

# Consumer Purchase intention towards Tea Brands – A Study of the North-Eastern region in India

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## ABSTRACT

This paper focuses on consumer purchase intention towards Tea Brands within the North-Eastern region of India. The North-Eastern states of India include eight states, Assam, Arunachal Pradesh, Meghalaya, Mizoram, Manipur, Nagaland, Tripura and Sikkim. Tea is considered as the regular ordinary drinks which are served worldwide. Tea is also a huge part of Indian common households. India accounts for a significant portion across the global tea production of the world. Between 2010-2018, India observed a rise in tea production and consumption by consumers. The beverage industry in India has observed a remarkable change in the early years. The beverage industry has experienced a slight falling trend in 2018 and 2019. By comparing the first 6 months of 2018 and 2019, it can be seen that major parts of North-Eastern region of India witnessed a huge growth of tea production during that period. Consumer Purchase is the end result of various preferences, attributes, intentions and decisions of consumers before purchasing a product at the marketplace. Generally, consumer purchase intention gets influenced by many factors (cultural, social, psychological and demographics) which influence a buyer's decision. Samples of 1095 respondents were collected to understand and analyse the behaviour of the consumer towards tea and their consumption habits using from different demographics. Profiling the choice of tea by their decision of consumer inclinations gives more significant approaches to distinguish and comprehend different consumer sections and to focus on each section with more well-developed marketing strategies.

## Keywords

Attributes, Loose Tea, Brand Tea, Local Brand Tea, Buying decision, Benefits, Beverage Industry, Customer Satisfaction, Purchase

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## Introduction

Tea is a very common and widely found preferred drinks across the globe that provides many health-related benefits. Indian tea is amidst the best tea with the world having solid topographical signs, colossal interest in tea preparing units, nonstop advancements, expanded item blend and key market extension plans. The primary tea-delivering locales are in the North-Eastern area and North West Bengal. Major tea-producing states come from North-Eastern region, Assam is the largest producer of tea which provides 50% of the tea production in India with 848 tea estates which followed by Tripura with 58 tea estates being the second-largest producer. In addition to the 917 registered tea gardens, there are around 10,000 small tea gardens in the North-Eastern region of India.

Tea is also grown on a large scale in the Nilgiris which is located in South India. This country is home to a wide variety of teas. India offers excellent forte teas like Darjeeling tea, Assam tea and the high-extend Nilgiris tea assortments which have an unmistakable smell, quality, shading and flavour. India is the second tea largest producer around the globe and records the highest tea consumption globally. Around 80% of the total tea produced in India is devoured by the domestic population.

The total tea export stood at US\$ 830.90 million in the FY19 and US\$ 709.28 million in FY20 (till February 2020) and the data was collected from [ibef.org](http://ibef.org).

There are various categories of tea consumed around the North-Eastern region of India, like Regular Tea, Green Tea, Herbal Tea, Others like Black tea, Oolong Tea, Ginseng Tea, Dark Tea, etc.

Tea is available in the market in its three wide forms like any popular brand tea, local brand or factory loose tea. A popular brand tea can be characterized as those tea brands which are known at the high popularity level and have huge market share, i.e. Tata Tea, Red label, Tetley Tea, Taj Mahal Tea, Wagh Bakri, etc. Whereas a local brand and a factory loose tea indicate the tea brands that are limited to the territorial level. The local brand is those brands which are having quality performance while contending in the neighbourhood market with a small market share as compared to any popular brand. The popular tea brands are expected to double the market share in the next 5 years on consumer's inclinations over the selection of any popular brand tea products as compared to the local tea products with many limitations.

In recent days, consumers appear to favour the different varieties of tea like Green tea, lemon tea, etc. along with all-time favourite black tea and regular tea. Still, it is believed that the increasing numbers of coffee addicts, especially between the age group of 15 – 35 years can be slightly responsible for the reducing preference towards tea which will automatically affect in the lower consumption of tea.

Consumer Purchase intention is the study of consumer preferences while buying a product. It is unpredictable even by market experts and a very complex one which has been affected by many factors. A sole consumer has inclinations and morals whose assurance is outside the domain of financial matters. Customer inclination is estimated by the consumer delight which the customer acquires from expending different items. There are various reasons which either straightly or accidentally influence the customer purchasing etiquettes which are as follows:

- **Information from Variety of Sources:** It includes the information gathered through the advertisement in the newspaper, television, online advertisements, etc which attracts the customer in a fruitful way through their offers and presentations which provides the consumer with an option to select a particular brand.

