tea consumer?

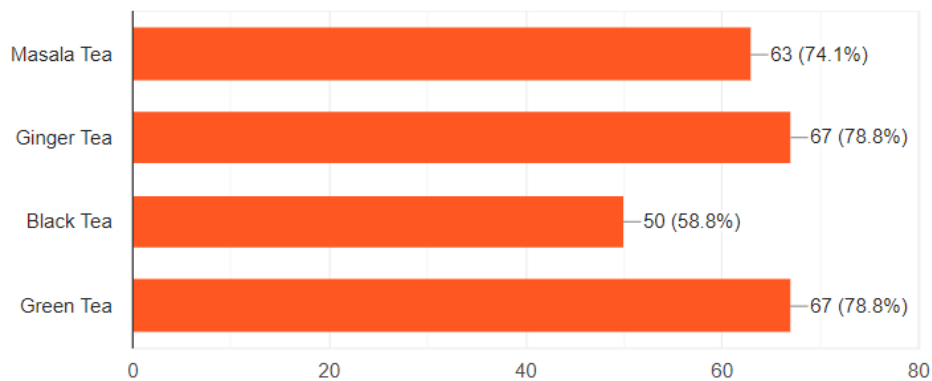
85 responses



**Interpretation:** It is being Form a total responses, 44.7% of the people says that they don't drink Tea i.e. 38 respondents; where 55.3% of people regularly consume tea i.e. 47 respondents.

There are various varieties of tea available nowadays. Which of them have you hear?

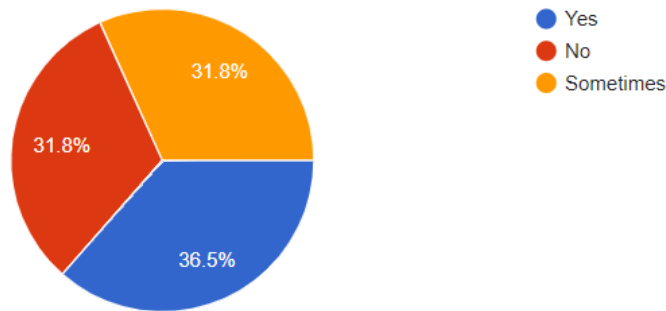
85 responses



**Interpretation:** From the above graph, it being observed that the people are now a days are very well aware of different varieties of tea where 74.1% i.e. 63 respondents have hear about Masala Tea, 78.8% i.e. 67 respondents are aware about Ginger Tea, 78.8% i.e. 67 respondents have heard about Green Tea and only 58.8% respondents were aware about Black Tea which is the minimal.

Do you drink Green Tea?

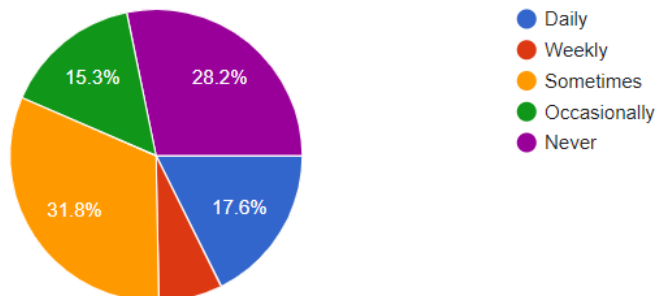
85 responses



**Interpretation:** The observation suggests that 36.5% i.e. 31 people drink Green Tea where 31.8% of people i.e. 27 respondents drink green tea sometimes as well other respondents don't drink green tea at all respectively.

How frequently do you drink Green Tea?

