



# Topic “A study on consumer’s perception on tea as a beverage with special reference to Guwahati city”

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## Abstract:

The most preferred drink of India is tea which is loved by everyone rather be it on any occasion or any seasons. This study investigates factors that predict consumers’ perception on tea as a beverage with special reference to Guwahati City of Assam. Furthermore, this study also examines the buying behaviour of the consumers as what package do they prefer buying and how they consider the pricing of tea and value quality over price or not and also consumers’ attitude towards branded tea. India is 2<sup>nd</sup> largest producer of tea in the world and Assam plays the major role in the total contribution of tea in India. Questionnaires was used to collect data from consumers from where we can analyse consumers perception on tea as a beverage and there buying behaviour and then tables, bar diagrams, charts were used for complete analysis.

## Introduction

The most popular drink consumed by two-thirds of the world's population, tea is made from the leaves of *Camellia sinensis*. Types of tea are classified as black (fermented), green (unfermented), and oolong (semi-fermented) based on the processing or development of the harvested leaves. India is the second-biggest manufacturer of tea globally. Indian tea is one of the best withinside the global because of robust geographical indications, heavy funding in tea processing units, non-stop innovation, augmented product mix, and strategic marketplace expansion. As of a 2018 survey, a complete of 6.37 lakh hectares of location changed into cultivated in India for tea manufacturing. From 2021-2022 India produced a total of 1344.4 million kg tea and India is a number of the pinnacle five tea exporters withinside the global making approximately 10% of the overall exports. In the 12 months 2021, the overall price of tea exports from India turned into round US\$ 687.9 million. Indian Assam, Darjeeling, and Nilgiri tea are taken into consideration one of the greatest withinside the global. India exports tea to greater than 25 international locations at some point of the world. Russia, Iran, UAE, USA, the UK, Germany, and China are a number of the main importers of tea from India. India is the 2<sup>nd</sup> largest tea producer in the world and also almost every person of India love having tea rather it be on any occasion serving of tea is a must. As of the year 2021-2022 India produced 1344.4 million Kg of tea. Around 80% of the tea is produced in North East and Assam alone contributes to around 55% of the total tea production in India and also Assam is the largest tea-producing state in India.

## Literature Review

The country’s tea consumption patterns and consumer perceptions of tea consumption were briefly covered in the Tea Report (2006). It concentrated on the topic of consumer perception when purchasing and consuming tea. It also placed emphasis on the effects of advertising on consumers and retailers as well as the accessibility of various brands on the market. Source: Tea Digest of tea Board, 2006)

Consumer behaviour is not easy to predict, not even for experts. There are several attributes that influence customers' perspective, either directly or indirectly. Such factors include popularity of tea brand, color, aroma and brand loyalty. Research has shown that consumers are completely depends on such factors. The study also showed definite relation between consumer behaviour and consumption pattern. (Ghosh, et al.)

According to D. Mudoj et.al (2018) health benefits received from consuming organic tea is an important factor that affects consumers' tea purchasing decision. Consumers also prefer tea products that are 'Free from Chemicals'.

According to K. Hazarika (2012) consumers are more concerned with the quality of the tea, rather than quantity they receive. Due to this reason, consumers are shifting from non- branded tea to branded tea products. The study also suggests targeting local tea stalls and smaller restaurants and hoteliers to reach the grass root level customers. A large 'loose tea market' can be tapped into in the rural areas.

According to a study done by M. Singh and Dr. Anita (2012) consumers' loyalty towards and demand for particular brands forces dealers to stock up on those particular brands. Study shows that an average Indian consumer consumes tea 3-4 times a day. Tata tea holds significant market share in the Indian tea market because consumers prefer known brands of tea. Also, it has been observed that most of the consumers prefer dark tea.

Dr. S. Chakraborty et.al studied the attitude and consumption pattern of Gen Y consumers towards tea. Most consumers prefer to drink tea on a daily basis, and have been doing so since their childhood. They prefer to drink tea because it is convenient, has health benefits and is affordable. Gen Y consumers consume tea because they believe drinking tea helps boost their immunity.

## Objectives of the Study

1. To study the consumer's perception on tea as a beverage with special reference to Guwahati City
2. To study the consumer's buying behaviour of tea.

## Research Methodology

- **TOPIC-** "A Study on consumer's perception on tea as a beverage with special reference to Guwahati City"
- **AREA OF THE STUDY-** The study was limited to Guwahati City only.
- **SOURCES OF DATA-** The sources of data are from primary data and some information's were also taken from secondary data as well
- **SAMPLING FRAME-** Size of the sample has been decided by taking into consideration by taking a couple of factors such as duration of the project, availability of time etc. The sample consists of 100 respondents.
- **TOOLS AND TECHNIQUES OF STUDY-** Tables, Bar diagram, Pie-chart

## Limitations

**Time Constraints-** A total period of 6 months was accumulated in this study and the time given was a bit short for this study.