- **Group Influence Affecting Consumer Buying Behaviour:** Purchasing behaviour of a consumer is affected through groups as in of friends, neighbours, family members, relatives, colleagues, online chat groups, online reviews, etc.

- **The Area:** The purchasing & utilization of customer preferences differs around every area depending on the geographical locations.

The research study had been conducted across the North-Eastern region of India which contributes a higher portion to the tea industry in India, but this region is often neglected or the region had never witnessed any research study by any marketer or a tea brand to understand the customer sentiments in the region. Hence the research study is conducted to understand the relationship between consumer behaviour and the consumer attributes along with the response to their level of satisfaction and also, statistically establish their interrelation.

## Literature Review

(Ghosh & Ghosh, 2013) pointed out regarding giving a thought to select a specific tea product, attributes such as the fame of tea products, brand loyalty & further dependent components, such as pigment, odour, etc are linked during the selection of that specific label for choosing that particular brand. It also portrays significantly that brand loyalty highly influencing traits above all the factors and portrays a comprehensible awareness for customers purchasing manner through the exponential model.

(Ubeja & Jain, 2013) studied that when consumers purchase a product, they usually consider different types of etiquettes which is applicable to both the type of tea i.e. brand as well as loose tea. They have applied the Factor Analysis, Regression analysis along with the Reliability Test to understand the consumers. The results came out as customers had an entirely positive response and inclination regarding their particular chosen brand product in comparison to the other. Consumers preferred loose tea due to its good flavours. The other reason is followed that the loose tea is accessible abundantly with diversity and they taste better with quality over any popular brand tea products, only in the scenario where the customers considering savour and value. Customers might prefer loose tea only if buyers need high amount of tea at a lower cost as the research shows that loose tea is accessible at a lower cost than any popular brand tea and accordingly, it is offered at a lesser cost than any popular brand tea.

(Jeevitha, S, Morsawala, H, & P, 2016) Their study revealed that Tradition, Taste, Habit, Nutrition value for the consumption of traditional beverages. Habit also plays the major reason. Health concerns, low calorie and refreshment also adds to the same purpose. Lipton brand has been chosen by majority of the people for the health as well as weight loss concerns.

(Dharshan & Sama, 2019) stated that the price and health are the major factors which influence decision making for the consumption of green tea. Consumers are becoming health conscious and are willing to pay reasonable prices for healthy foods and beverages. They have used the simple statistics mode of analysis using the variables like Purpose of Consumption: Taste, Health Benefits, Cool Factor, Advertisements and Satisfaction level. Lipton and Tetley are equally competing with each other but due to its quality, flavours & promotions, Lipton has more market compared to Tetley.

(Géci, Nagyová, Mokry, & Rybanská, 2019) concluded that consumers don't need any special reason to drink any type of tea and they take it frequently. They mostly make the decision to buy tea on the basis of the taste as a priority. 46.5% of consumers buy tea mostly in traditional shops where they mainly buy tea bags and are willing to spend from 1.1€ to 3€ for packaging tea. 58.1% of consumers prefer loose tea due to quality as well as taste, they are willing to buy at 2.1€ to 5€ for loose tea. However, the use of the concept of sensory marketing may encounter some limitations in practice like preventing the use of olfactory, taste and tactile receptors for packaging.

(Monirul & Han, 2012) provides the evidence regarding the order for coffee is higher than tea. Hence, the coffee sale is generating a fine quantity of gain for the business. It has been estimated that around 20 Billion cups of hot beverages are being sold each year.

(D'lima, 2018) recommends that in spite of the reason that customer enthusiasm has been perceived as the center component of brand love that is generally applicable for advertising administrators, brand enthusiasm research is restricted using the conceptual model. Brand passion is a critical inner link amidst a customer and a product label. Customers evolve into in person attached and passionate about the brand even more compared to their friends and relatives. A relationship is something that urges brand passion, which in turn can become favourable for word of mouth to others. Experience with the brand brings about satisfaction, trust and loyalty and hence, marketers and brand managers should ensure a good customer experience with the brand.

