



# CONSUMER PREFERENCE TOWARDS BROOKE BOND (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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## ABSTRACT

*Tea has long been promoted for having variety of positive health benefits. The people across the world are consuming tea from thousands of years and it is a leading beverage. The customers are showing interest towards healthy food and beverages in the present world. The consumption of green tea had become popular in the recent years Consumer preferences are more complex and even more important for retailers today than in past. One of the widely used brand is BROOKE BOND. This study was focused to know the Consumer Preference towards Brooke Bond brand and its related varieties. The data has been collected by survey methods through questionnaire with 120 respondents. Tools used were Simple percentage analysis, Likert scale analysis, and Rank analysis. Over all respondents are satisfied with the product and proposed few suggestions improvement for this brand.*

**KEYWORDS:** *Tea, Green tea, Consumer Preference, Consumer Satisfaction.*

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## INTRODUCTION

Tea was first discovered in China around 2700 BC; Tea has long been promoted for having variety of positive health benefits. The people across the world are consuming tea from thousands of years and it is a leading beverage. The customers are showing interest towards healthy food and beverages in the present world. The tea industry is biggest industry in the world because almost 90 percent of people consume tea. The consumption of green tea had become popular in the recent years. Tea plantations in India are mainly located in rural hills and backward areas of North-eastern and Southern States. Major tea growing areas of the country are concentrated in Assam, West Bengal, Tamil Nadu, and Kerala. Tea consumption has its legendary origins in China of more than 4,000 years ago. Green tea was first brewed in 2737 BC during the reign of Emperor in China.

Tea is the most widely consumed beverage in the country India and China are respectively the largest and second largest producer and consumer of tea. These two countries together account for half of world's tea production. However, they export less than a quarter of their production, due to largest domestic

demand. As per a survey of consumption of beverages, Tea accounts for 90% Filter Coffee 4% Malted health beverages 2% instant Coffee 2% and carbonated soft drinks just above 1% of total consumption squashes, concentrates, Mineral water account for a minuscule part of the consumption.

India has the distinction of being the largest consumer and producer of tea in the world. The country accounts for 30 per cent of global tea production. It is the only country which produces CTC, an orthodox tea in sizeable quantities. It has a share of 15 percent of the world tea's exports. This aromatic beverage is considered as a quick fix to relieve the body from stress, relax the mind from anxiety and leave people refreshed. This antioxidant drink is supposed to prevent the body from getting its own version of rust and reduces the risk rate of heart attack and stroke. Some studies prove that tea helps lose weight and helps protect bones. Tea being an evergreen shrub, native to East Asia, it has brought upon a harmless addiction among people that they cannot go a day without it.

The packet tea market is dominated by Hindustan Unilever with over 45% market share followed by Tata Tea which has an estimated market



share of 28%. Rest of the market is highly fragmented. Some of the leading national players are Goodricke, Godfrey Phillips, and Duncan etc. Nestlé's Taster Choice Tea positioned in the premium segment, has a minuscule market share. Amongst individual brands HUL's leading brands are Brook Bond, Red Label in the premium segment and Brook Bond A1 targeted at the lower end. HUL has a several other brands like Lipton Yellow Label, Green Label, Taj mahal, Taaza and Brook Bond A-1, 3 Roses, Super Dust, Top Star, Ruby Dust etc. positioned in various price segments. Tata Tea's flagship brand has a 12% market share.

Tea being the very important part of Indian consumers has been affected by this change in perception and attitude from past few years. Right from the early start of the day to the late evening, tradition black tea has been the day long companion of Indians. But with the increasing awareness about the health benefits of herbals teas, more commonly green tea, it has made its place in the shopping baskets and lives of mostly everyone.

Consumers across the globe are becoming increasingly concerned about nutrition, health, and the quality of their Tea Powder Products. Environment and Health consciousness is getting reflected through consumer's enhanced interest in branded Tea consumption.

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 price levels of utility they give the consumer. Ability to purchase goods does not determine a consumer's like or dislikes.

Consumer preferences are more complex and even more important for retailers today than in past. Individual customer has a set of preferences and values whose determination is outside the realm of economics. They are no doubt dependent upon cultures, education, and individuals tastes, among the plethora of other factors. Preference indicates choices among neutral or more valued options available. Consumer preference is measured in terms of the level of satisfaction the consumer obtains from consuming various combinations of bundles of goods.