**Area-** In this study the area was Limited to Guwahati City only.

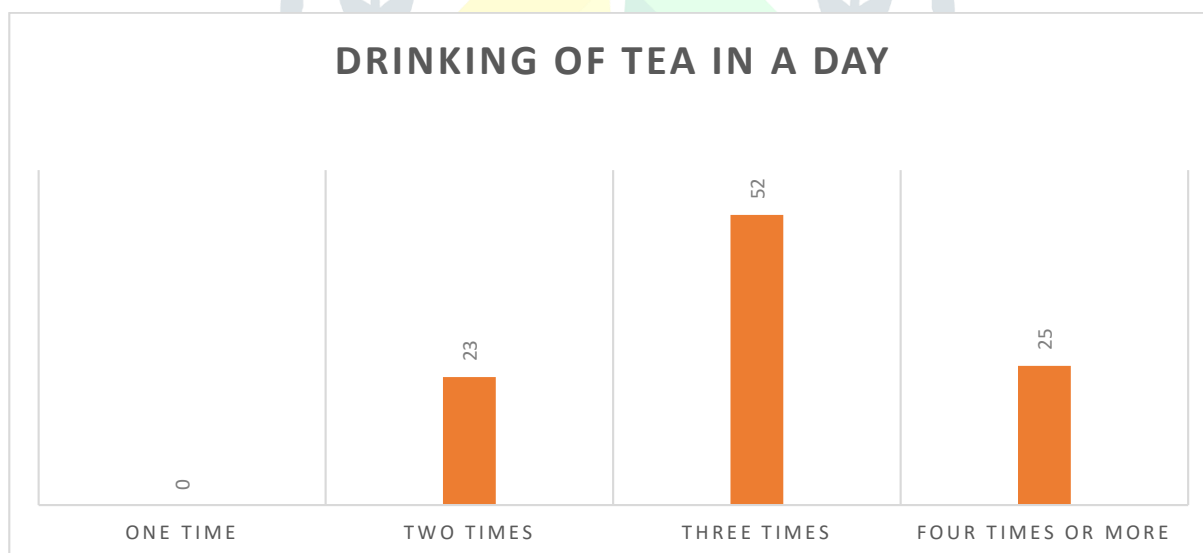
**Limited samples-** Size of the sample has been decided by taking into consideration by taking a couple of factors such as duration of the project, availability of time etc. The sample consists of 100 respondents.

## DATA ANALYSIS

Table showing respondents drinking of tea in a day.

Options	No. of Respondents	Percentage of Respondents
One Time	0	0%
Two Times	23	23%
Three Times	52	52%
Four Times or more	25	25%
Total	100	100%

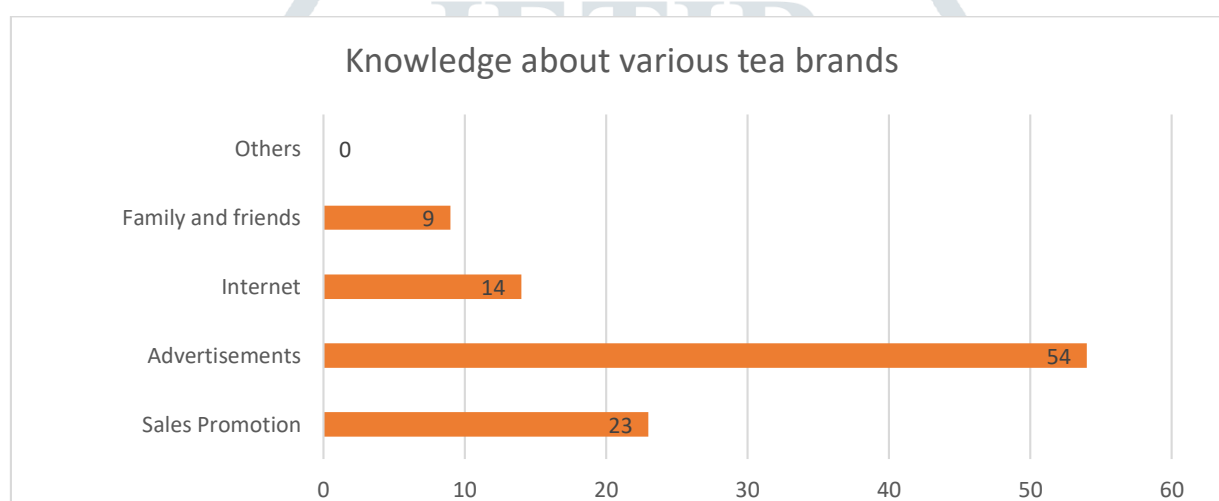
Figure showing respondents drinking of tea in a day.



**Interpretation:** From the above table and figure we can analyze that out of 100 respondents, respondents drinking tea one time a day are 0(0%), respondents drinking tea two times a day are 23(23%), respondents drinking tea three times a day are 52(52%) and respondents drinking tea four times and more a day are 25(25%).

**Table showing respondents knowledge about various tea brands.**

Options	No. of Respondents	Percentage of Respondents
Sales Promotion	23	23%
Advertisements	54	54%
Internet	14	14%
Family and friends	9	9%
Others	0	0
<b>Total</b>	<b>100</b>	<b>100%</b>

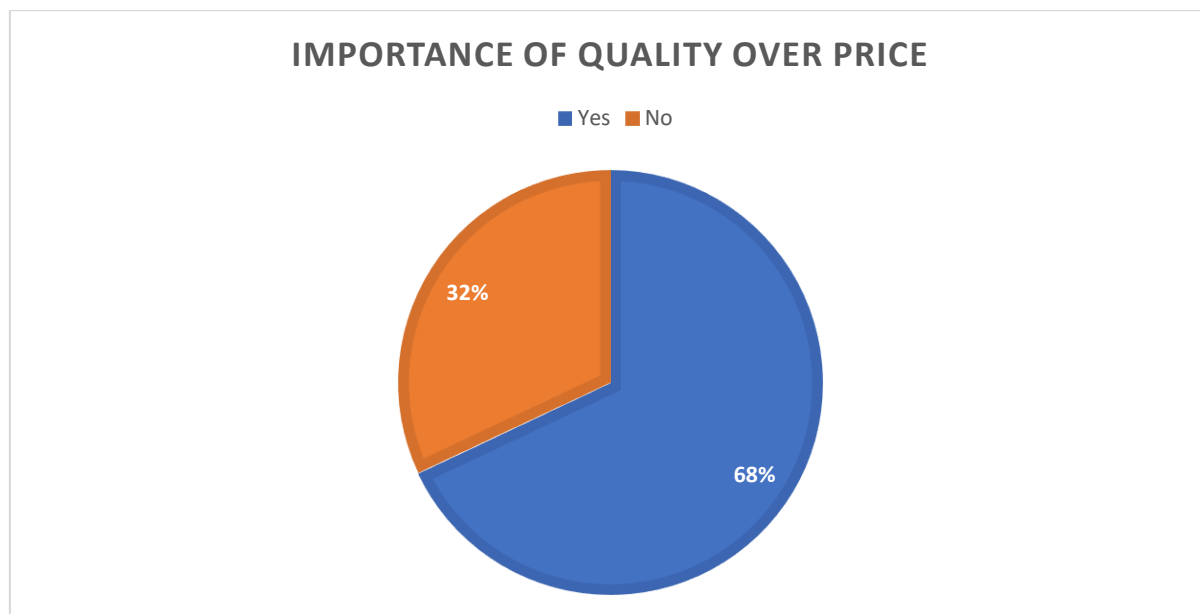
**Figure showing respondents knowledge about various tea brands.**

