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A STUDY ON CONSUMER BEHAVIOUR TOWARDS GREEN TEA

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ABSTRACT

Customers are showing interest towards healthy food and beverages in the present world. Tea is India's most popular drink more than 85% of people consume tea. The consumption of green tea had become popular in the recent years. Consumer buying behaviour is the result of preferences, attitudes, decisions and intentions of consumers at market place before buying a product. The key success of any product lies in consumer behavior which depend on many factors like age, gender, income, culture, price, brand, quality etc. The purpose of this paper is to understand the factors which influence consumer behaviour towards green tea and comparison between two major brands Lipton and Tetley. The present paper focuses on issues that influence the behaviour of various green tea consumers. Samples were gathered across Hyderabad city of state Telangana to understand and analyze the actual need and behaviour of the consumer towards green tea.

KEY WORDS: *Green Tea, Health Consciousness, Health Drinks*

INTRODUCTION

Tea is most commonly consumed beverages worldwide. There are many types in tea like green tea, black tea and organic tea etc. The people across the world are consuming tea from thousands of years and it is second leading beverage. Green tea, native to China and India, has been consumed and hailed for its health benefits for centuries globally, but has only recently becoming more popular in the recent years with increasing health consciousness in people.

Evolution of Green Tea:

Real history of Green Tea dates back to the 8th century, when the method steaming the leaves to

inhibit their oxidation was discovered. In the 12th century a new frying method of “fixing” the leaves was introduced. Both of these processes resulted in teas that have the characteristic un-oxidized taste and appearance to modern green teas, and both processes are still in use today. Since those early days, as the popularity and production of green tea increased the methods of producing green tea have continuously evolved and improved.

Characteristics of Green Tea:

Green tea is made from unoxidized leaves and is one of the less processed types of tea. Green tea has a less processed flavour than black tea. The leaves are

steamed and heated immediately after plucking. Because the leaves are dried without going through fermentation, they remain green. It therefore contains the most antioxidants and beneficial polyphenols.

Health Benefits of Green Tea:

Green Tea has been used for its medicinal properties for nearly 4,000 years. Many studies are being made to show the benefits of drinking Green Tea. Researchers have discovered that drinking a cup of green tea daily will boost your metabolism from 8 to 14 per cent if you do that, you will be able to lose weight better and with more ease. That is something good to know, since a recent study has shown that overweight will become one of the biggest problems in near future. Green Tea also has great potential to fight heart disease. Not only that but cancer as well. It can also lower cholesterol, help prevent stroke and diabetes. Green Tea contains powerful antioxidants. They clean things out of your system that can damage you DNA, cause blood clots and cancer. Green Tea is very helpful because it is rich in vitamins that the body tends to lack or have little of. The leaves of the Green Tea plant can also be used in cooking. Not only does it liven up your food and taste delicious, but it also creates healthier meal choices that are great for your body.

CONSUMER PREFERENCE

All marketing starts with the consumer. So consumer is a very important person to a marketer. Consumer decides what to purchase, from whom to purchase, why to purchase, from where to purchase, and how much to purchase. In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and the quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Gone are the days when the concept of market was let the buyers beware or when the market was mainly the sellers market. Now the whole concept of consumers sovereignty prevails. The manufacturers produce and the sellers sell whatever the consumer likes. In this sense, "consumer is the supreme in the market". As consumers, we play a very vital role in the health of the economy local, national or international. The decision we make concerning our consumption behavior affect the demand for the basic raw materials, for the transportation, for the banking, for the production; they effect the employment of workers and deployment of resources and success of some industries and failures of others. Thus marketer must understand this.

REVIEW OF LITERATURE

(Blumberg JB 2002) The role of tea in human health: Green tea consumption has also been associated with increased bone mineral density, an independent factor protecting against the risk of hip fractures.