(Chen, Chen, & Wang, 2010) states that the consumer buying decision also gets affected by their health consciousness. By applying conjoint analysis, they found out that consumers favour tea beverages with fewer or no sugar. The customers also wanted to green tea drinking items with wellbeing claims contrasted and oolong and a dark tea refreshment. This outcome represents the customers' anxiety on their wellbeing status. Additionally, customers worried about wellbeing claims are bound to pick the tea-drinking items are those female, accomplished and the younger ones.

## Research Gap

Consumer Purchase Intention related to tea was mostly done by relating to the consumption rate or brand preferences. All the studies in India were done for a particular city only and the research data is very less due to it. Also, their sample size is less due to small area constraints and the same geographical region. As we are already aware of that the

consumer psychology is very complex and unpredictable, hence, I would like to carry forward the previous researches done in India as well as other countries and interrelate the relationship between the consumer purchase intention with the tea brands. There was no comprehensive research done for the North-Eastern region of India, which already contributes the major production of tea and this will be the first research paper related to the consumer purchase intention towards the tea brands which will help the marketers and the companies to plan good marketing strategies with their respective tea brands.

### Research Problem

As there are no research papers done in the North-Eastern region of India, hence, there are no details available regarding the consumer purchase intention towards the tea brands along with the consumption rate. This study focuses on to conduct a research study and to find out the consumer purchase intention and the attributes related to it while buying a tea brand.

### Objective Of The Study

- To identify the factors responsible for consumer preferences towards the choice of branded tea, local brand tea and loose tea.
- To find out the customer purchasing manner which are firmly related to the habits in the form of attributes while making a purchase decision.

### Hypothesis Development

The research study has used the reference model from two previous research papers authored by (Ghosh & Ghosh, 2013) and (Ubeja & Jain, 2013). The model helps us to understand the impact of factors like Brand Loyalty, Price, Promotions, Flavour and Packaging responsible while choosing the tea brands. While other habitual attributes which was taken from a research paper authored by (Paul & Rana, n.d.) Health benefits, Taste of the product, Freshness of the product and Availability in the market on the attitude of the consumer which affects their final purchase intention.

**Null Hypothesis (H<sub>01</sub>):** There is no influence of the personal & family responsible for the perceptions of consumers while the selection of tea brands.

**Alternative Hypothesis (H<sub>01</sub>):** There is an influence of the personal & family responsible for the perceptions of consumers while the selection of tea brands.

**Null Hypothesis (H<sub>02</sub>):** No significant presence of the behavioural factors responsible for the consumer preferences while choosing the brand of tea.

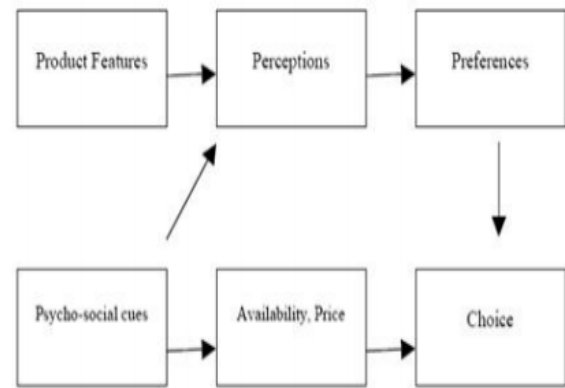
**Alternative Hypothesis (H<sub>02</sub>):** Significant presence of the behavioural factors responsible for the consumer preferences while choosing the brand of tea.

**Null Hypothesis (H<sub>03</sub>):** Brand loyalty has no positive influence on the purchase decision of the customers.

**Alternative Hypothesis (H<sub>03</sub>):** Brand loyalty has a positive influence on the purchase decision of the customers.

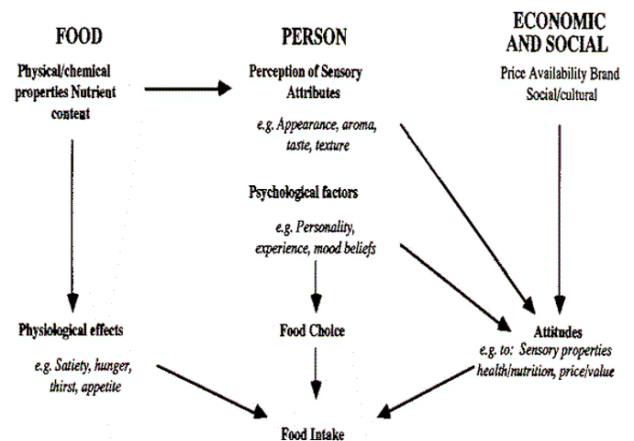
**Null Hypothesis (H<sub>04</sub>):** Consumer purchase intention has no remarkable connection with customer satisfaction.