**Interpretation:** From the above table and figure we can analyze that out of 100 respondents, respondents get knowledge about various tea brands from Sales Promotion are 23(23%), from advertisements are 54(54%), from internet are 14(14%), from family and friends are 9(9%) and from others are 0(0%).

**Table showing respondents believe that quality over price is important while purchasing tea.**

Options	No. of Respondents	Percentage of Respondents
Yes	68	68%
No	32	32%
<b>Total</b>	<b>100</b>	<b>100%</b>

Figure showing respondents believe that quality over price is important while purchasing tea.

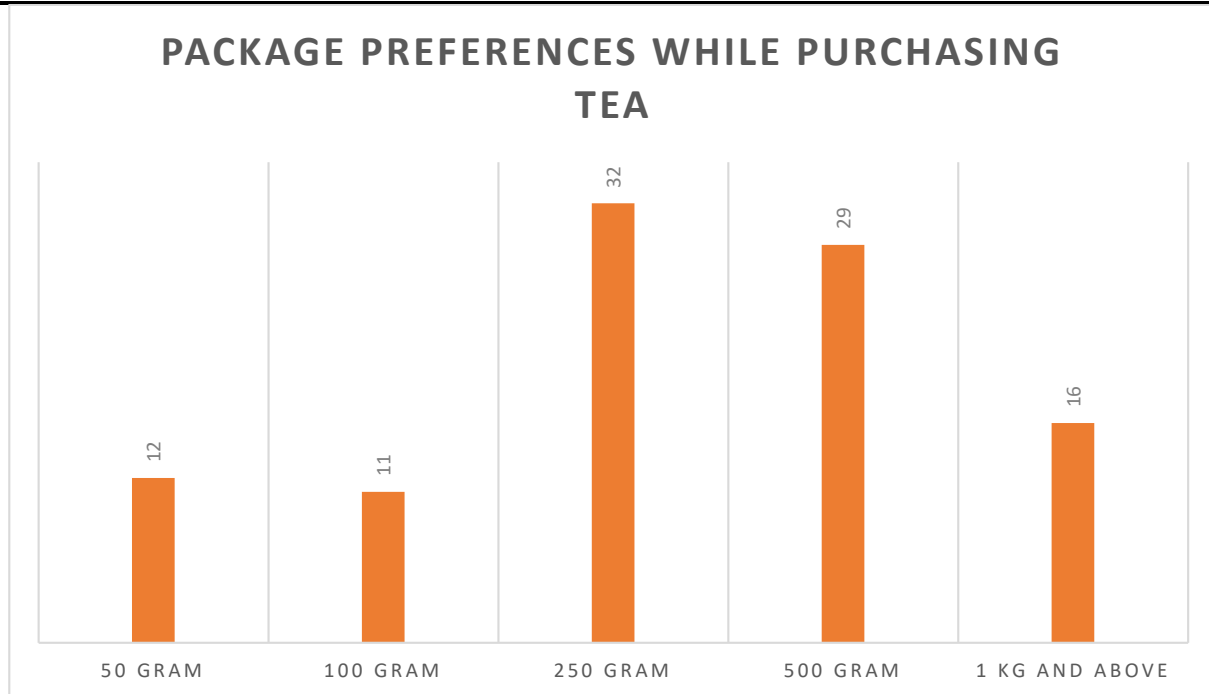


**Interpretation:** From the above table and figure we can analyze that out of 100 respondents, 68 (68%) respondents believe that quality over price is important while purchasing tea whereas there are 32 (32%) respondents who does not believe that quality over price is important while purchasing tea.

**Table showing respondents package preferences while purchasing tea.**

Options	No. of Respondents	Percentage of Respondents
50 Gram	12	12%
100 Gram	11	11%
250 Gram	32	32%
500 Gram	29	29%
1 Kg and above	16	16%
<b>Total</b>	<b>100</b>	<b>100%</b>

Figure showing respondents package preferences while purchasing tea.



**Interpretation:** From the above table and figure we can analyze that out of 100 respondents, 12(12%) respondents prefer 50gram package while purchasing tea, 11(11%) respondents prefer 100gram package while purchasing tea, 32(32%) respondents prefer 250gram package while purchasing tea, 29(29%) respondents prefer 500gram package while purchasing tea and 16 (16%) respondents prefer 1 kg and above package while purchasing tea.

