

THE STUDY OF CONSUMER BEHAVIOR AND PREFERENCE TOWARDS THE MARKETING OF TEA BRAND

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ABSTRACT

India has emerged as one of the largest and fast growing consumer market entire the world for fast moving consumer goods (FMCG). The post liberalization reform in India, has become change the consumers perception very fast and have made it more complex by the socio-economic disparities that exist among communities from the different geographical regions within India. In the era of consumerism, technological and social change, there are many ways for needs and wants to be satisfied. What do we really know about customers and consumers need preference? Are consumer becoming so fitful and price sensitive that loyalty is declining? What are the determinants of heterogeneity in consumer behavior and how does the products emerge, grow, mature and decline in the hyper competitive markets? Keeping these emerging issues through the present study, an attempt has been made to study the consumer behavior on the making of Tea Brand in the Lucknow city of the state of Uttar Pradesh

KEY WORDS: Brand Loyalty, Taste and preference, Choice dynamics, mental constructs, Consumerism.

INTRODUCTION

Post liberalization era has witnessed a dynamic shift in the market place by quick changes in the life style pattern, brand loyalty and mass marketing strategies. To the behavior of new generation customers within characterized by the preference of multiple options, uniqueness of the individual expectation and switch the competitive brands that give the maximum perceived value. It is emerging a complex phenomenon to study the behavior pattern of a new generation customers unless through process and buying behavior and fully understood, decisions on product design, packaging, branding, distribution channel are properly placed. The marketing strategies need to be design in such a way that can be proved effective to understand the new face of the customers. In response to the changing paradigm the Indian companies need to learn from their Western counterpart about the sources timing and the direction of changes as well as new opportunities and competencies that will enable them to respond to this change effectively.

The psychology of the customer that how he is influenced by the environment, such as culture, family, media etc. with determined his behavior needs to be analyzed properly in order to formulate marketing strategy. Tata Tea Limited, owned by India's Tata Group, is the world's largest manufacturer and distributor of tea. Tata Tea Limited market under the different brands viz. Tata Tea, good health teas etc. No doubts there are other brands of tea for example Brooke Bond Red Label Taj Mahal Taaza and Lipton Lipton yellow Label and Lipton

Green Label well established brand of Hindustan Unilever Limited the marketers of all these brands are competing severely in terms of their marketing strategies as well as tactics of capturing the market share in the different regions of the India.

Tata Tea is the largest tea brand in India which manufacturers more than 10 million kilograms of tea in India, control number of estates and provide the employment for number of people in tea blending and packaging factories. The company has tea estates in India and Sri Lanka, especially in Assam, West Bengal and Kerala. The Tata Tea group have product and brand presence in number of countries in whole over world. In 2005, Tata Tea begins a exercise to divest direct ownership of plantation in India, a process facilitated by subsidy loans from the World Bank's International Finance Corporation. In 2007 the Tata Tea launched the campaign "Jaago Re" to awaken youth on social issues.

Tata Tea: Jaago Re to Corruption

On the 26 Aug 2009, be the change you wish to see in the world. Tata Tea seems to have taken that up quite seriously. With the help of its advertising and marketing initiative, "Jaago Re", this time, the brand takes up the issue of corruption.

In its third year, the Jaago Re campaign revolving around the issue of corruption has the tagline, "Ab Se **Khilana Bandh, Pilana Shuru**". Tata Tea discussed the fact that corruption has eaten into more than 50 per cent of India's population. Considering the gravity of the problem, Tata Tea chose to address it.

REVIEW OF LITERATURE

According to 'Jain M.' (2017) has discussed about 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.

According to 'Mathur M. K.' (2015) explained that most of the companies have tea in all pack size - 2kg, 1kg, 500gm, 250gm, 100gm, 50gm and 25gm packaging. There are also sachets, which are priced as low as Re.1. Various regions have distinctive packaging preference for poly pack and box pack (mono cartons). 250 gm size is the most preferred size. Branded tea penetration is quite high in cities like Delhi and Ahmadabad when compared to other major cities in India.

According to 'Monirul I. & Han J. H.' (2013) states the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year.

According to 'Sharma M.' (2013) 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.

According to 'Shendge' (2012) Preference (or "taste") is a concept, used in the social sciences, particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratification, enjoyment, utility they provide. More generally, it can be seen as a source of motivation. In cognitive sciences, individual preferences enable choice of objectives/goals.

According to 'Vakhariya S. And Chopde V.' (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.

According to 'Virmani R. T.' (2011) stated 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.

OBJECTIVES OF THE STUDY

The study was undertaken with the following objectives:

1. To study the consumers preference towards Tata tea and the factors which influence the buying behavior of the consumers of Tata Tea.
2. To analyze the consumers attitude towards different brands of tea and their Association with different brand attributes.
3. To study the effectiveness of brand promotion strategies followed by the Tata Tea group.