**Alternative Hypothesis (H<sub>04</sub>):** Consumer purchase intention has remarkable connection with customer satisfaction.



Source: dspace.hhse/dspace/handle/2082/1083

Fig 6: Lens Model



Source: Research Journal- Consumer behaviour and purchase intention for organic food

Fig 7: Shephard Model- Some Factors influencing food choice and intake

### Research Methodology

#### Data Sources

During the designing of the structured questionnaire survey, the 12 factors of the Consumer Purchase intention towards tea are taken from substantial study of consumer preference literature viz. research journals of marketing, international journals of sales & marketing, etc.

The primary data was collected from around 1095 individuals residing in the North-Eastern Regions from all the age groups. Different age-groups individuals participated in the survey and consumer views were considered for the survey. Rural, suburban and urban consumers are the prime focus of the research project.

After a substantial study of consumer purchase intention or preferences towards tea for literature following consumer purchase intention factors are considered for this study: Brand Loyalty, Price, Advertisement & Popularity, Flavour, Packaging, Health Benefits, Taste, Freshness Quality, Availability in the market, Customer satisfaction. Apart

from the 10 behavioural factors and attributes, two demographic variables are also taken – Age and Gender.

**Sample and Design**

The design of the study is descriptive as well as empirical in nature. The main purpose of the research study is to find the impact of the consumer purchase intention while selecting the Tea brands and the type of tea which is being preferred by them – Branded Tea, Local Tea and Loose Tea.

The structure of the participants by gender was as follows- 52.5% female and 47.5% male. The age structure was divided into 7 groups (age in years) which are as follows – Below 18, 18-24, 25-34, 35-44, 45-54, 55-64 and 65 or above. The largest age group that participated in the survey belong to the 25-34 age group. The highest level of education was undergraduate level (46.5 %) among the participants. Majority of the participants belonging to the age group 25-34 were students. In terms of their marital status, the majority of the participants selected single status (79.45%) and 20.54% are the married respondents.

**Data Collection**

The survey questionnaires had been divided into two categories. The first category manages the demographic components of the respondents. The second section deals with attributes and the factors responsible for the consumer behaviour while purchasing a tea brand where the respondents were asked to choose as per their choice. A customer delight measure was utilized to decide the entire customer delight regarding the tea brand.

**Tools for Data Analysis**

The survey questionnaires data was properly checked for any errors and then, edited in MS Excel. The newly proper data was entered in the Statistical Package, SPSS for analysis of the hypotheses. ANOVA test and Factor analysis has been done to find their effectiveness and variances. Regression has been applied to prove the hypotheses for all the general attributes and behavioural factors which are the part of a consumer behaviour. The level of significance has been tested at 0.05 or 5 % level.

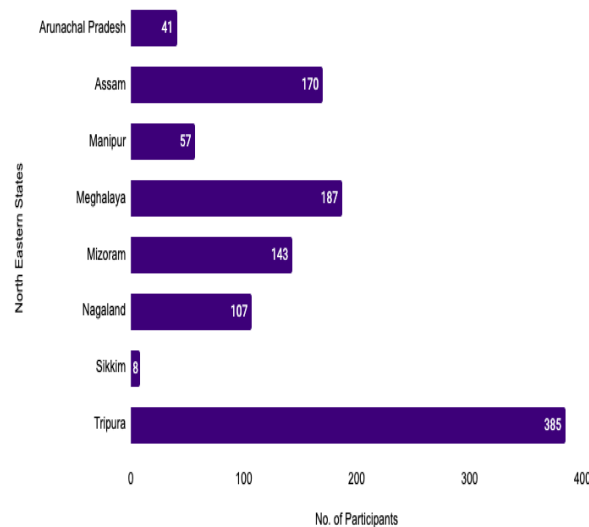
**Results And Discussion**

The analysis was performed on the 923 responses received for the tea consumers out of the 1095 individuals from the online survey. The data was cleaned with the help of excel and made suitable for the further analysis.