**Table showing that do respondents check the quality standard while purchase.**

Options	No. of Respondents	Percentage of Respondents
Yes	38	38%
No	14	14%
Sometimes	48	48%
Total	100	100%

**Figure showing that do respondents check the quality standard while purchase.**



**Interpretation:** From the above table and figure we can analyze that out of 100 respondents, 38(38%) respondents do check the quality standards while purchasing tea, 14(14%) respondents do not check the quality standard while purchasing tea and 48(48%) respondents sometimes check the quality standard while purchasing tea.

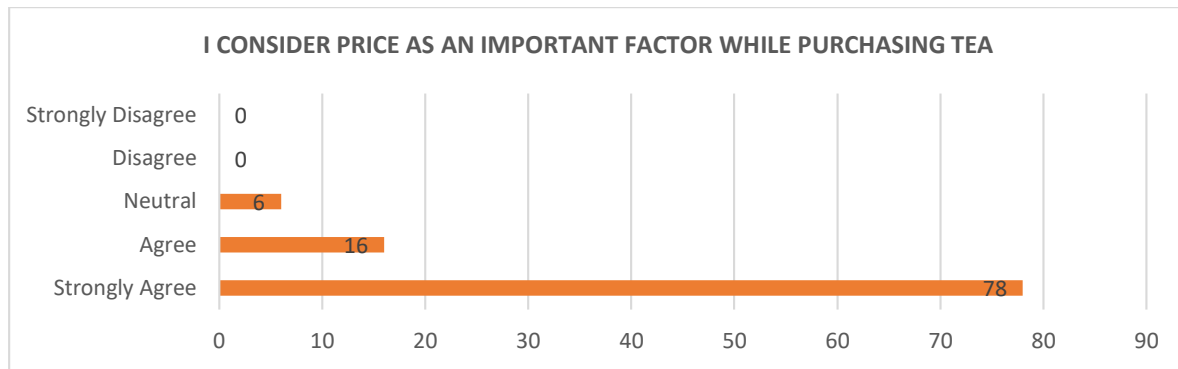
**Table showing statements based on level of satisfaction**

SL. No	Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
		No. of Responses	%	No. of Responses	%	No. of Responses	%	No. of Responses	%	No. of Responses	%	No. of Responses	%
1.	I consider price as an important factor while purchasing tea.	0	0%	0	0%	6	6%	16	16%	78	78%	100	100%
2.	I am attracted towards packaging of tea as while making my purchase decision.	0	0%	0	0%	6	6%	23	23%	71	71%	100	100%

3.	Flavour of tea is an important factor for me.	0	0%	0	0%	6	6%	15	15%	79	79%	100	100%
4.	I consider the quality of liquor of tea.	0	0%	0	0%	6	6%	21	21%	73	73%	100	100%
5.	I compare prices of various brands while choosing tea.	0	0%	0	0%	6	6%	16	16%	78	78%	100	100%
6.	I am of the opinion that branded tea is better than loose tea.	0	0%	0	0%	10	10%	29	29%	61	61%	100	100%
7.	I take into consideration the grades of tea while choosing the tea.	0	0%	0	0%	30	30%	18	18%	52	52%	100	100%
8.	I am aware of various tea grades.	0	0%	0	0%	30	30%	23	23%	47	47%	100	100%
9.	I am aware of the taste difference of the various tea grades.	0	0%	0	0%	30	30%	23	23%	47	47%	100	100%
10.	I keep on changing the consumption of tea from brand to another on a regular or monthly basis.	2	2%	29	29%	33	33%	13	13%	23	23%	100	100%

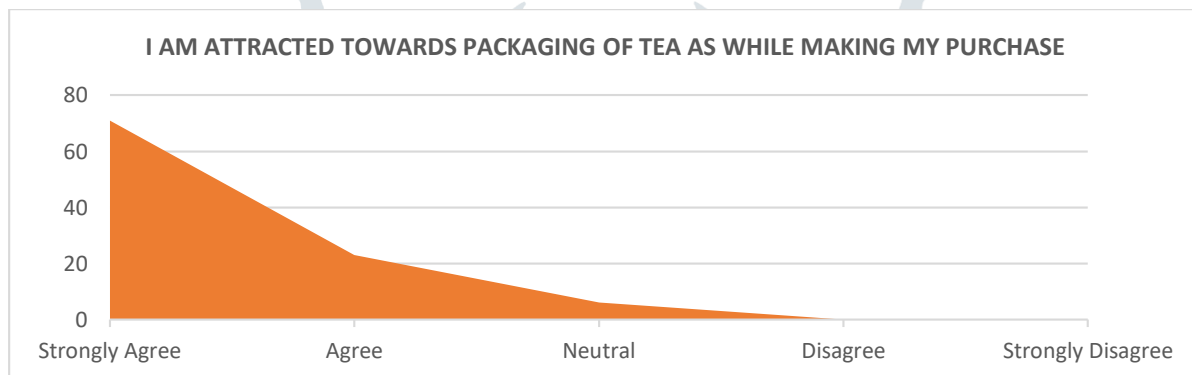


**Figure showing that respondents consider price as an important factor while purchasing tea.**



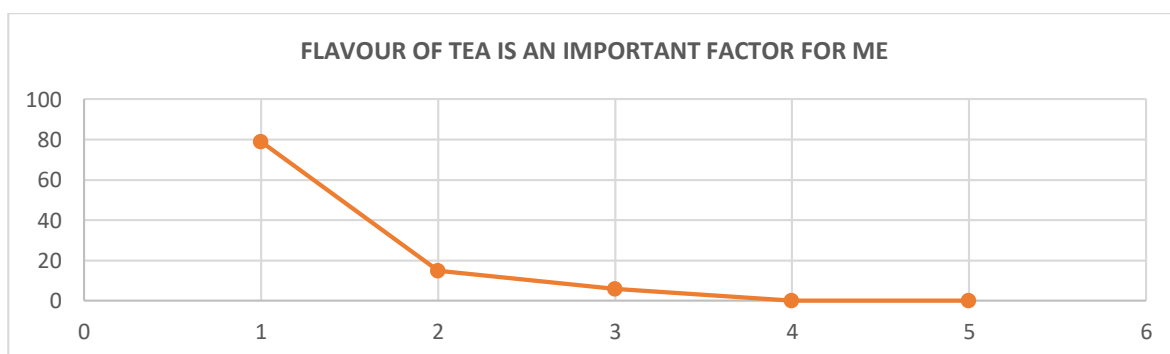
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents 78(78%) respondents have strongly agreed and 16(16%) respondents have agreed that they consider price as an important factor while purchasing tea whereas 6(6%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that respondents are attracted towards packaging of tea as while making their purchase.**



