

## Consumer Behavior with regards to Consumption of Tea in Hisar City, Haryana

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### ARTICLE INFO

**Key word:** Consumer Behavior, Brand Loyalty, Taste and Preference, Influencer

### ABSTRACT

Tea is very important part in life of people of India. Tea is not just a beverage but considered as an emotion and represents the warmth in relationships and friendships. In this era of single click, perception of consumers is also changing within clicks and to understand this dynamic shifting consumer behavior study is very important. The present study was conducted in Hisar district of state Haryana among 200 households to provide insight into the major concerns of consumers and their attitudes towards the consumption of tea with the help of questionnaire. The study was conducted with the objectives to find out the influencers for tea brands, to examine the consumption habits and buying habits of consumers with regards to various tea brands. The study revealed that 45% of respondents consume tea 1-2 times and Tata tea is most preferred brand followed by Red Label, Malani and Tazza. The factors like quality, taste, reputed brand, advertisements, price, packaging influences the buying of tea. Most of consumers shift from one brand to other due to quality followed by gifts, schemes and availability of brand. All time is tea time in India.

### Introduction

In this modern era the perception of consumers is changing in clicks. There is dynamic shift in market place due to changes in lifestyle pattern, availability of information and products and mass marketing strategies. For a firm to survive, grow and compete, it is very essential that marketer identifies the true needs and wants of customers and offer products according to their needs more effectively

and efficiently than other competitors. A comprehensive knowledge of consumers and their consumption behavior is essential for a firm to fight and to succeed by building competitive edge over competitors. The “customer is king” philosophy has become one of the most important marketing strategies nowadays. A firm has to be constantly innovating and understand the needs of customers, their changing tastes and preferences in order to survive in the competitive environment.

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Received 12-12-2021; Accepted 12-09-2021

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Tea is the most widespread beverage across the world, preferred by all age groups. Tea is used in social events, such as parties, gatherings, meetings. It is consumed daily in almost all houses, offered to guests, consumed in high amounts in domestic and official surroundings, and is made with the addition of milk with or without spices like ginger, cardamom, clove and even served with biscuits and other light snacks. There are many brands of tea which are famous for tea like Tata Tea, Brooke Bond, Red Label etc. There are many marketing initiative and advertisements like Jaago Re of Tata tea, neighborhood by Brooke bond, Khud se milo by TajMahal tea etc. they sometime raise societal issues in their campaigns to attain market. In India tea is not just a beverage but tea represents emotions, warmth of relations of people. Tea is also used for its health benefits.

Singh & Anita (2012) revealed that the majority of people consumes tea 2-3 times in a day and prefers Tata tea over others. Consumers find information regarding tea through advertisement and their friends. Most of the consumers prefer packing of 250gm of tea. Due to varieties of tea in market, approximate half of the people shift from one brand to another. Consumers like the schemes such as free gifts, refill jar, extra quantity as the best. Ghosh & Ghosh (2013) in her study reveals that while considering a particular tea brand, loyalty towards specific brand and other qualitative factors like color, aroma, price etc. are considered. Kumar & Anand (2015) concluded green tea is very beneficial for health and had many advantages over regular tea. The price and health are the major factors which influences in decision making for consumption of green tea. The internet, friends & family and television advertisements had increased awareness about green tea among consumers and mainly the youth. Shams (2016) suggest that product availability on nearby shops, facility to return the product whenever necessary and proper management in complaint recovery work together in consumer's mind to build brand image. Ghai & Ramawat (2017) concluded that consumers are health conscious they give high priority to their health and safety. Alluring discounts and schemes offered by Big Bazaar results in high sales. The new offers such as reward cards, gift coupons to increase customer's loyalty towards their brand are very important. Chauhan (2020) concluded that 90% consumers take 1-3 cup of tea

in a day, Tata tea brand is preferred over other brands and 42% respondents believe advertisement plays important role in deciding tea brand. The factors like good taste, availability, attractive packaging, price, reputed brand are main influencers in deciding the brand.

## Methodology

The consumer survey was conducted in Hisar district of state Haryana among 200 households to provide insight into the major concerns of consumers and their attitudes towards the consumption of tea. The study is done to discover ideas and insight to bring out relationship between different factors that influences the decisions of consumers in purchasing tea; different buying habits of consumers with regards to various tea brands and consumption habits of consumers. The study uses the structured approach, as we use the pre-determined objectives, design, sample and the questions to do research. The study was conducted to find out the influencers for tea brands, buying habits of consumers with regards to various tea brands and examine the consumption habits of consumers. The data was collected with the help of a survey among consumers. The personal interview approach was selected to ensure that respondents could be individually contacted and data could be collected efficiently. Moreover, the nature of information being sought required a one to one approach. Questionnaire was designed for consumers to determine their existing consumption and purchase behavior for tea, the factors influencing their purchase, levels of awareness regarding tea brands, brand loyalty etc. Secondary data was collected from different magazines, sites, journals, tea companies' official sites etc.