	Frequency	% (Approx.)
<b>Gender</b>		
Male	522	47.5
Female	576	52.4
<b>Age</b>		
Below 18	68	6.19
18 – 24	187	17.03
25 – 34	556	50.63
35 – 44	292	26.59
45- 54	366	33.33

55 – 64	252	22.95
65 or above	217	19.76
<b>Family Income</b>		
Below 1 lakh	0	0
1 lakh - 5 lakhs	108	9.83
5lakhs -10 lakhs	573	52.18
10 lakhs - 15 lakhs	243	22.13
Above 15 lakhs	15	1.36

The result of the online survey are as follows:

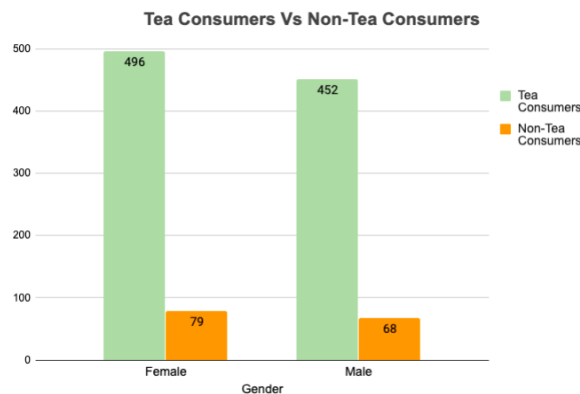


**Fig 8:** No. of North-Eastern States participants of the survey

**The Definition of Variables**

Consumption of Tea	Count	Percentage (%)
Yes	948	86.57%
No	147	13.42%

**Tab 1:** Consumption of Tea among the survey participants



**Fig 8.1:** Segregation of the tea consumers vs the non-tea consumers

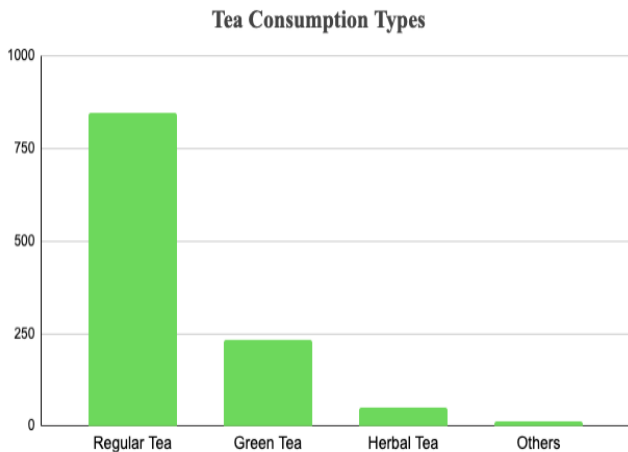


Fig 8.2: Tea Preference Types preferred by the respondents in the North-eastern region based on consumption