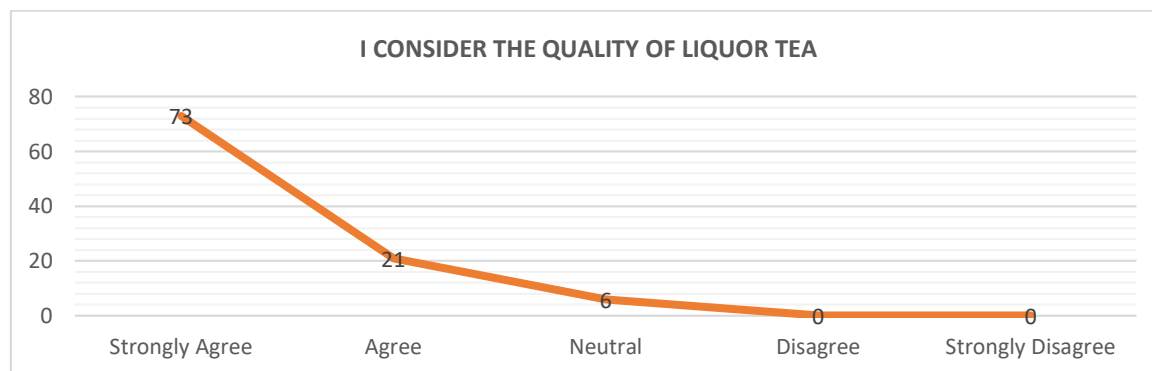
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 71(71%) respondents have strongly agree and 23(23%) respondents have agreed that they are attracted towards the packaging of tea while making their purchase whereas 6(6%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that flavour of tea is an important factor for respondents.**



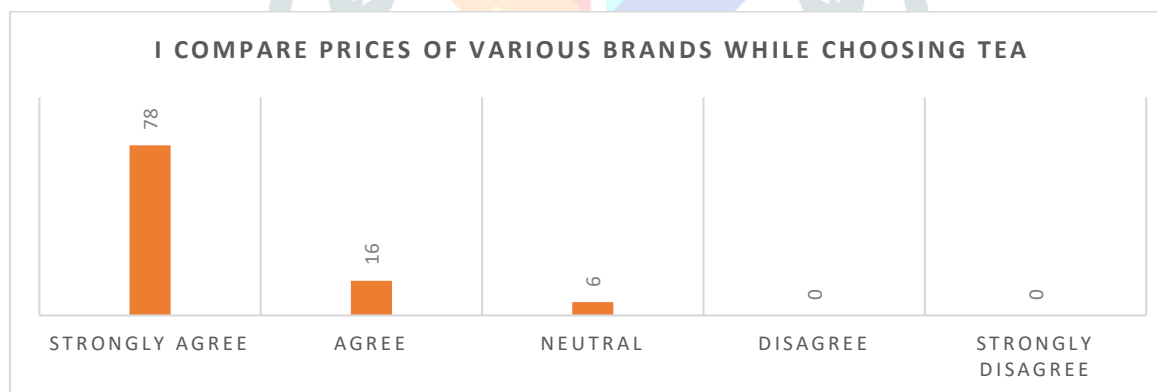
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 79(79%) respondents have strongly agree and 15(15%) respondents have agreed that flavour of tea is an important factor for them whereas 6(6%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that respondents consider the quality of liquor tea.**



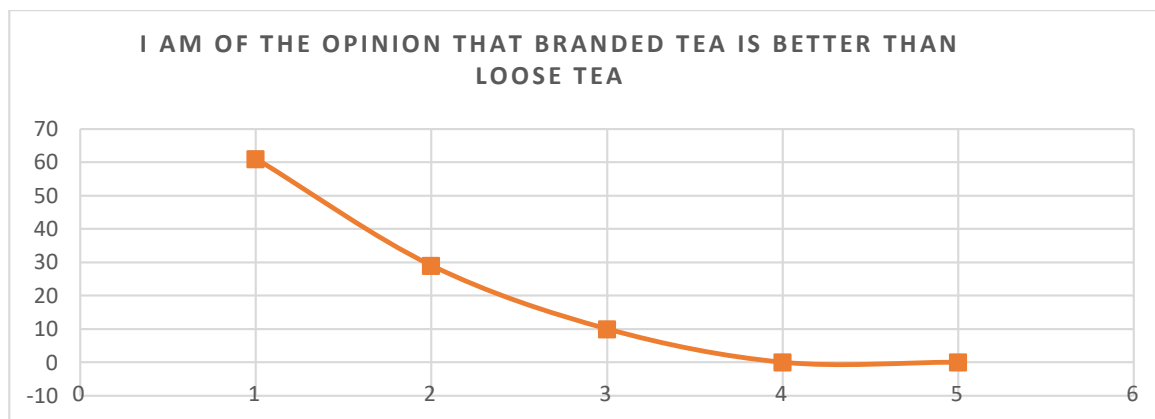
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 73(73%) respondents have strongly agree and 21(21%) respondents have agreed that they consider the quality of liquor tea whereas 6(6%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that respondents compare prices of various brands while choosing tea.**