85 responses

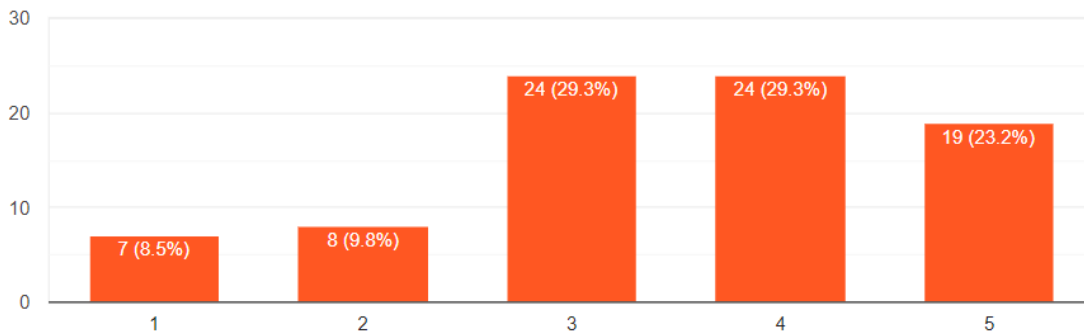


**Interpretation:** The above finding suggest that most of the people haven't drink tea in their lifetime where other maximum number of respondents drink green tea sometimes where other drinks daily or occasionally where minimal people drink green tea weekly.

	A	B	C	D	E
Total Respondents	Daily	Weekly	Sometimes	Occasionally	Never
85	15	6	24	13	27

Do you find green tea healthy?

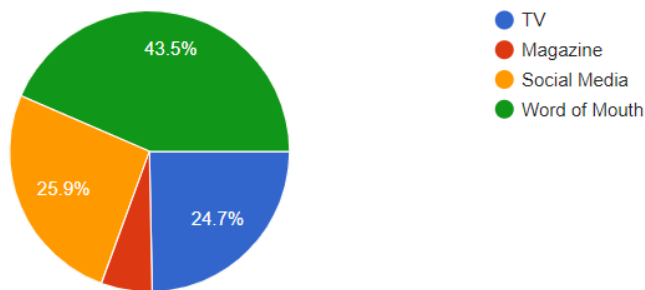
82 responses



**Interpretation:** Here, we observed that maximum people rated green tea healthy on an average. Like, 24 people on an average rated 3 and 4 for green tea being healthy.

From where did you get the awareness for Green Tea?

85 responses

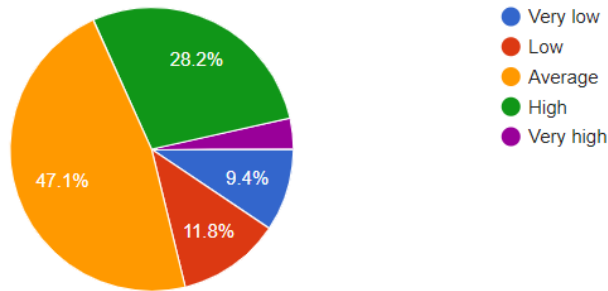


**Interpretation:** It is being observed that most of the respondents get the awareness for green tea by word of mouth i.e. form their friends, relatives, colleagues, etc. The next maximum respondents get the awareness from TV.

	A	B	C	D
Total Respondents	TV	Magazine	Social Media	Word of Mouth
85	21	5	22	37

How would you describe your level of awareness about Green Tea products?

85 responses

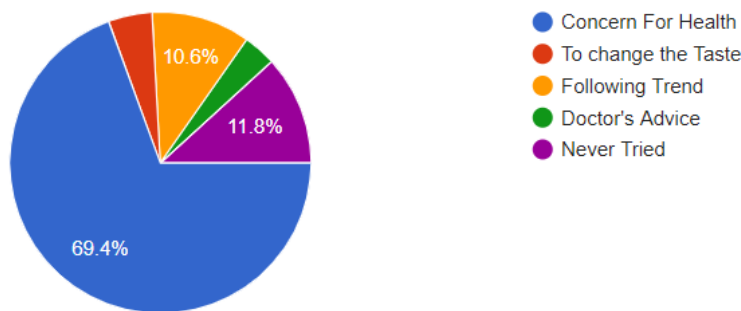


**Interpretation:** Here, most of the people marked their awareness for green tea products as average where other people marked their level of awareness high.

	A	B	C	D	E
Total Respondents	Very Low	Low	Average	High	Very High
85	8	10	40	24	3

Why did you started drinking Green Tea?