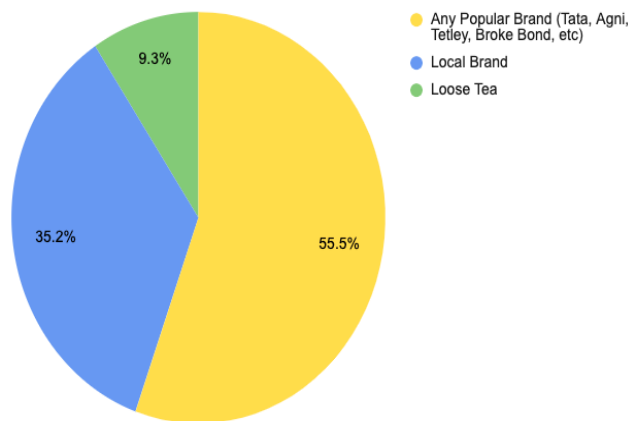


Fig 8.3: Tea Brands preferences by the North-Eastern Consumers

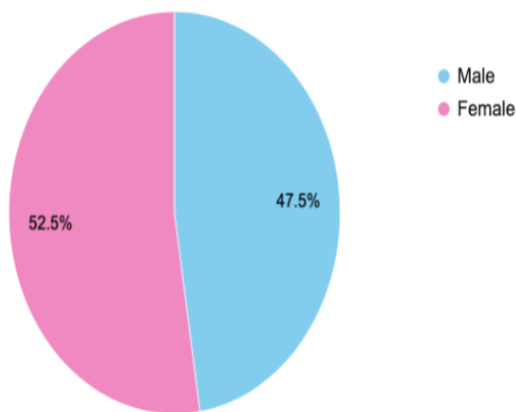


Fig 8.4: Participants for the research study

The analysis was performed on the 923 responses received from the online survey for tea consumers only. According to the model adopted, (Ubeja & Jain, 2013) and 4 regression models were run with the help of SPSS to test the hypothesis for the study.

**Personal and Family Influence (H<sub>01</sub>)**

There are many general and psychological attributes fall under the personal and family liking while the selection of

any products. Regression analysis at a significance level of 5% was used for the analysis. The analysis also includes the two demographic variables- Age group and Gender which have the p-value higher than 0.05 which indicates that the demographics doesn't have any influence over the consumer behaviour. However, the attributes like Advertisement & Popularity (0.047), Flavour (0.000), WOM or Word of Mouth (0.018) and eWOM or Internet Product Review (0.002) has the p-value less than 0.05 which indicates that they have significant influence over the consumer purchase intention. Hence, the personal and family influence does affect the consumer preferences. The other attributes Brand loyalty (0.978) and Price (0.070) doesn't play any higher significant role as the p-value is higher than 0.05.

**Table 2**

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	107.570	9		11.952	4.831
Residual	2291.046	926		2.474	
Total	2398.615	935			

a. Dependent Variable: Tea Brand

b. Predictors: (Constant), Gender, Flavour, Advertisement & Popularity, WOM, Age Group, Price, Internet Product Review, Brand Loyalty, Packaging

**Table 3**

Coefficients<sup>a</sup>

Model	Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	.787	.167			4.705	.000
Brand Loyalty	-.003	.108	-.001		-.027	.978
Price	.207	.114	.061		1.817	.070
Advertisement & Popularity	-.295	.148	-.065		-1.986	.047
Flavour	.480	.113	.145		4.237	.000
Packaging	.136	.141	.034		.960	.337
WOM	.364	.153	.079		2.374	.018
Internet Product Review	-.746	.242	-.105		-3.086	.002
Age Group	-.002	.032	-.002		-.074	.941
Gender	-.036	.104	-.011		-.344	.731

a. Dependent Variable: Tea Brand

**The Significance of Behavioural Factors (H<sub>02</sub>)**

It was observed after the regression analysis in the SPSS that there is a significant impact of the behavioural factors responsible for the consumer preferences while choosing the brand of tea. Hence, the null hypothesis gets rejected for these behavioural factors. It proves that these factors play a significant role in the consumer behaviour while buying a particular tea brand. However, since the test has been done at 5% level of significance, the two behavioural factors highly influence the consumer purchase intention while making their buying decision, the p value as follows: the taste of product (0.000) and quality of the freshness of the product (0.000). The remaining other factors like Health Benefits (0.092) and Availability in the market (0.083) have higher P-value which was higher as compared to the value of 5% level of significant value.

**Table 3**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	191.887	4	47.972	20.255	.000 <sup>b</sup>
	Residual	2204.950	931	2.368		
	Total	2396.837	935			

a. Dependent Variable: Tea Brand

b. Predictors: (Constant), Availability in the market, Health Benefits, Taste of the Product,

**Table 4**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.643	.106		15.557	.000
	Health Benefits	-.176	.104	-.055	-1.687	.092
	Taste of the Product	-.498	.104	-.153	-4.809	.000
	Quality of Freshness	-.644	.104	-.201	-6.165	.000
	Availability in the market	.177	.102	.055	1.735	.083

a. Dependent Variable: Tea Brand

**The Influence of Brand Loyalty (H<sub>03</sub>)**

Since, there is already a significant impact of the behavioural factors on the consumer purchase intention, the analysis has shown that the brand loyalty has positive impact over purchase determination of the customers. The regression analysis was done at 5% level of significance where the dependent variable was the Brand Loyalty and the independent variables were- Tea Brand, Availability in the market, Health Benefits, Taste of the Product, Quality of Freshness of the Product. Here, it can be easily seen that the Tea brand is having the P-value which equals to 0.043 which is less than 0.05 the level of significance. Hence, it proves that the tea brand selection of the consumers are being significantly being affected by the brand loyalty and the null hypothesis gets rejected in this case.