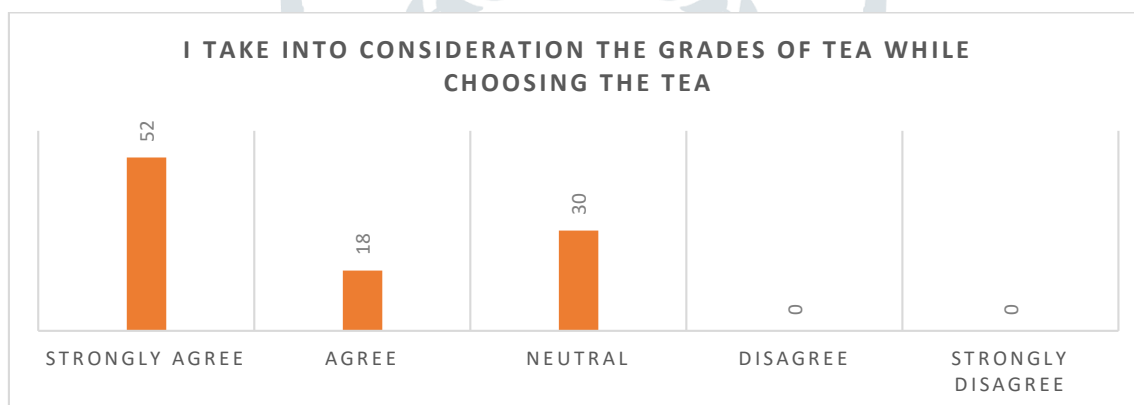
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 78(78%) respondents have strongly agree and 16(16%) respondents have agreed that they compare prices of various brands while choosing tea whereas 6(6%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

Figure showing that respondents having opinion that branded tea is better than loose tea.



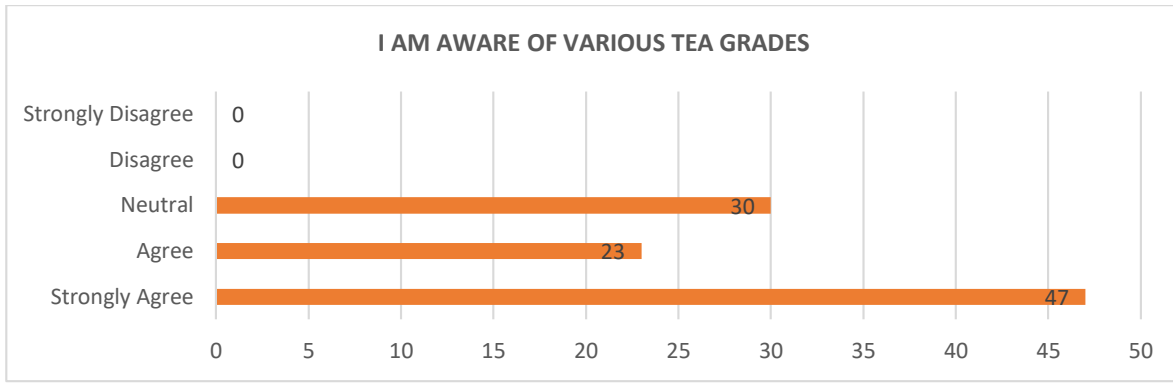
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 61(61%) respondents have strongly agree and 29(29%) respondents have agreed that they are of the opinion that branded tea is better than loose tea whereas 10(10%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

Figure showing that respondents take into consideration the grades of tea while choosing the tea.



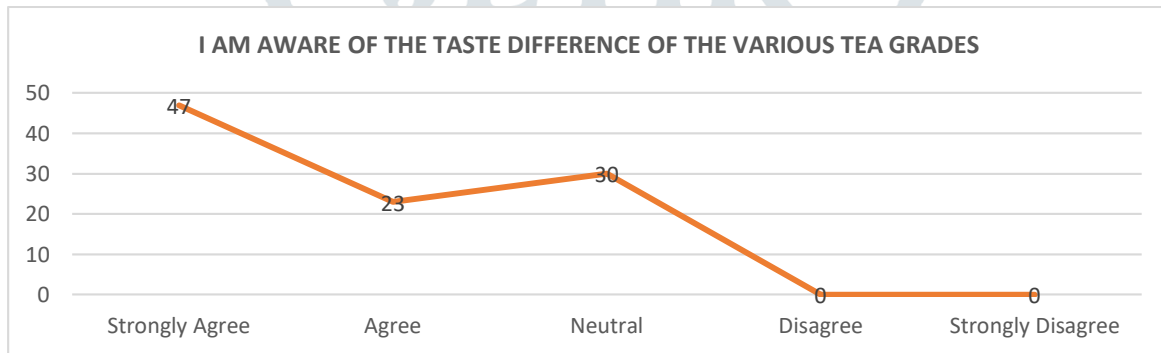
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 52(52%) respondents have strongly agree and 18(18%) respondents have agreed that they take into consideration the grades of tea while choosing the tea whereas 30(30%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that respondents are aware of various tea grades.**