Be it any brand, it is wise to take a survey to get a perspective of which brand or product the consumers are more inclined to. It is the first step towards identifying where a product lags, what its best aspect is and where it lies at with the competition of other brands. As much as people are addicted to tea, there may be various preference for consumers ranging

from price, flavor, aroma, offers and discounts, attractive advertisements, and packaging etc.,

The choice of an individual strategy or combination depends mainly on the nature of the branded product or service. The success of the strategy depends heavily on the marketer's understanding of the preference building and bonding process. The brand which we use for this study is "BROOKE BOND".

## REVIEW OF LITERATURE

**Dr. Lalit Kumar Dubey (2018)**<sup>1</sup> This study attempts to identify the satisfaction level of consumer after consumption of branded and unbranded tea items in Indore city. This study makes comparison between the Tata Agni, Brooke bond & unbranded tea. 60 respondents out of which 20 for each 3 brands have been chosen for this study. Both primary and secondary data have been used. People are not worried about price of tea, but they are willingness to spend higher price. The marketing agencies are advised to organize awareness programs by educating people about the need to use the health care tea leaf to arrest hypertension and diabetes. The result of overall study says that most popular brand is Brooke bond and satisfaction level of customers of unbranded tea is very less as compared to these two of Branded tea.

**P. Kokila (2019)**<sup>2</sup> The tea industry is the biggest industry in the world as 90% of people consume tea. People are showing interest towards healthy food and beverages in present world. One such is that green tea which is popular in recent years. This study was made to know the customer satisfaction of Top 10 green tea brands and it was limited to Salem Town. This study proves that while considering a particular tea brand thing like popularity of brand, satisfaction level and other qualitative factors. The independent variable is customer satisfaction and dependent variables are price, health, and weight. The study was only confined to 110 respondents and data collected were analyzed using simple percentage analyses and chi-square Test was used. The study helps to find that there is significant relationship between dependent and independent variables and the conclusion was made that green tea is most preferred due to health and medicinal benefits. Many respondents buy organic tea once in a month which shows positive attitude towards it.

**Dhanya. C. Mathai, and Dr. U. Rajan (Retired) (2020)**<sup>3</sup> There is not anyone who isn't addicted to something. One such addiction is tea. They may be called as tea addicts or tea lover, but their survival depends on tea. It is common that the taste and preference of the consumers are not same always. It



may change over time. It can be both internal and external. External changes may occur due to introduction of new tea brand into the market or can be due to offers, and freebies offered by other tea companies. Internal changes occur due to psychological factors like change of mind but there always reason that would have kindled the desire for change. The study has analyzed and found the reasons possible for a consumer to be swayed when deciding brands. The reason for this study is to analyze the brand preference of tea among consumers and that was limited to Nilgiris district.

### STATEMENT OF THE PROBLEM

At present there are various beverages which consumers prefer, but tea has become one of the most popular health drinks. People prefer tea due to health, taste, habit and green tea reduces calories etc. The purpose of the study is to identify and analyze the factors which influence the consumer's preference towards Brooke Bond tea. The study also covers the problems faced by the consumers while using Brooke Bond.

### OBJECTIVES OF THE STUDY

- To analyze the Socio-economic status of the Brooke Bond tea consumers.
- To know the consumer awareness and preference towards Brooke Bond.
- To identify the factors influencing to purchase Brooke Bond.
- To measure the satisfaction level of consumers with respect to Brooke Bond Tea powder.

### RESEARCH METHODOLOGY

Research Methodology is the process used to collect information and data for the purpose of making business decisions. The methodology may include publications research, interviews, surveys, and other research techniques, and could include both present and historical information.

#### ➤ SAMPLING TECHNIQUE

Convenience sampling technique was used for collecting the data from the respondents.

#### ➤ SAMPLING SIZE

The study is restricted to 120 respondents.

#### ➤ SOURCES OF DATA

##### ✓ Primary data

This study is based on primary data have collected from 120 respondents using questionnaire.

##### ✓ Secondary data

Secondary data like journals, articles, magazines, and Internet has also been used for this study.