**Table 5**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.948	5	1.990	8.279	.000 <sup>b</sup>
	Residual	223.487	930	.240		
	Total	233.435	935			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Tea Brand, Availability in the market, Health Benefits, Taste of the Product, Quality of Freshness

**Table 6**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.675	.038		17.876	.000
	Health Benefits	-.099	.033	-.099	-2.977	.003
	Taste of the Product	-.160	.033	-.157	-4.791	.000
	Quality of Freshness	-.062	.034	-.062	-1.824	.069
	Availability in the market	.039	.033	.039	1.205	.228
	Tea Brand	-.021	.010	-.068	-2.022	.043

a. Dependent Variable: Brand Loyalty

**Influence of Customer Satisfaction (H<sub>04</sub>)**

In this part of regression analysis, the customer satisfaction is the dependent variable and the other general attributes and behavioural factors are the independent variables. Since, it has been already shown in the other analysis that the other variables do influence the consumer purchase intention. Hence, it can be seen from the Table.4 that the attributes and factors like- Brand loyalty (0.000), Price (0.000), Packaging (0.003), Health Benefits (0.022), Quality of Freshness (0.000) and Availability in the market (0.034) where the p-value is less than 0.05 level of significance do add to the customer satisfaction of a particular brand. Hence, it has been proved that the consumer purchase intention has significant relationship with consumer satisfaction towards a specific tea brand. Null hypothesis is rejected due to it.

**Table 7**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.472	12	2.206	10.393	.000 <sup>b</sup>
	Residual	193.151	910	.212		
	Total	219.623	922			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Tea Brand, Brand Loyalty, Availability in the market, Internet Product Review, Advertisement & Popularity, WOM, Taste of the Product, Quality of Freshness, Price, Health Benefits, Packaging, Flavour

**Table 8**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.253	.055		4.585	.000
	Brand Loyalty	-.177	.033	-.181	-5.392	.000
	Price	.175	.035	.169	5.018	.000
	Advertisement & Popularity	.015	.046	.011	.331	.741
	Flavour	-.024	.035	-.023	-.675	.500
	Packaging	.126	.042	.103	2.964	.003
	WOM	-.018	.046	-.013	-.390	.697
	Internet Product Review	-.138	.074	-.063	-1.871	.062
	Health Benefits	.075	.033	.077	2.288	.022
	Taste of the Product	.054	.033	.054	1.629	.104
	Quality of Freshness	.156	.033	.160	4.730	.000
	Availability in the market	-.068	.032	-.070	-2.124	.034
	Tea Brand	-.004	.010	-.014	-.436	.663

a. Dependent Variable: Customer Satisfaction

**Factor Analysis**

To check the reliability and validity of the factors, factors analysis was done with the help of SPSS. The KMO values above 0.70 are considered to be middling (Backhaus, Erichson, Plinke and Weiber, 2006). In our model, the KMO value is 0.553 and the p value of the “Bartlett’s Test of Sphericity” is significant at 99% confidence (p<0.001). Hence, the survey data for our study is appropriate for factor analysis.

The values in the diagonal of Anti-Image Correlation of the 13 factors taken into consideration was found to be between and 0.875, thus allowing the inclusion of all the variables in the analysis. The communalities describe the variance of the individual variables that can be understood better with the help of extracted factors. The standard value considered for the communality to fit the model is 0.5. In our study, the communality for all the factors analyzed was above 0.5 except one variable of materialism. The value was dropped for the final analysis of the data.

The questionnaire underwent these tests to ensure that it is suitable for the factor analysis to be done to determine the validity and necessity of various factors and variables.

**Tab 9**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.553
Bartlett's Test of Sphericity	Approx. Chi-Square	725.845
	df	78
	Sig.	.000

The table below represents the communalities done in the factor analysis:

**Tab 10**

Communalities		
	Initial	Extraction
Age Group	1.000	.542
Gender	1.000	.592
Family Income	1.000	.372
Brand Loyalty	1.000	.804
Price	1.000	.579
Advertisements & Popularity	1.000	.675
Flavour	1.000	.599
Packaging	1.000	.346
Health Benefits	1.000	.711
Taste	1.000	.359
Freshness	1.000	.438
Availability in the market	1.000	.463
Tea Type	1.000	.383

Extraction Method: Principal Component Analysis.