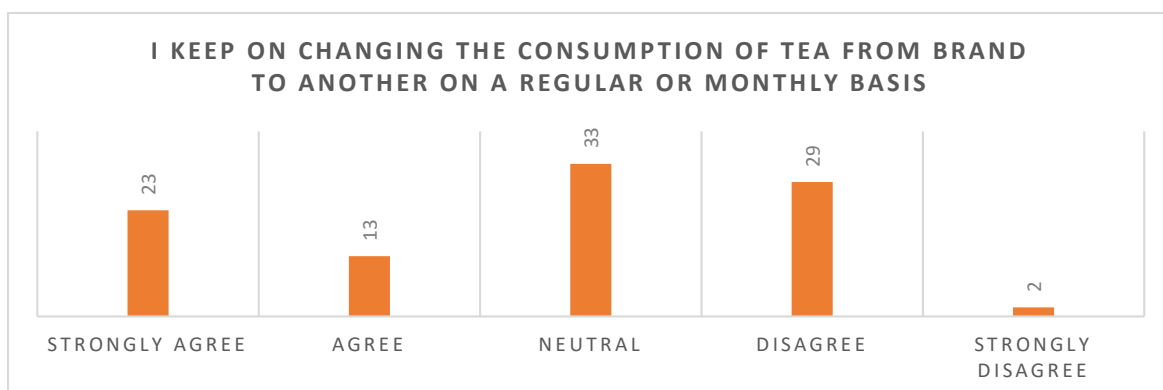
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 47(47%) respondents have strongly agree and 23(23%) respondents have agreed that they are aware of various tea grades whereas 30(30%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that respondents are aware of the taste difference of the various tea grades.**



**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 47(47%) respondents have strongly agree and 23(23%) respondents have agreed that they are aware of the taste difference of the various tea grades whereas 30(30%) respondents are neutral and there are 0(0%) respondents with disagree and strongly disagree.

**Figure showing that respondents keep on changing the consumption of tea from brand to another on a regular or monthly basis.**



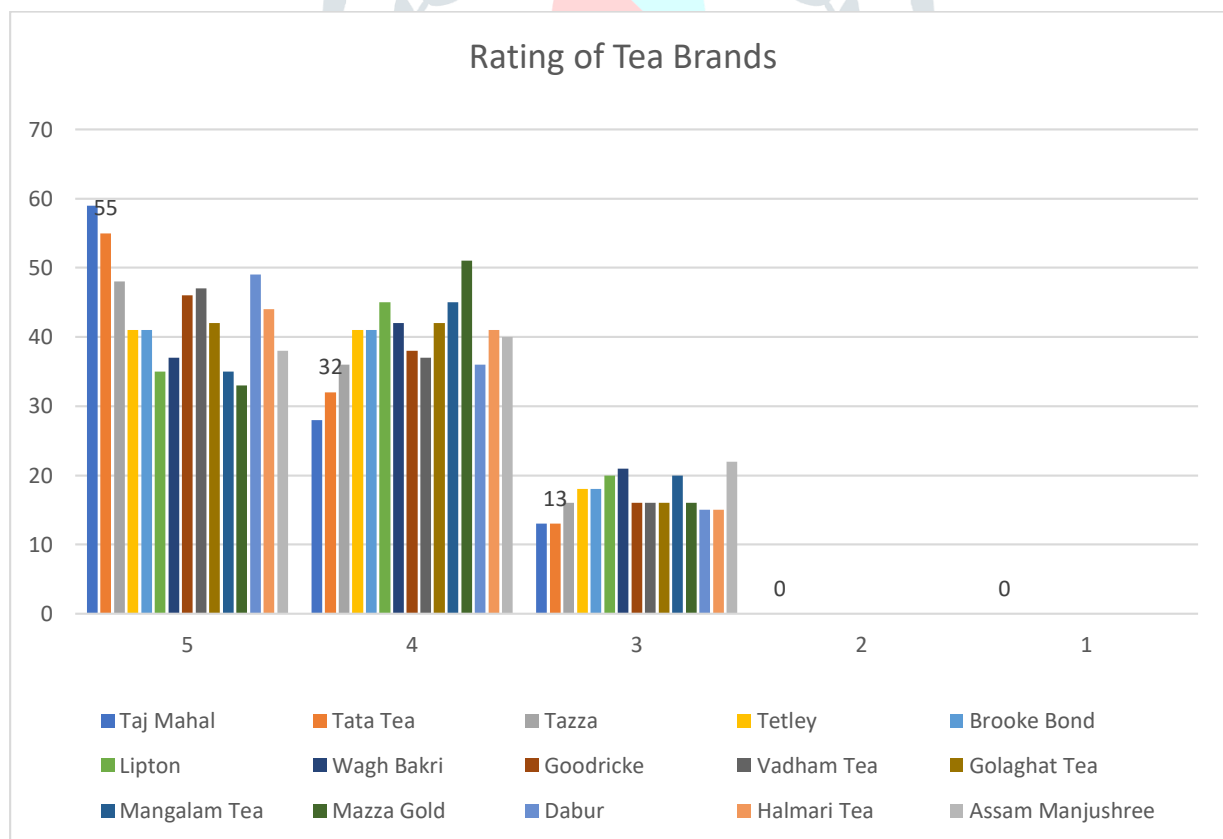
**Interpretation:** From the above table and figure we can analyse that out of 100 respondents, 23(23%) respondents have strongly agreed and 13(13%) respondents have agreed that they keep on changing the consumption of tea from brand to another on a regular or monthly basis whereas 33(33%) respondents are neutral and 29(29%) respondents have disagreed and 2(2%) respondents have strongly disagreed.