### STATISTICAL TOOLS USED

- Simple percentage analysis
- Likert scale analysis
- Rank analysis

### LIMITATIONS OF THE STUDY

- The time limit is one of the main factors to conduct the study effectively.
- The data collection is applicable in Coimbatore city only.
- The seven varieties of Brooke Bond are only used for this research, as study is restricting to Coimbatore city alone and varieties available, therefore.
- Situation may change get after the survey. Customers taste and preference may change with the introduction of new products in the market.
- The sample size being limited to 120 respondents.

### FINDINGS

#### SIMPLE PERCENTAGE ANALYSIS

- Majority (59%) of the respondents are under the age group of 21-40 years.
- Majority (61%) of the respondents are female.
- Majority (73%) of the respondents are unmarried.
- Majority (47%) of the respondents are Under Graduate.
- Majority (44%) of the respondents are students.
- Majority (50%) of the respondents monthly income is below Rs.20000.
- Majority (43%) of the respondents residential area is urban.
- Majority (45%) of the respondents family have above 4members.
- Majority (44%) of the respondents came to know through advertisement.
- Majority (84%) of the respondents says that Brooke Bond is easily available in the market.
- Majority (81%) of the respondents source of medium that influenced them to buy Brooke Bond is through advertisement.
- Majority (42%) of the respondents are buying Brooke Bond when they required.



- Majority (44%) of the respondents reason to prefer Brooke Bond is to feel stress free.
- Majority (43%) of the respondents average monthly expenditure on purchasing Brooke Bond is Rs.151-Rs.250.
- Majority (35%) of the respondents are drinking Brooke Bond for twice a day.
- Majority (39%) of the respondents prefer 3 Roses in Brooke Bond varieties.
- Majority (36%) of the respondents prefer 250 grams pack in Brooke Bond.
- Majority (45%) of the respondents are using Brooke Bond for more than 5 years.
- Majority (48%) of respondents like to see changes by bringing new variety in Brooke Bond.
- Majority (38%) of respondents prefer to buy Brooke Bond for an extra quantity offers.

#### LIKERT SCALE ANALYSIS

- The Likert scale value is 3.7 which is more than mid-value (3) which shows the respondents agree that Brooke Bond helps in bringing various health benefits.
- The Likert scale value is 4.2 which is greater than mid-value (3) which shows that the customers are satisfied with the timely availability of Brooke Bond.
- The Likert scale value is 3.6 which is greater than mid-value (3) which shows that the respondents are satisfied with the price of Brooke Bond.
- The Likert scale value is 3.7 which is greater than mid-value (3) which shows that the respondents are satisfied with the advertisement of Brooke Bond.
- The Likert scale value is 3.6 which is greater than mid-value (3) which shows that the respondents are satisfied with the taste and freshness of Brooke Bond.
- The Likert scale value is 3.05 which is equal to mid-value (3) which shows that the respondents are neutral with the discounts and offers of Brooke Bond.
- The Likert scale value is 3.8 which is greater than mid-value (3) which shows that the respondents are satisfied with the packaging of Brooke Bond.
- The Likert scale value is 3.6 which is greater than mid-value (3) which shows that the respondents are satisfied with the long-time storage of Brooke Bond.

#### RANK ANALYSIS

- It resulted that, the factor Flavor of Brooke Bond had been ranked first by the respondents.

#### SUGGESTIONS

- The respondents felt that it would be good when the price of Brooke Bond is reduced.
- Some of the respondents expecting more offers and discounts.
- The respondents suggested that it need to improve new taste and variety in Brooke Bond.
- It is felt that it can improve the packaging of Brooke Bond to increase more sales by the respondents.
- The respondents say that mini packages can be given, to buy at ease.

#### CONCLUSION

This is an attempt to focus attention of the brand preference towards Brooke Bond in Coimbatore City. Tea is one of the most preferred beverages and refreshment products in India. The purpose of this study is to understand the people and their opinions about Brooke Bond. This study reveals that advertisement plays Major role in buying them, and they drink this tea for its incomparable flavor, so that it helps to feel stress free life to the consumers of this brand. The users felt that the price of the Brooke Bond is high. People though like the taste of Brooke Bond hesitating to buy only for this reason and are using this for many years for its health benefits too. The findings help to know the area of strength and weak point which helps to identify the Preference to buy and use the Brooke Bond. After all analysis it is concluded that the price can be minimized, more offers and discounts are preferred by the consumers with new improved varieties and quality will induce the people to choose this brand. Overall, the people are satisfied with this brand.

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