## Result and Discussion

### Tea consumption frequency and type of tea preferred by consumers

From table it is clear that out of 200 respondents 45% consumers preferred to take tea 1-2 times a day, 43% of consumers take 3-5 times a day and remaining 12% consume even more than 5 times a day. By considering this result

**Table 1.** Tea consumption by respondents in a day

Tea consumption in a day	Percentage	Type of tea consumed mostly	Percentage
1-2 times	45	Normal Tea	60
3-5 times	43	Green Tea	30
More than 5	12	Flavored Tea	10
Total	100	Total	100

we can say that tea is the most consumed and preferred beverage by consumers. Tea is regular or habitual beverage of the consumers and due to this there exist a large domestic market of tea in India and that is why there is huge market for tea and offers great potential and opportunities to market players. It was found that 60% respondents preferred to take normal tea (as prepared by with water and milk), 30% respondents prefer green tea and 10% respondents preferred to take flavored tea. Since it can be said that normal tea is the most preferred and dominantly consumed type of tea followed by green tea by mainly youth who believe in healthy and fit body.

### Purchase point quality standards and preference for type of tea

From the table 3 it is clear that out of 200 respondents 64% respondents preferred to purchase tea from any nearby provision store and 36% preferred to purchase tea from super store like reliance fresh, Vishal mega mart etc.. Since it can be said consumers preferred to buy tea from nearby provision store so that they don't have to walk long distance and also can purchase according to their convenience as and when needed. The 58% of respondents are aware about quality standards followed in tea and they prefer to buy tea by proper comparison of brands, taste and flavor, health benefit they want and 42% respondents don't have knowledge about quality standards (Table 3). 83% prefer to buy branded tea and only 17% prefer to buy local tea. Since it can be said that mostly consumers prefer to buy branded tea due to their good brand image and their trust on branded tea that branded tea is better than local tea in quality, taste etc. The factors like advertisement endorsed by celebrities, family and friends, image consciousness also attract consumers to buy branded tea.

**Table 2.** Preferred purchase point by the consumers

Purchasing point	Percentage
Superstore	36%
Provision store	64%
Total	100%

**Table 3.** Awareness level of quality standards and preference for type of tea

Awareness about quality standards	Percentage	Preferred type of tea	
		Preferred type of tea	Percentage
Yes	58	Local	17
No	42	Branded	83
Total	100	Total	100

### Preferred Form of tea and type of packing

Out of 200 respondents 64% respondents preferred to buy tea in form of tea packets followed by 20% respondents preferred to buy tea in form of tea bags and remaining 16% buy loose tea. Since it can be said that most of the consumers preferred tea packets and those who prefer tea bags are mostly professionals who prefer instant tea. Among 200 respondents, 44% of respondents preferred to buy 1kg package of tea, 22% respondents preferred to buy package of 500gm, 18% preferred to buy 250gm package of tea and 16% preferred to buy packaging of more than 1 kg. Since it can be said that 1kg package of tea is most preferred by the consumers due to more convenient and handy nature as 1kg package is not very big nor small and they also don't have to buy tea regularly.

**Table 4.** Tea form and type of packing preferred by consumers

Preferred form of tea	Percentage	Most preferred packaging to buy tea	Percentage
Tea packets	64	1 kg	44
Tea bags	20	500 g	22
Loose tea	16	250 g	18
		More than 1kg	16
Total	100	Total	100

### Preference of different brands

There are varieties of brands of tea available in India. Out of 200 respondents 31% consumers used Tata tea, 21% prefer Red label, 17% prefer Malani, 16% prefer Tazza of Brooke Bond and 15% prefer to buy Waghbakri. So, we find that Tata tea and Red Label are the brands which hold the maximum market share. Preference of brands is influenced by advertisement and brand positioning in mind of consumers, view point of family and friends. Out of 60 respondents who consume green tea, 45% prefer Tetley green tea and 35% prefer Lipton green tea and 20% prefer Organic India. Celebrity sponsored endorsements, family and friends influences the decision of brand preference (table 5).

**Table 5.** Preferred brands

Preferred tea brands	Percentage	Preferred brands of green tea	Percentage
Tata tea	31	Tetley green tea	45
Red label	21	Lipton green tea	35
Malani (local)	17	Organic India	20
Tazza	16		
Waghbakri	15		
Total	100	Total	100

**Table 6.** Source of information and decision maker of brands to be purchased

Sources of information about tea	Percentage	Who decides brand	Percentage
Advertisement	55	Wife	60%
Family/Friends	17	Children	26%
Internet	20	Husband	14%
Sales promotions	8	Total	100%
Total	100		

### Source of information and decision maker of family

The dominant media to get knowledge was advertisement. Dominantly 55% of respondents get knowledge through advertisements followed by 17% concerns with family or friends, 20% through internet and 11% through sales promotions. So we can say advertisement is the most favorable media to get knowledge about tea. Out of 200 respondents 60% respondents believe that brand of tea is decided by wife, 26% believes children of the house decide brand of tea and 14% believes that decision are taken by husband. Since it can be said that wife in the house is the key member who takes decision regarding brand, flavor and buying of tea (table 6).

