



ISSN (E): 2277- 7695  
ISSN (P): 2349-8242  
NAAS Rating: 5.23  
TPI 2021; SP-10(10): 282-285  
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[www.thepharmajournal.com](http://www.thepharmajournal.com)  
Received: 25-08-2021  
Accepted: 27-09-2021

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## A study on purchase behaviour of tea among the consumers in Nilgiris district

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### Abstract

Tea is the most popular beverage dominating the entire market in terms of revenue, growth and popularity. Demand for tea (especially green tea and herbal tea) is constantly rising due to the shift towards healthy lifestyle and increasing fitness enthusiasts. The objective of this paper is to analyze the factors influencing the purchase of tea in Nilgiris district. The data was collected from 120 respondents and factor analysis was done to identify the factors influencing the purchase behaviour of tea. The result of this study shows that factors like price and promotional factors, on-store influence, availability and sensory factors and product attributes are the major contributors towards purchasing of tea.

**Keywords:** purchase behaviour, consumer, promotional factors, product attributes

### Introduction

Tea is the second popular drink next to water as most of the consumers prefer tea as their main drink. Being one of the oldest drinks, tea is still dominating the entire market in terms of revenue, growth and popularity. There are more than 1000 types of tea often grouped as black tea, white tea, oolong tea and green tea.

The size of the global tea market was estimated at \$55,144 million in 2019 and it is expected to grow \$68,950 million by 2027, at a CAGR of 6.6% from 2020 to 2027. Black tea and green tea are the famous and highest contributors of market while herbal tea is gaining attention. The contribution of green tea segment hits highest in the tea market with \$16,362 million in 2019 and it projected to reach \$26,110 million by 2027, recording a CAGR of 9.8% during the forecasting period.

Improving lifestyle of the people and changing consumption pattern has converted tea from luxury item to daily needs of life. Natalie (2009) listed the factors that influence the consumption behaviour of tea. Changes in the cultural factor is one of the major drivers for increasing consumption of tea. "Natural, healthy, natural regression" has become the recent trend which consumers aspire and the requirements of contemporary life like "low calories, low sugar and low fat" are summarized as the main characteristics of tea. Tea contains antioxidants and minerals like potassium, manganese, magnesium and calcium which is one of the main reason to add tea in diet list. There are scientific evidences that states regular consumption of tea aids in weight loss and reduces the risk of Parkinson's. People who like to drink tea can influence their social groups to drink tea and the result is increased consumption of tea. Younger generation with disposable income finds tea as cost-effective and feel it as more "smart and fashion". Psychological factors like brand loyalty made consumers to buy tea repeatedly once they start liking it. Rising concern of high-income people towards weight management has a great influence on the development of tea drinking

### Review of Literature

Chandrakumar *et al.* (2016) <sup>[1]</sup> stated that most of the respondents prefer tea over other beverages and the main reason for choosing tea is due to its refreshing nature. It is also stated that most of the respondents both rural and urban were using same tea brand for more than two years

Mathai. D. C (2020) <sup>[2]</sup> analyzed the reasons that influence brand preference of tea. From the study it is found that consumers in Nilgiris district have limited brand preferences. According to the study the major factors that influence brand preference of tea are demographic factors and psychological factors. Endorsements of new brands and offers were also added as the reasons for deciding tea brands.

Jaganathan. A (2020) [3] stated that demand for packet tea can be fulfilled by diversifying tea products like flavoured tea and improving the quality. Though current performance of a firm is measured by sales and market share, satisfaction of the consumers after consuming tea of a particular brand aids future sales.

### Objective of the study

To find out the major factors influencing the customers purchasing behaviour of tea in Nilgiris district

### Methodology

Data was collected from 120 respondents in Nilgiris district through online questionnaire. The survey was conducted from the residents of rural and urban parts of the Nilgiris district and was designed to be a descriptive research to know the factors that affect the decision making of tea purchase. Simple percentage analysis was used to analyze the socio-demographic profile and factor analysis was used to analyze the factors that influence the consumers towards purchase of tea.

### Tools for analysis

Simple percentage analysis is used to represent the raw data into percentages and it is usually used to analyze the demographic variables such as gender, age, education status, occupation, locality of living and monthly income.

Factor analysis is used to reduce large number of variables into minimal number of factors. In this study, factor analysis was used to understand the factors that influence the purchasing behaviour of tea. Fourteen variables were identified as important attributes for the purchasing behaviour of tea. Likert scale was used to measure these variables that influence the purchase of tea. (1- very unimportant, 2- unimportant, 3- neutral, 4- important, 5- very important)

**Table 1:** List of variables used for factor analysis

A	Aroma
B	Flavour
C	Taste
D	Colour of the end product
E	Brand image
F	Value Added Tea
G	Retailer's influence
H	Timely availability
I	Influence by others
J	Reasonable price
K	Attractive packaging
L	Celebrity endorsement
M	Effective advertisement
N	Gift/ Promotion strategies

### Results and Discussion

The profile of the respondents is presented in table 2.