RESEARCH METHODOLOGY

Lucknow is the capital of Uttar Pradesh and main Shopping Centre of the state with high income and higher literacy status. The **total number of respondent was 200** which were selected for the sample on random basis. As we know the conjunctions of Tea in different age group of people. Hence, in selecting the sample for the study special care was taken to cover the respondent of all age groups. Every care was taken to ensure that the sample selected was truly representative of the whole population. A well design questionnaire was prepared for obtaining the requirement from the sample units. The information thus collected was analyzed with various statistical tools like; Average, Percentage and Ranking method.

RESEARCH ANALYSIS

One of the main features of tea market in India is positioning and targeting of different brands on different consumers. Consumers being a rationale decision maker, consider those purchase or consumption choice and preference that provide them maximum satisfaction for the amount of money they spend. As we know the consumption of tea varies in different age group of people, therefore, the people in the age group of 36 to 45 are the people who consume the tea mostly. Thereafter, the age group above 46 also consumes more tea in comparison to the age group of 15 to 25. The table also shows the gender, education and occupation wise classification of the respondents.

Frequency of the consumption of the tea

The frequency of consumption for the tea varies among different consumers. The 70 percentage of the consumers were found an ardent tea drinker. Similarly, a large majority of the consumer's respondent that they take 1 to 3 cup of tea daily were as only 10 % stated that they take 4 to 6 cup daily. A large majority of respondent replied that they use tea leaves, and 16 % of respondent prefer tea bags. Hence, after analyzing the results of frequency of the consumption of tea, we can say that a huge market for tea in India and it has great potential and opportunity for the market players.

Analysis of brand preference

As we know in the tea market at present time there are various brands available and all are competing for their growth and survival. The brands have increased to much an extent that the consumers are always in dilemma as to which brand to buy. The tea brands available in the market under study mainly Red Level, Tata Tea, Taaza, Lipton, Taj Mahal, Marvel and Pataka Chai.

The respondents were given an open ended question to write the brand they preferred the most. The result obtain shows that 24 percent of the consumers preferred mostly Tata tea. Taaza Tea was preferred by 19 percent of the respondents, and the Pataka Chai seems to very limited market and this brand was preferred by only 7 % of the respondents.

Hence, we can say that the Tata Tea and Taaza Tea have mostly captured the market under study. This result was further endorsed by the information given in the table, which shows the majority of the consumers (63 %) do not like to experiment with other brand because they like the Tata Tea. The loyalty for the Tata Tea brands is really challenges job for the competitors.

Consumer's attitude towards the brand promotional strategies

Different brands have different kind of promotional for the consumers according to their preference. The buying behaviors of the consumers are influenced by the variety of factor. In the respect present study the main objective was to analyze the consumer attitude towards the different promotional campaign. To what extend the consumer buying behavior is determined by the advertisement and promotional strategies followed by the different companies.

It makes clear that the 23% of respondents expressed that they mostly remember the advertisement of Tata Tea brand. Further 58% of the respondent maintained that the television advertisement do not influence their choice of brand. Hence, it can be stated that the majority of the consumer are the brand loyalty of Tata tea and any other brand cannot effective their brand loyalty for Tata Tea. The information regarding this has been presented in following table which reveals that the large majority of consumer replied in affirmative whereas only 29% is stated that they are not aware of the same.

Brand Association with different features of the brand

The different attribute of a brand determine the brand preference and positioning of the brand in the minds of consumers. In order to know which brand was associated by the maximum number of consumer with most of these attributes, the respondents were given six choice as good taste, availability, attractive packaging, reasonable price, reputed brand and best promotional campaigning. Researcher was asked to write in front of each brand which they preferred the best and fits their attributes.

This question gives the marketer a fairly clear positioning of different brands in the mind of the consumer. The information thus collected has been analyzed in following tables which shows that the consumers did not give their preference branch choice against all these attributes. As for as good taste, availability and best promotional campaign of the brands is concerned, the respondents preferred Tata Tea as leading brand whereas in case of reasonable prices the Taaza, Tata tea and Marvel where considered the most preferable brands in terms of attractive packaging.

The ranking stand as the first rank of Tata tea and second rank to Taaza followed by Red Label, Marvel, Lipton, Taj Mahal and Pataka Chai repectevely. The result presented in the table makes it clear that the Tata

Tea occupy a significant position in the mind of consumer and it also gives an indication to the other brand market player to improve their market strategy keeping in view the various product attributes.

Area of improvement for Tata tea

After analyzing the brand attributes the consumer's choice, an effort was made to know the consumers viewpoints regarding the area of improvement for the Tata Tea. The respondents were given the choice of improvement areas as test, packaging, advertisement, price reduced and variety. The information regarding this has been worked out shows in the following table. The table shows that the large major majority of the respondent pointed out the Tata Tea need to reduce the price level of their product whereas, only 12% expressed that there is a need to improve the taste of the product.

