



## A STUDY ON CONSUMER PREFERENCE TOWARDS TATA TEA IN MADURAI CITY

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### ABSTRACT:

Consumer preferences play a pivotal role in shaping the success of brands like Tata Tea, owned by Tata Consumer Products. Understanding these preferences is crucial for companies to tailor their offerings effectively. Tata Tea, a globally recognized tea brand, caters to diverse consumer preferences through a range of factors. Quality stands as a cornerstone of Tata Tea's appeal. With a reputation for premium tea leaves, the brand attracts consumers who prioritize taste and aroma. Additionally, Tata Tea offers a wide array of flavor varieties, including traditional black tea, green tea, herbal infusions, and specialty blends. This variety addresses the varied tastes and health-conscious preferences of consumers. Price sensitivity is another crucial aspect. Tata Tea strategically positions its products across different price points, ensuring accessibility for various consumer segments. Moreover, the brand capitalizes on health trends by introducing products perceived to offer health benefits, such as green tea and herbal infusions. Packaging also plays a significant role, with Tata Tea focusing on eye-catching designs that appeal to consumers. Tata Tea benefits from the strong brand reputation of the Tata Group, which instills consumer trust and confidence. The brand's commitment to sustainability and ethical sourcing practices further resonates with environmentally and socially conscious consumers. Overall, Tata Tea's success hinges on its ability to align with evolving consumer preferences. By offering quality products, diverse flavors, competitive pricing, attractive packaging, and a commitment to sustainability, Tata Tea maintains its position as a preferred choice among consumers globally. Understanding and adapting to consumer preferences remain paramount for Tata Tea's continued growth and success in the competitive tea market.

### KEYWORDS:

**BRAND, MARKET, CONSUMER, QUALITY, PACKING.**

### 1.1 INTRODUCTION

Tea holds a significant place in Indian culture, serving not just as a beverage but as a ritual that fosters communal connections. In this diverse and ever-changing landscape of tea consumption, Tata Tea has established itself as a key player, encapsulating traditional values while embracing innovation. As the second-largest tea brand in India, Tata Tea has successfully built a devoted customer base. Yet, in a market teeming with choices, comprehending and catering to consumer preferences become pivotal for both sustaining and expanding market share. This study embarks on an exploration of the intricate fabric of consumer preferences surrounding Tata Tea. The Indian tea industry, characterized by its multifaceted nature, offers an extensive range of options, from classic black teas to health-conscious herbal blends. Consumers' choices in selecting their preferred tea brand are influenced by various factors, including taste, aroma, quality, price, packaging, and health considerations.

### 1.2 STATEMENT OF THE PROBLEM

The Indian tea market accommodates a variety of tastes, ranging from traditional black tea to herbal and specialty

blends. It is imperative for Tata Tea to grasp the diversity of consumer preferences to effectively tailor its product offerings. In the face of intense competition from both domestic and international tea brands, identifying the unique factors that distinguish Tata Tea and attract consumers is essential for maintaining and expanding market share. Price stands out as a significant determinant in consumer decision-making. A critical aspect of pricing strategies involves assessing the role of price in consumer preferences and understanding whether consumers are willing to pay a premium for Tata Tea's offerings. The packaging and branding of tea play a pivotal role in attracting consumers. Hence, comprehending the impact of Tata Tea's packaging and brand image on consumer choices is necessary for devising effective marketing strategies. Exploring unmet consumer needs and preferences presents an opportunity for Tata Tea to innovate and introduce new tea variants or packaging designs. Investigating the factors contributing to consumer loyalty and retention is crucial for securing Tata Tea's long-term success in the market.

### 1.3 REVIEW OF LITERATURE

Virmani R. T. (2011), the reasons cited for brand preference ranged from quality to availability. Quality emerged as the top parameter for brand preference, with consumers emphasizing that, while advertisements might influence them at times, the ultimate decisive factor for purchase is the product's quality.

According to Sharma M. (2013), consumer preferences are defined as the subjective tastes of individuals, measured by the utility derived from various bundles of goods. These preferences allow consumers to rank these bundles based on the levels of utility they provide. It's essential to note that preferences remain independent of income and prices, signifying that a consumer's ability to purchase does not dictate their likes or dislikes. The term is primarily used to denote an option that holds the greatest anticipated value among several choices.