(Weinberger JH. Am J Clin Nutr. 2000) Approaches for chronic disease prevention based on current understanding of underlying mechanisms. The proliferation of hepatic stellate cells is Closely related to the progression of liver fibrosis in chronic liver diseases Green tea strengthens the immune system action because it protects it against oxidants and radicals

(Chin Med. 2010) The health benefits of green tea for a wide variety of ailments, including different types of cancer, heart disease, and liver disease, were reported. Many of these beneficial effects of green tea are related to its catechin, particularly (-)-epigallocatechin-3-gallate, content. There is evidence from *in vitro* and animal studies on the underlying mechanisms of green tea catechins and their biological actions. Long-term consumption of tea catechins could be beneficial against high-fat diet-induced obesity and type II diabetes and could reduce the risk of coronary disease.

(Skrzydewska E, Addict Biol. 2002) Alcohol causes an increase in the liver and serum lipid peroxidation products, measured as thiobarbituric acid-reactive substances. However, green tea prevents the changes observed after ethanol intoxication. Green tea also protects membrane phospholipids from enhanced peroxidation. These results indicate a beneficial effect of green tea in alcohol intoxication.

(Tsuneki H, et al 2004) Effect of green tea on blood glucose levels and serum proteomic patterns in diabetic mice and on glucose metabolism in healthy humans. Coronary heart disease is reduced by the blood glucose levels and body weight. It is attributed to the presence of high amounts of polyphenols, which are potent antioxidants.

(Rawat Mukesh IDOSI 2012) Green tea contribute to a reduction in the risk of cardiovascular disease and some forms of cancer, as well as to the promotion of oral health and other physiological functions such as antihypertensive effect, body weight control, antibacterial and antivirasic activity, bone mineral density increase, antifibrotic properties and neuroprotective power. Increasing interest in its health benefits has led to the inclusion of green tea in the group of beverages with functional properties. Other traditional uses of green tea include treating flatulence (gas), regulating body temperature and blood sugar, promoting digestion and improving mental processes. As an herbal remedy, green tea is often recommended

to ease stomach discomfort, vomiting and to stop diarrhea. The antibacterial action of tea is useful in treating infections and wounds

RESEARCH METHODOLOGY

This study is based on descriptive research design. This study tries to describe the prospects perception & attitude towards the green tea with reference to Lipton and Tetley. Primary data is collected from consumers through questionnaire and secondary data is collected from Books, journals, magazines, internet.

NEED FOR THE STUDY

The demand for green tea is constantly growing therefore it is essential to understand the consumer behaviour towards green tea especially in India. The manufacturers and marketers in tea industry can offer appropriate green tea for attaining customer satisfaction. At present there is no specific study with

regard to customer satisfaction towards green tea especially in Hyderabad in India.

OBJECTIVES OF THE STUDY

- To understand consumer perception towards green tea.
- To analyze the level of satisfaction of the consumers about green tea.
- To analyze consumer purchase intention towards green tea.

LIMITATIONS

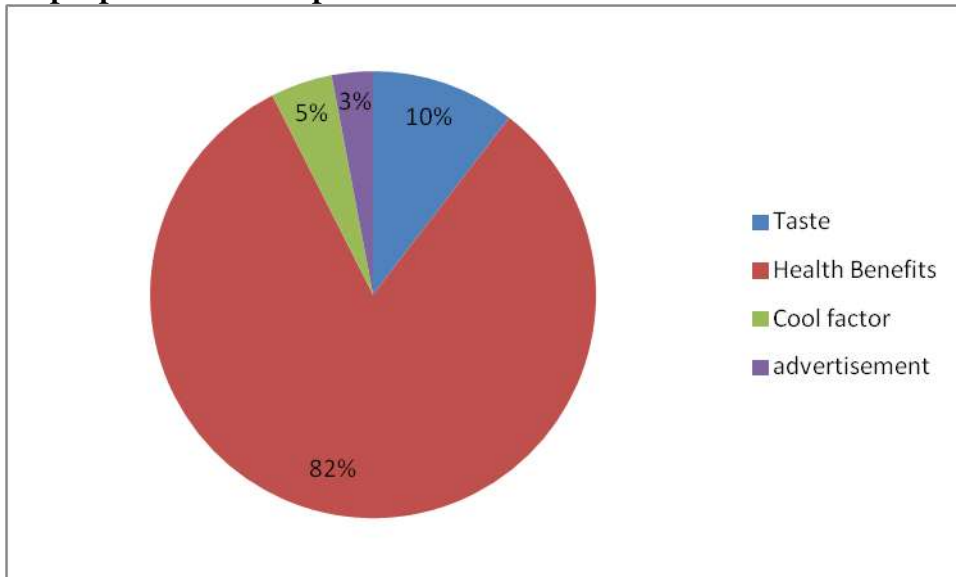
The study is conducted in Hyderabad city and therefore the findings cannot be generalized. Since Hyderabad is a metropolitan city people from diverse cultures exist and the sample size of 100 may not be sufficient. Due to time and money constraints the sample size is low.