Hence, it can be stated that the Tata Tea may be effective taste wise however need to apply innovation Technologies which can be helpful in order to reduce the price level of the brand.

DATA ANALYSIS

Table No. 1 Demographic Variables

Items	Particulars	Frequency	Percentage
Gender	Male	124	62.00
	Female	76	38.00
Age	15 – 25	30	15.00
	26 – 35	54	27.00
	36 – 45	62	31.00
	46 and above	54	27.00
Qualification	Undergraduate	46	23.00
	Graduate	92	46.00
	Post graduate	62	31.00
Occupation	Service	46	23.00
	House wife	88	44.00
	Student	28	14.00
	Self – Employed	38	19.00

Table No. 2 Are You Passionate Tea Drinker?

Decision	No. of Respondent	Percentage
Yes	140	70.00
No	60	30.00
Total	200	100

Table No. 3 How Many Cups Of Tea Daily?

No. Cup of Tea	No. of Respondent	Percentage
1 – 3	180	90.00
4 – 6	20	10.00
Total	200	100

Table No. 4 What Kind Of Tea You Use?

Type of Tea	No. of Respondent	Percentage
Tea Leaves	168	84.00
Tea bags	32	16.00
Total	200	100

Table No. 5 Brand Preference Analysis

Brand	No. of Respondent	Percentage
Red lebel	24	12.00
Tata tea	48	24.00
Taaza	38	19.00
Lipton	26	13.00
Pataka Chai	14	7.00
Tajmahal	20	10.00
Marvel	30	15.00
Total	200	100

Table No. 6 Do You Like Experimenting With Different Brand?

Type of Tea	No. of Respondent	Percentage
Yes	74	37.00
No	126	63.00
Total	200	100

Table No. 7 Advertisement of which Tea brand do you remember the most?

Brand	No. of Respondent	Percentage
Red lebel	26	13.00
Tata tea	46	23.00
Taaza	38	19.00
Lipton	24	12.00
Pataka Chai	13	6.50
Tajmahal	28	14.00
Marvel	25	12.50
Total	200	100

Table No. 8 Do you think Advertisement can Influence your choice of Brand?

Decision	No. of Respondents	Percentage
Yes	84	42.00
No	116	58.00
Total	200	100

Table No. 9 Are you aware of Tate Tea “Jaago Re” Campaign

Decision	No. of Respondents	Percentage
Yes	142	71.00
No	58	29.00
Total	200	100

Table No 10 Brand Association with different feature of Brand

Features	Red Label	Tata Tea	Taaza	Lipton	Pataka Chai	Tajmahal	Marvel
Good Tast	30	40	34	28	16	24	28
Availability	30	33	31	32	17	28	29
Attractive Packaging	32	30	31	30	14	31	32
Reasonable Price	28	33	34	26	21	27	31
Reputed Brand	33	40	35	34	12	21	25
Best Promotion Campaign	21	50	40	20	19	23	27
Total	174	226	205	170	99	154	172
AVERAGE	29.00	37.67	34.17	28.33	16.50	25.67	28.67
RANK	III	I	II	V	VII	VI	IV

Table No. 11 What Improvements Are Needed For The Tata Tea?

Improvement Area	No. of Respondents	Percentage
Tast	24	12.00
Packaging	30	15.00
Advertisement	30	15.00
Price Reducing	78	39.00
Verity	38	19.00
Total	200	100

CONCLUSION

In the present days, it will be essential to know for the companies who are offering the products and services that the demographic profile of consumers in terms of Education, Income and Size of the Family as well as at the Psychology level of the consumers. Conclude about that how they feel, think and behave in the rapidly changing environment of the business. The marketing strategies must adapt to the changing situations and must offer quality product to its consumers. This can made possible by encouraging the effective marketing penetrations strategies and improving product innovation techniques.

Through the present study, the consumer’s perceptions towards the brand like Tata Tea were analyzed, so as to determine the success of the brand in terms of sales increase of the company. The psyche of the consumer’s who are being targeted and their behavior towards the brand. This type of regional studies on the consumer

behavior is relevant to given an insight and understanding the attitude of the consumer's toward the product they buy and consume. The consumption pattern of Tata Tea in the Lucknow reveals that the large majority of the respondents were found ardent tea drinker.

In terms of brand preference analysis, it was found that the Tata Tea was preferred by the majority of the respondents in Lucknow city. On the basis of ranking Tata Tea occupied the first rank followed by the Taaza, Red Label, Marvel, Lipton, Taj Mahal and Pataka chai respectively. The Tata Tea and Taaza have mostly captured the tea market, which is an indication for other tea marketers to increase their Strategies and come out with a more focused strategy to compete with the major market players.

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