### Factors which influences buying of tea

Among all respondents most of them believe that quality/taste is most important factor which influences buying of tea followed by brand. The quality or taste is preferred by 182 respondents, brand by 156, advertisement by 150, price by 116 respondents, packaging by 112 respondents, offers and discounts by 110 respondents and flavor by 96 respondents. So, it can be said that quality/taste and brand of the tea are most important influencers which affect buying of tea (table 7)

**Table 7.** Key influencing factors in tea buying

Key influencing factors	Percentage
Quality/taste	91%
Offers	55%
Price	58%
Brand	78%
Packaging	56%
Flavor	48%
Advertisement	75%

### Time period of using present tea brand and Brand shifting

Out of 200 respondents, 61% respondents used present tea brand from last 6 months- 1 year followed by 28% respondents who are using present tea brand from 1-2 years and 11% respondents using from 2-5 years. Most of the consumers use their present tea brand from last 6 months -1 year which means that most of consumers shift from one brand to another due to different factors like quality, quantity, availability of tea brands, family and friends, media etc.

It is clear that out of 200 respondents, 68% respondents regularly shift from one brand to another and only 32% respondents are such who are loyal to their tea brands and continuously using present tea brand. Most of the consumers prefer to shift from one brand to another due to availability of variety of tea brands and their competition, advertisement of different tea brands, quality, attractive packaging, family and friends influence etc.

**Table 8.** Time period of using present brand and brand shifting

Time period of using present brand (Brand Loyalty)	Percentage	Shifting from one brand to another	Percentage
6 months – 1 year	61	Yes	68
1-2year	28	No	32
2-5 years	11		
Total	100	Total	100

### Factors affecting shifting of brand

From the table 9 it is clear that 70 respondents out of 200 give rank 1 to quality followed by 62 respondents give rank 2 to the gifts, 51 respondents give rank 3 to the schemes, 71 respondents give rank 4 to availability and 83 respondents give rank 5 to quantity. Quality is the most important factor which makes respondents to shift to another brand from current brand followed by gifts, schemes, availability and quantity.

**Table 9.** Factors affecting shifting of brand

S.no	Attributes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Total
1.	Quality	70	51	32	21	26	200
2.	Gifts	23	62	41	45	29	200
3.	Schemes	36	51	51	34	28	200
4.	Availability	25	21	49	71	34	200
5.	Quantity	46	15	27	29	83	200
		200	200	200	200	200	

## Preference of consumers towards different brand promotions

Among 200 respondents, 43% respondents prefer extra quantity followed by 27% respondents prefer discounts, gift vouchers by 22% respondents and buy one get one scheme by 8% respondents. So getting extra quantity on purchase and discount on sale price mostly preferred by the consumers or we can say price affects the buying decision of consumers as each consumer wants to buy more at less price .

**Table 10.** Preferred promotional tools by consumers

Preferred promotion tools	Percentage
Extra quantity	43
Discounts	27
Gift vouchers	22
Buy one get one	8

**Table 11.** Preferred occasions to consume tea

Preferred occasion of tea consumption	Percentage
Morning-evening tea	80
Without any reason/ just like that	40
Feeling tired	36
To stay awake	28
Parties/gatherings	69
Health conscious	40

From table 11 it is clear that 160 respondents take tea as morning and evening tea followed by 137 respondents said that they prefer to take tea in parties and gatherings, 81 respondents consume tea without any reason or just like that, 80 respondents prefer green tea or any other flavored tea as they are health conscious, 72 respondents take tea whenever they feel tired and 56 respondents take tea to stay awake. Consumers have many reasons to consume tea. Due to all these occasions tea is the most consumed beverage in India i.e. all time is tea time in India.

## Conclusion

Tea is most preferred beverage in India. In most of the social events tea is preferred to serve with light snacks. The marketing strategies should be according to changing environment and changing consumption habits and consumption pattern. The analysis reveals that the tea market is facing cut throat competition from other brands of tea and even from other beverages like coffee, cold drinks. It has been found from study that majority of people consume tea 1-2 times followed by people who consume 3-5 times in a day. With normal tea, green tea is also preferred by large number of respondents. Most of the customers get

information about tea through advertisement, internet and family/friends. The study reveals that there is cut throat competition between tea brands and most of the customers prefer Tata tea and Red Label over other brands and for green tea Tetley and Lipton brand is preferred. Most of the respondents use 1kg packaging of tea. A large percentage of the respondents believe in purchasing branded tea and maximum of the respondents give their first preference to brand name in purchase of tea. Due to availability of varieties of tea in the market, approximate 68% of respondents shift from one brand to another and are not loyal to one brand. Quality is the most important factor which makes people to shift from one brand to another followed by other factors like gifts, quantity and schemes etc. which also affect shifting. The main influencers or factors which affect buying of tea are quality/taste followed by flavor, brand, price, advertisement, offers etc. Almost all the respondents prefer to take tea as morning bed tea and evening tea. Half of the respondents consume tea even without any reason and most of them said they take tea when they feel tired followed by reasons like to stay awake, parties or gatherings etc. We can say that in India All time is Tea time. Marketers should study the consumers that what they want, strategy of competitors and then build strategies to attract customers and capture market.

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