DATA ANALYSIS

Purpose of consumption:

Purpose of Consumption	Number of respondents
Taste	7
Health Benefits	55
Cool Factor	3
Advertisements	2

Analysis of purpose of consumption



Analysis of purpose of consumption Interpretation

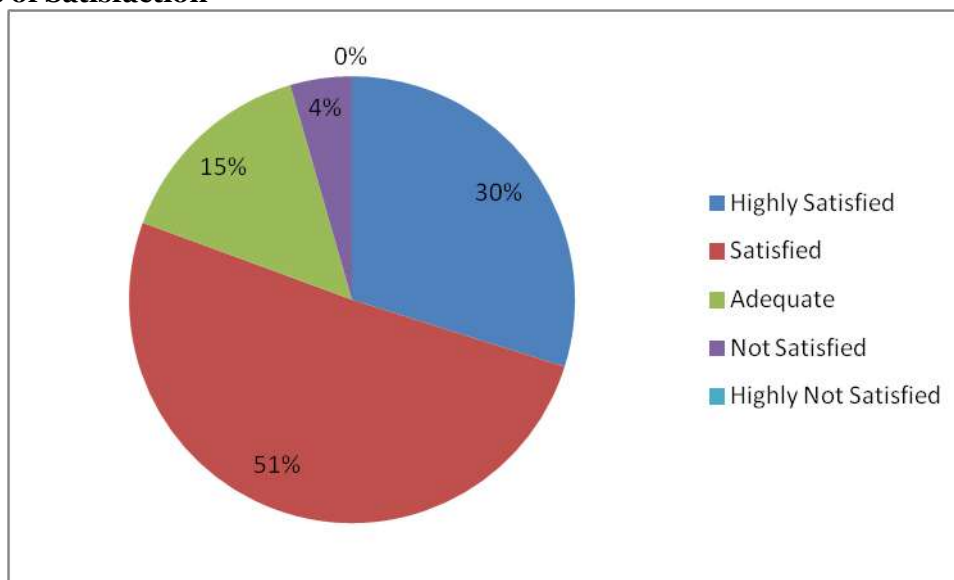
From the pie-diagram, it is evident that 82 percent respondents are drinking Green Tea for health benefits.

From this we can say that most of the people are drinking Green Tea for its health benefits.

Satisfaction towards green tea :

Satisfaction	Number of respondents
Highly Satisfied	20
Satisfied	34
Adequate	10
Not Satisfied	3
Highly Not Satisfied	0

Analysis of Satisfaction



Analysis of Satisfaction Interpretation

From the pie-diagram, it is evident that 51% respondents are satisfied and 30% are highly satisfied, so we can say that users are satisfied with Green Tea.

FINDINGS AND SUGGESTIONS

- Most of the consumers are considering green tea as only a health drink.
- Most Consumers who are drinking Green Tea are satisfied and few of them are highly satisfied with it.
- Companies should also try to improve Green Tea taste so that they can gain market share of people who don't much concentrate on health benefits.

CONCLUSION

Consumers in the present world believe that green tea has many health benefits. The green tea consumption has many advantages compared to regular tea. The price and health are the major factors which influence in decision making for consumption of green tea. Internet, friends & family and television

advertisements has increased awareness about green tea among consumers. Consumers are becoming health conscious and are willing to pay reasonable prices for healthy foods and beverages. Marketers need to enhance the knowledge of consumers regarding preparation of green tea. Lipton and Tetley are equally competing with each other but due to its quality, flavors & promotions Lipton has more market compared to Tetley.

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