85 responses



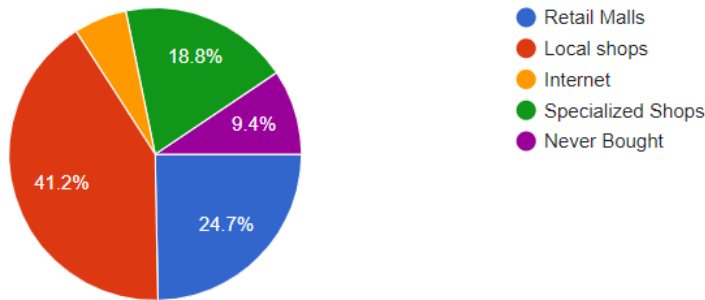
**Interpretation:** Here, it being observed that most of the people were concerned for their health that's why their shifted for green tea.

	A	B	C	D	E
Total Respondents	Concern of Health	To Change the Taste	Following Trend	Doctor's Advice	Never Tried
85	59	4	9	3	10



From where do you prefer to buy Green Tea?

85 responses

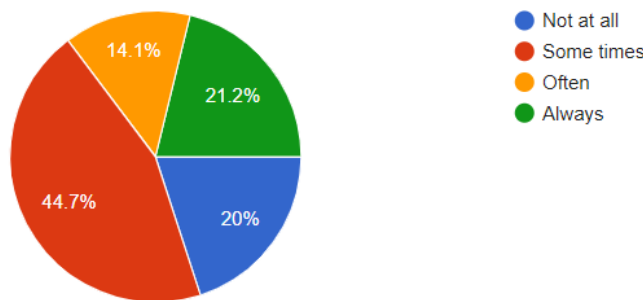


**Interpretation:** The observation after analyzing the pie chart is that most of the respondents buy green tea products from local shops where on the other buy from retail shops and specialized shops. Even some respondents haven't bought till date.

	A	B	C	D	E
Total Respondents	Retail Malls	Local Shops	Internet	Specialized Shops	Never Bought
85	21	35	5	16	8

Do you repeat your purchase of Green Tea?

85 responses

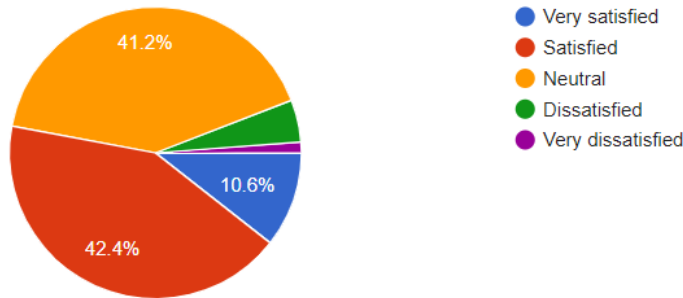


**Interpretation:** Most of the respondents would like to repeat their purchase for green tea sometimes where other will repeat not at all and often as per their requirement.

	A	B	C	D
Total Respondents	Not At All	Sometimes	Often	Always
85	17	38	12	18

How will you describe your level of satisfaction regarding Green Tea?

85 responses

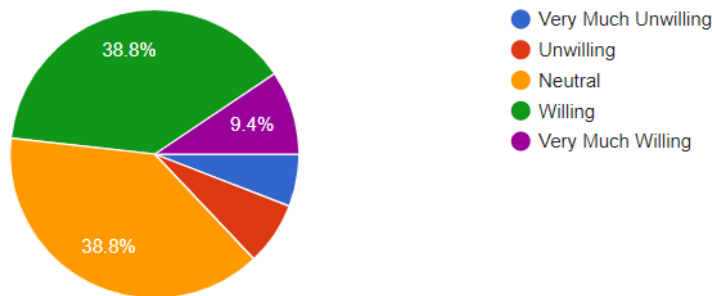


**Interpretation:** Here, most of the respondents were satisfied with the consumption of green tea where other were mostly neutral for their satisfaction level towards green tea.