The below table represents the component matrix done in the process of factor analysis. There are 5 factors shown in the table below. The grouping of variables which have

similar range of values are clubbed together to form a factor. The five factors formed are Flavour, Freshness, Tea Brand Type, Taste, Packaging, Price, Availability in the market, Advertisements & Popularity, Health Benefits, Brand Loyalty, Family Income, Gender and Age Group.

**Tab 11**

	Rotated Component Matrix <sup>a</sup>				
	1	2	3	4	5
Flavour	.652			-.386	
Freshness	-.611				
Tea Type	.596				
Taste	-.508				
Packaging	.450	.328			
Price		.693			
Availability in the market		-.656			
Family Income		.501			
Advertisements & Popularity			.757		
Health Benefits			-.746		
Brand Loyalty				.895	
Gender					.763
Age Group					-.727

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

**Conclusion**

When the consumers purchase the tea products or brands in the North-eastern region of India, they mostly consider the psychological attributes like Advertisement & Popularity, Flavour, WOM or Word of Mouth and eWOM or Internet Product Review. While selection of a particular brand or making a purchase decision, the consumers are giving more priority to factors like Taste and Quality of Freshness of the Tea Product. The tea products studied in the research study was Branded Tea, Local Brand Tea and Loose Tea offered by different marketers. Hence, the research study concentrated over the Consumer Purchase Intention regarding the Tea Brands available in the North-Eastern region of India. The consumers had overall positive attitude towards the attributes and the factors responsible for selection of the tea products. According to this research study, out of the 1095 respondents, 55.5 % prefers Branded Tea, 35.2% prefers Local Brand Tea and only 9.3% prefers Loose Tea in the region. One of the major reason behind preferring the Branded Tea is mostly due to the Advertisements and Popularity and also, most of the retails shops are also bringing the same tea products upon demand in the market. However, remaining people prefer the local brand due to the price and quantity. Findings from this study can be further carried out with more substantial knowledge and with a larger population as there was a limitation due to the Covid-19 pandemic scenario. As the current market scenario is facing huge competition, the marketers should also consider the North-Eastern region of India as there are many interested customers who needs the personal touch in their advertisement like advertisement in the local languages as this region holds the large number of tea plantations in

India. It will also be helpful for the retailers to understand and concentrate over making a proper retail strategy in the market.

The research paper would be supportive to decide on various decisions related to marketing strategy, new market focus, branding, identifying the potential customers and conversion, customer retention towards the brand, market penetration by developing and diversifying their products and services according to the area.

### Limitations

In our study, due to the pandemic scenario which has been followed by lockdowns and restrictions, it was very difficult to conduct the survey. The survey is only based on online mode. The survey questionnaires are limited and very simple due to many factors like the language barriers from different states, personal outreach to the public and limited time constraints. Anxiety among the people due to the pandemic resulted that they were very reluctant to participate in the survey. The sample size is moderate but still there is a need to conduct the survey personally to have a better understanding with the people with more population.

### Appendix

#### Demography:

Tab 12

S.No	Questions
1	Name
2	Age
3	Gender
4	Family Income

#### Other Factors:

Tab 13

S.No	Questions
1	Do you drink tea?
2	Do you consume tea daily or occasionally?
3	What are the types of tea is preferred by you?
4	Which tea brand is mostly preferred by your family?
5	Do you prefer the above tea brand based on health benefits?
6	Do you prefer the above tea brand taste good or better compared to others?
7	Do you prefer the above tea brand have freshness of the product?
8	Do you prefer the above tea brand due to more availability in the market?
9	Do you buy the tea brand due to brand loyalty?
10	Do you buy the tea brand due to price?
11	Do you buy the tea brand due to commercial advertisements and popularity?
12	Does tea flavour accounts in your purchase decision?
13	Does good packaging important for your tea brand prior making a purchase?
14	Do you consider the word of mouth or referrals to

	buy a tea brand?
15	Does Internet product reviews affect your purchase decision for buying a tea brand?
16	Are you satisfied with your tea brand?

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