**Table showing rating of respondents on different tea brands were 1 being the lowest and 5 being the highest.**

SL · N O	BRAND	Ratings of respondents were 1 being the lowest and 5 being the highest												
		1		2		3		4		5		Total		RANKING
		No. of Respo nses	%	No. of Respo nses	%	No. of Respo nses	%	No. of Respo nses	%	No. of Respo nses	%	No. of Respo nses	%	
1.	Taj Mahal	0	0 %	0	0 %	13	13 %	28	28 %	59	59 %	100	100 %	1
2.	Tata Tea	0	0 %	0	0 %	13	13 %	32	32 %	55	55 %	100	100 %	2
3.	Tazza	0	0 %	0	0 %	16	16 %	36	36 %	48	48 %	100	100 %	4
4.	Tetley Tea	0	0 %	0	0 %	18	18 %	41	41 %	41	41 %	100	100 %	10
5.	Brooke Bond	0	0 %	0	0 %	18	18 %	40	40 %	42	42 %	100	100 %	9
6.	Lipton Darjeelin g Tea	0	0 %	0	0 %	19	19 %	46	46 %	35	35 %	100	100 %	13
7.	Wagh Bakri Indian Tea	0	0 %	0	0 %	21	21 %	42	42 %	37	37 %	100	100 %	12
8.	Goodrick e Khaass Assam Tea	0	0 %	0	0 %	16	16 %	38	38 %	46	46 %	100	100 %	7

9.	Vadham Tea	0	0%	0	0%	16	16%	37	37%	47	47%	100	100%	6
10.	Golaghat Tea	0	0%	0	0%	16	16%	42	42%	42	47%	100	100%	5
11.	Mangalam Tea	0	0%	0	0%	20	20%	45	45%	35	35%	100	100%	14
12.	Mazza Gold	0	0%	0	0%	16	16%	51	51%	33	33%	100	100%	15
13.	Dabur	0	0%	0	0%	15	15%	36	36%	49	49%	100	100%	3
14.	Halmari Tea	0	0%	0	0%	15	15%	41	41%	44	44%	100	100%	8
15.	Assam Manjushree	0	0%	0	0%	22	22%	40	40%	38	38%	100	100%	11

Figure showing rating of respondents on different tea brands were 1 being the lowest and 5 being the highest.



**Interpretation:** From the above table and figure we can analyse that out of 100 respondents we have got different ratings on the selected 15 tea brands were 1 rating being the lowest and 5 rating being the highest. As we can see in the table and figure that no respondents have given the rating below 3 which can mean that no tea brand is bad and respondents love all these 15 tea brands but as for clarification of which tea brand is most preferred by the respondents the ranking system can help to know better and as so Taj Mahal is ranked number 1 as most of the respondents gave 5 rating to this tea brand, Tata Tea is ranked number 2, Dabur is ranked number 3, Tazza is

ranked number 4, Golaghat Tea is ranked number 5, Vadham Tea is ranked number 6, Goodricke Khass Assam Tea is ranked 7, Halmari Tea is ranked number 8, Brooke bond is ranked number 9, Tetley Tea is ranked number 10, Assam Manjushree is ranked number 11, Wagh Bakri Indian Tea is ranked number 12, Lipton Darjeeling Tea is ranked number 13, Mangalam Tea is ranked number 14 and Maza gold is ranked 15.

### **FINDINGS ON FIRST OBJECTIVE:**

As we know drinking tea is almost preferred by everyone specially in India but our study was specially referenced to Guwahati city only and from the study we found out that almost everyone drinks tea and 52% of the people drink tea 3 times a day from which we come to know that drinking of tea in Guwahati is preferred by everyone and also it is revealed that 54% of the people gets knowledge about various tea brands from advertisements which means that people are really interested to know more about tea and so they follow the advertisements provided by the tea brands. So in overall it is seen that people enjoy drinking tea and have knowledge about tea brands and knowing what tea brands they should choose as per their taste. From the study it is seen that for 79% of the people flavour of tea is an important factor and 73% of the people consider the quality of liquor tea and also 47% of people are aware of the taste difference of the various tea grades.

### **FINDINGS ON SECOND OBJECTIVE:**

As the study was limited to Guwahati city only, the study revealed the consumers buying behaviour of tea as a beverage where we can see that 32% of the people prefer buying 250 gram tea package and 68% of the people believe that quality over price is important while purchasing tea. But it has been revealed that 48% people only sometimes check the quality standard while purchasing tea and only 38% check the quality standard and then purchase tea and 14% people don't even check the quality standard. From the study it is revealed that 71% people are attracted towards the packaging while making their purchase decision and 78% of the people compare prices of various brands while choosing tea. It is also revealed in the study that 52% people take into consideration the grades of tea while choosing tea and 47% people are well aware of various tea grades.

### **CONCLUSION**

Tea is very popular in India and as well in Assam people love to devour the variety of taste in tea as there are lots of brands with various taste that attract people of different choices and attracting people with their special package looks. India has a huge tea market and competition as there are various brands and all brands are best at their part. Indian consumers get a lot of choices when it comes to choose tea brands and compare the prices as various tea brands come with different prices that attract more customers with discounts and packaging and more.

The study reveals that the tea market is demand driven and facing cut throat competition. The pull of the consumers is so strong that the dealers are forced to keep the brand of consumers choice. It has been seen that most people prefer drinking tea 3 times a day. Mostly respondents obtain information through advertisement. It is also been seen that majority of the people believe that quality over price is important as for when they purchase tea. Most of the people buy 250gram package while their purchase of tea. 48% of people only sometimes check the quality standard while their purchase of tea. Most people consider price as an important factor while purchasing tea and they are attracted towards the packaging of the tea and for 79% of the people flavour is an important factor, most people also consider the quality of liquor of tea. In the study it has been seen that 78% of the people compare prices of various brands while choosing tea and most of the people prefer branded tea over loose tea. The study revealed that 52% of the people take into consideration the grades of tea while purchasing tea and only 47% people are aware of various tea grades and the taste difference of various tea grades. It has been seen in the study that consumers have mixed responses towards the changing of consumption tea from brand to another on regular or monthly basis. The study revealed that mostly people prefer Taj Mahal tea.

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