	A	B	C	D	E
Total Respondents	Very Satisfied	Satisfied	Neutral	Dis-Satisfied	Very Dis-Satisfied
85	9	36	35	4	1

How would you express your willingness to recommend green tea to friends & relatives?

85 responses

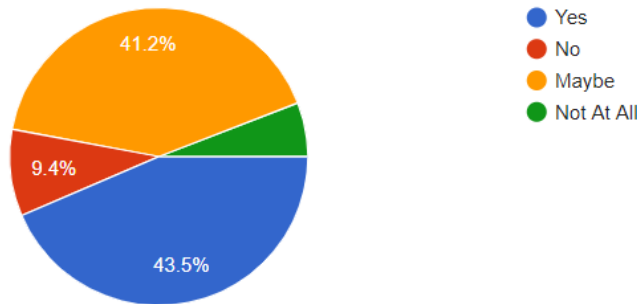


**Interpretation:** It is being observed that the most of the respondents are willing to recommend green to their friends and relatives where other respondents are neutral for recommending.

	A	B	C	D	E
Total Respondents	Very Much Unwilling	Unwilling	Neutral	Very Much Willing	Willing
85	5	6	33	33	8

If you don't drink Green Tea. Will you consider using it in the future?

85 responses



**Interpretation:** Here, in this question respondents agreed that if they haven't consume green tea yet then they will much likely to consume in future where other are neutral towards its consumption.

	A	B	C	D
Total Respondents	Yes	No	May be	Not At All
85	37	8	35	5

### RESEARCH LIMITATIONS

- The respondents of the study are more towards green tea in some states particularly.
- The very first limitation caused during the research was to find out the respondent who are interested in taking the survey.
- The time frame allotted for the study is limited. Thus the sample size has to be restricted to 80.
- Some of the respondents did not respond well and the result would be varying according to the opinions of the respondents.

### CONCLUSION

The present research was concentrated on consumer's preference towards green tea. Consumers in the present world believe that green tea has many health benefits. The green tea consumption had many advantages compared to regular tea. The price and health are the major factor which influences in decision making for consumption of green tea. It is not surprising that day by day green tea and its products are capturing the global market and its use has also increased incredibly.

From the study it can be concluded that Green tea has been gaining its popularity due to its high concentration of antioxidants and immune boosting powers. Green tea is emerging as the natural remedy to almost all the health related issues. With the latest advancement in technologies, various potentials of green tea have been explored. This has succeeded in fetching the consistent interest of people toward the health benefits associated with this herbal gift of nature to the mankind.

Most of the people prefer green tea for health purpose. Although green tea has several beneficial effects on health scenario, the effects of green tea and its constituents may be beneficial up to a certain quantity yet large quantity may cause some unknown adverse effects. The marketers need to enhance the knowledge of consumers regarding preparation of green tea. The companies should also enhance their brand image with regard to green tea products.

The internet, friends & family and television advertisements had increased awareness about green tea among consumers. The consumers are becoming health conscious and are willing to invest reasonable prices for healthy foods and beverages. After the analyses it is concluded that the overall satisfaction of the green tea among the consumers is very good.

## **REFERENCE**

---

- [https://www.academia.edu/16504092/Consumer\\_behavior\\_towards\\_green\\_tea](https://www.academia.edu/16504092/Consumer_behavior_towards_green_tea)
- <http://www.jiarm.com/JUNE2015/paper23372.pdf>
- [http://www.ijbmi.org/papers/Vol\(7\)3/Version-2/E0703022528.pdf](http://www.ijbmi.org/papers/Vol(7)3/Version-2/E0703022528.pdf)
- [https://en.wikipedia.org/wiki/Green\\_tea](https://en.wikipedia.org/wiki/Green_tea)
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5483543/>
- [http://www.ijbmi.org/papers/Vol\(7\)3/Version-2/E0703022528.pdf](http://www.ijbmi.org/papers/Vol(7)3/Version-2/E0703022528.pdf)
- <https://www.healthline.com/nutrition/how-much-green-tea-per-day>
- <https://www.ijccr.com/March2012/14.pdf>