

A Study on Consumer Awareness About Tea Reference To Coimbatore City

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Abstract- Tea is a part and parcel of Indian social, profitable and artistic life. Indians cannot suppose a day without their favourite mug of tea. It's the most popular non-intoxicating libation in the world enjoyed by the rich and poor alike. Being the most popular consumed libation, in numerous societies tea is consumed at elevated social events. But anyhow of its wide consumption consumer behavioural pattern changes from time and this change is told by numerous factors like fissionability of a brand, fidelity, aroma, colour, price and numerous further. The present paper focuses on issues that impact the geste of colourful tea consumers. Samples were gathered across Pune megacity of state Maharashtra to understand and pacify the factual need and geste of the consumer towards tea. Originally the attributes were anatomized with Chi-square test of independence to validate the relation of the attributes with the consumer tea consuming geste. Further to find out the most suitable trait that dominates the decision timber of the consumer while opting particular tea brand parametric system of estimation is used to study the trend analysis using SPSS considering different brands and the attributes that affects the purchase of the brands. Model is primed for studying the prophetic capability of the attributes like fashion ability, fidelity, colour and price. Therefore, the analysis establishes a strong platform where we can validate association of consumer geste with consumption pattern witnessing different statistical tests and concentrate on the area and aspects of different geste of consumer in relation to consumption of tea.

I. INTRODUCTION

India is a leading exporter of agricultural commodities and tea is an important component of agricultural exports of the country (USDA, 2011)

INDIAN TEA INDUSTRY

Historical Perspective Indian tea industry with the extensive network of producers and intermediaries is one of the oldest organized industries in the country. Historically, tea is believed to have been accidentally discovered by Shen Nong, a Chinese emperor, in 273 B.C.

VARIETIES OF INDIAN TEA

All types of tea are the product of the same basic plant, types of teas arise from the processing, growing conditions, geography. The following is the classification of according to the growing conditions.

DOOARS-TERAI TEA

This tea comes from Jalpaiguri district in West Bengal, along with a small part of Coochbehar district. The tea is distinguished by bright and smooth liquor which is a bit lighter than Assam tea.

MASALA TEA

The new variant in the Indian Black Tea flavors is the spicy and strong 'Masala tea' with the essence of cardamom, ginger, cinnamon, mulethi, aswagandha, etc. which makes the brew special.

TEA EXPORT

Indian tea industry has been export-oriented since its inception and is facing tough competition from other tea producing countries. Among others, the major reason for the fall in exports is believed to be relatively higher prices of Indian tea in global markets.

TEA IMPORTS

Increasing and large domestic demand for tea in India has given a new direction to the tea industry in the recent years. Also, with the mounting strong domestic demand for quality tea and the opportunity to re-export Sri Lankan tea to the other markets has pushed up imports from Sri Lanka.

1.2 STATEMENT OF PROBLEM

The Indian tea industry, which is likely to end the calendar year 2021 with a 40-45 million kg drop in production over 2019 and a steep decline in exports, may continue to face challenging times moving forward if consumption – both domestic and exports – does not pick up soon. According to Tea Board of India data, the country's total tea production was

1390.08 million kg (mkg) in calendar 2019. North India (which includes gardens in Assam and West Bengal) accounted for nearly 84 per cent of this at 1171.09 mkg, while the remaining (218.99 mkg) came from South Indian gardens. The industry compares the current year with the pre-pandemic 2019 since 2020 is considered more as a year of aberration year due to the steep decline in production due to Covid induced lockdown during the peak plucking months, and the sharp surge in prices. While the data for November and December are still not available on the Tea Board website, industry, however, estimates an overall decline of around 40-45 mkg this calendar year.

1.3 SCOPE OF THE STUDY

Tea industry has always been an important industry for Indian economy. With the variety of unique flavours of tea, specifically the world-famous Darjeeling tea, Indian tea has been the most demanded one in the global markets based on imports and exports.

1.4 OBJECTIVES OF THE STUDY

The following are the specific objectives of the study:

- To analyse the trends in area, production, productivity, consumption, imports and exports of Indian tea,
- To examine the behaviour of import, export and prices of tea in India,
- To study the export competitiveness of Indian tea.

1.5 RESEARCH METHODOLOGY

The study involves descriptive research method as the study is based on questionnaire type design. Descriptive research includes survey and facts of finding enquiries of state affairs based on import and export of tea, The questionnaire involves of socio and economic profile of the respondents such as gender, age, education etc., and customers perception, satisfaction level and attitude of response.