**Table 2:** Profile of Respondents

Demographic Variables	Frequency	Percentage	
Gender	Male	76	63.33
	Female	44	36.67
	Total	120	100
Age	Between 18-24	6	5.00
	Between 25-34	37	30.83
	Between 35-44	63	52.50
	Above 45	14	11.67
	Total	120	100
Educational Status	Illiterate	11	9.17
	Primary	30	25.00
	Secondary	44	36.67
	Higher Secondary	28	23.33
	Graduate	7	5.83
	Total	120	100
Monthly Household Income	Below 10000	9	7.51
	11000-20000	22	18.33
	20000-30000	28	23.33
	Above 30000	15	12.50
	Above 35,000	46	38.33
	Total	120	100
Profession	Private Sector Job	23	19.17
	Public Sector Job	17	14.17
	Business	72	60.00
	Retired persons	6	5.00
	Unemployed	2	1.66
	Total	120	100
Locality of living	Rural	87	72.50
	Urban	33	27.50
Size of the Family	Up to 2	10	8.33
	Up to 3	23	19.20
	Up to 4	71	59.20
	Up to 5	14	11.20
	Above 5	2	1.17
	Total	120	100

Table 2 describes the demographic profile of the 150 respondents who participated in the survey. With respect to gender, 63 % were male, and 37% were female. Hence majority of the respondents were men, they are the major influencers while purchasing tea. Similarly responses were collected for variables like age, family size, education, occupation, locality of living and monthly income which

plays a major role in decision making when purchasing tea.

**Factors influencing the purchase of tea**

For a comprehensive understanding, factors influencing the purchase of tea was analyzed using principal component analysis as an extraction method considering Varimax rotation.

**Table 3:** KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	733.141
	df	91
	Sig.	.000

**Table 4:** Total Variance Explained By the Included Variables

Components	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of variance	Cumulative %	Total	% of variance	Cumulative %
1	4.104	29.317	29.317	4.104	29.317	29.317
2	2.339	16.707	46.024	2.339	16.707	46.024
3	1.781	12.721	58.745	1.781	12.721	58.745
4	1.139	8.137	66.882	1.139	8.137	66.882
5	1.014	7.241	74.124	1.014	7.241	<b>74.124</b>
6	.779	5.564	79.687			
7	.670	4.786	84.473			
8	.575	4.106	88.579			
9	.379	2.710	91.289			
10	.322	2.302	93.592			
11	.283	2.021	95.612			
12	.260	1.854	97.467			
13	.222	1.588	99.054			
14	.132	.946	100.00			

Sampling adequacy and factor ability are measured using Kaiser Meyer- Olkin (KMO) and Bartlett's Test of Sphericity. The approximate chi-square value is 733.141 with 91 degrees of freedom which is significant at 0.05 levels. The KMO value is 0.736 which is more than 0.5 indicating the sufficiency of factors to run factor analysis.

As per the standards, eigen values greater than 1 are considered as significant. From the above Table 4, only five factors are having the eigen value greater than 1. The percentage of total variance is an index which explains the amount of variance accounted by each factor. Total variance of this analysis accounts for 74.124. But the above table lacks information about grouping the variables. Hence, rotated matrix is further performed as shown in Table 5

**Table 5:** Rotated Component Matrix for various qualities Studied in the research

	Component				
	1	2	3	4	5
Effective Advertisement	.897				
Gifts	.869				
Celebrity Endorsement	.786				
Reasonable Price	.749				
Value Added Tea	.573				
Retailer's Influence		.849			
Attractive Packaging		.777			
Colour of the end product			.813		
Brand Image		.582			
Influence of others					
Timely Availability				.776	
Flavour				.640	
Taste					
Aroma					.938

From the Table 5, there are five factors explaining about the purchase behaviour of tea. From this, component 3 and 5 shows relevancy with respect to the product. Hence, two factors are combined into one.

**Table 6:** Factors influencing the purchasing behaviour of tea

Factors	Statements	Loadings
Price and promotional factors	Effective Advertisement	.897
	Gifts	.869
	Celebrity Endorsement	.786
	Reasonable Price	.749
	Value Added Tea	.573
On-store influence	Retailer's Influence	.849
	Attractive Packaging	.777
	Brand Image	.582
	Family / Peer Influence	0.636
Availability and sensory factors	Timely Availability	.776
	Flavour	.640
Product attributes	Aroma	.938
	Colour of the end product	.813

Factor 1 is named as price and promotional factors which consists of variables such as effective advertisement, gifts, celebrity endorsement, reasonable price and value-added tea. Factor 1 comprises of 5 significant variables with eigen value 4.104 and total variance of 29.317% The result revealed that effective advertisement and promoting the product by giving gifts and discounts are considered primarily by the consumers.

Factor 2 is labelled as on-store influence with 3 significant variables such as retailer's influence, attractive packaging and brand image. Factor 2 is positively correlated with eigen value of 2.339 and the total variance of 16.707. The result revealed

that attractive packaging is one of the prime element that influence the purchasing behaviour of consumers.

Factor 3 is labelled as availability and sensory factors with 2 significant variables such as timely availability and flavour accounting for 8.137% of total variance with an eigen value 1.139. Consumers are much concerned whether the product is easily available in every store. It is also inferred that flavour is a core component while purchasing the tea

Based on the relevance between component 3 and 5, it is combined as one factor (Factor 4) named as product attributes consisting 2 variables such as colour of the end product and aroma. Aroma and colour of the end product are also considered as major variables that influence the purchase of tea.

### Conclusion

The aim of this study was to analyze the factors that influence the purchasing behaviour of tea. The results revealed that there are four factors that are crucial while purchasing tea. Price and promotional factors are considered to be the most important factors by consumers during tea purchase. Most of the consumers revealed that effective advertisement is one of the prime component while purchasing tea. The next important factors were the retailer's influence and attractive packaging. Product characteristics like aroma, colour, taste and flavour were also given importance. Some of the consumers expect that product should be easily available in the market. Thus tea companies should focus on the above four factors which helps to increase the sales and to retain customers.

### Limitations

This study is restricted to Nilgiris district alone and may not be suitable for other study areas. Hence, caution should be employed before making broad generalizations.

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