1.5.1 TOOL USED FOR ANALYSIS

1. Simple percentage analysis.

1.5.2 Simple percentage analysis

Simple percentage analysis describes the classification of the respondents falling in each category. It is mainly used for the standardization and comparisons of the

data collected. This analysis is carried out for the most of the questions given in the questionnaire.

FORMULA: Percentage = Number of respondents/Total respondent*100

II. REVIEW OF LITERATURE

Rajeswari, M. S. R. Saranya, and Ambika (2017), the objective of their study is to discuss the major issues faced by Tea Industry and to analyze the root causes for the emerging issues. Their study results shows that in October and November Tea production of India has increased from previous years thus showing a positive sign of reviving back as demand is increasing that in turn leading to increased prices.

Navitha B and S.Sethurajan (2018), In their study on "The problems and prospects of Indian tea exports industries." The study result found that the India's contribution towards the world tea production and tea export has not increased significantly over the years, the area under tea cultivation in India has not increased in par with the area under tea cultivation in the world.

Sharma, Anindita, et al (2019), In their study they show the potential of energy management in a tea manufacturing industry. Tea processing is energy intensive as the various stages of tea production consume energy in the form of thermal or electrical energy. Their study results shows that Thermal energy consumption in the industry is higher than that of the South Indian tea industries and Natural gas requirements for thermal energy contribute a large portion of the production cost.

Gogoi, Himanshu (2020), the main objective of their study is to detect the problem and losses faced by small tea gardeners during lockdown and to find out the impact of these tea growers in other sector associated with it in lock down. Their study results shows that it is screen out the economic development of the selected area also slowed down and the rural economy of Assam which are related to tea sector badly affected and it impacts on local to the national economy.

Hazra, Prantik, Shuvam Sharma, and Arghya Ghosh(2021), Their paper represents the effect of lockdown on hill agriculture especially the agricultural business performed by the native peoples of Darjeeling hills who are basically the daily labours. Outcome of their report reveals that there was a significant loss to the farmers during the lockdown and unlock phases, especially due to failure of

selling the products. Although government has taken several steps to combat this situation, but the crisis is yet unsolved.

III. DEMOGRAPHIC PROFILE OF RESPONDENTS

ANALYSIS AND INTERPRETATION

TABLE 3.1

Demographic	Highly responded area	Percentage
Gender	Male	66
Age	15-25	72.4
Occupation	Student	69.5
Family	Nuclear	59.4
Family income	10000-20000	50.5
Types of tea you have tasted	2	58.5
Brands of tea familiar with	Red rose	36.9
Important factor noticeable while purchasing tea	Taste	78.8
Purchase mode	Store	94.2
Frequency of drinking tea	Daily	42.6
Perception about total tea	Satisfied	70.6

INTERPRATION

From the above table the highly responded area are finded out 66% are male who responded highly, 15-25 age group are responded 72.4%, 69.5% are student who responded highly, people had tasted only two types are high they are 38.5% responded, red rose has 36.9% which brand of tea people familiar with, important factor noticeable while purchasing tea is taste 78.8% people notices taste. 94.2% people prefers purchase tea on store 42.6% people drink a tea regularly, 70.6% people are satisfied with the perception about tea.

TABLE 3.2

PARTICULARS	TAS TE	COLO UR	MRP	INGRIDIE NTS
Important factor noticeable while purchasing tea	79%	14.30%	16.20 %	28.60%

79% of the people notices only taste while purchasing tea, only few 14.30% notices colour, 16.2% people notice MRP while purchasing tea and 28.60% of people consider ingredients while purchasing tea.

TABLE 3.3

PARTICULARS	ONLINE	STORE
Purchase mode	5.70%	94.30%

Most of the people likely to buy tea only through store, 94.30% of people purchases through the store and 5.70% of people purchases through online.

TABLE 3.4

PARTICULARS	TWICE A DAY	ONCE A WEEK	DAILY
How frequently do you drink tea	39.20%	18.60%	42.20%

From the above table it is clear that there are lot of people who consumes tea on their daily bases, 42.20% people consumes tea on daily, 39.20% people drink tea twice a day, only 18.60% people consumes tea once a week.

IV. SUGGESTIONS

I suggest that the people should notice the price of the brand, they must check whether the MRP is worth for the product, they should have knowledge about the correct ingredients in the tea they have.

V. CONCLUSION

Thus, the tea industry has the wider scope of expansion and improvements. This study is expected to be of help to identify the reasons for the changing global trends and patterns in the demand for tea. The study has taken into consideration all the tea producing countries and then emphasize on the principal competitors in the global markets.

The factors like production, area, productivity, exports, imports, price and export competitiveness etc. were selected to evaluate the export performance of the competing nations.

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