### 1.4 OBJECTIVE OF THE STUDY

- ❖ To identify and prioritize the factors influencing consumer preferences for Tata Tea, including taste, aroma, quality, price, packaging, and health considerations.
- ❖ To investigate the extent to which health-consciousness influences consumer choices and to identify opportunities for Tata Tea to cater to this trend with healthier tea variants.
- ❖ To contribute valuable insights to the broader tea industry and academic community regarding consumer behaviour in the Madurai tea market.
- ❖ To offer the findings and suggestions of the study.

### 1.5 METHODOLOGY:

#### 1.5.1 RESEARCH DESIGN:

The research project's structure, commonly referred to as the research design, involves organizing conditions for the collection and analysis of data. This arrangement is crafted to align with the research's purpose efficiently, striking a balance between relevance and procedural economy.

#### 1.5.2 SAMPLING SIZE:

For this study, we obtained responses from 100 participants who utilized the Consumer preference TATA Tea in Madurai City. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers.

#### 1.5.4 SAMPLING METHOD

Convenience sampling is used for the study under this method the units are selected according to convenience of the researcher such as nearness easy availability of data.

#### 1.5.5 TOOLS FOR DATA COLLECTION

Constructing a questionnaire is a skillful task, requiring an artistic approach. Questionnaires serve as essential tools for assessing the status of current practices and obtaining opinions and attitudes through surveys. Researchers utilize questionnaires to gather information, and

respondents complete the scheduled forms as part of the data collection process.

#### 1.5.6 TOOLS FOR ANALYSIS

The tools used for analysis in percentage analysis.

#### 1.5.7 STUDY OF THE AREA

The research selected in Madurai city

#### 1.5.8 METHODS OF DATA COLLECTION

The study engaged two methods for data collection: primary data and secondary data. Primary data, acquired firsthand through observation and measurement during the research process, was gathered using the questionnaire method. The researcher personally interviewed respondents, elucidating the study's objectives before administering the questionnaire. To ensure accurate responses, the questionnaire was translated into Tamil, originally being in English. Additionally, secondary data, previously collected by various agencies for different purposes, was utilized. These data were sourced from books, journals, newspapers, periodical reports, and the internet. By amalgamating both primary and secondary data, the researcher was able to compile comprehensive information for the study.

### 1.6 DATA ANALYSIS

**TABLE 1.6.1**

#### **DISTRIBUTION OF RESPONDENTS BY THEIR AWARE OF TATA TEA AS A BRAND**

AWARE OF TATA TEA	NO OF RESPONDENTS	PERCENTAGE
Yes	80	80%
No	20	20%
<b>Total</b>	<b>100</b>	<b>100%</b>

**Source Data: Primary Data**

#### **INTERPRETATION:**

The above table 4.11 shows the majority of 80% of respondents are Yes, 20% of respondents are No.

**DIAGRAM 1.6.1**

#### **DISTRIBUTION OF RESPONDENTS BY THEIR AWARE OF TATA TEA AS A BRAND**

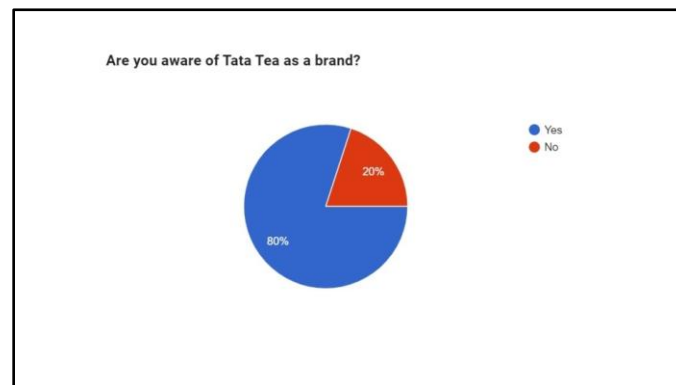


TABLE 1.6.2

### DISTRIBUTION OF RESPONDENTS INFLUENCE YOUR DECISION TO PURCHASE TATA TEA PRODCUTS

FACTORS INFLUENCE YOUR DECISION TO PURCHASE TATA TEA PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Price	32	32%
Taste	66	66%
Brand reputation	25	25%
Packaging	10	10%
Health benefits	17	17%
Total	100	100%

Source Data: Primary Data

#### INTERPRETATION:

The above table 4.14 shows the majority of 66% of respondents are Taste, 32% of respondents are Price, 25% of respondents are Brand Reputation, 17% of respondents are Health benefits and 10% of respondents are packing.

CHART 1.6.2

### DISTRIBUTION OF RESPONDENTS INFLUENCE YOUR DECISION TO PURCHASE TATA TEA PRODCUTS

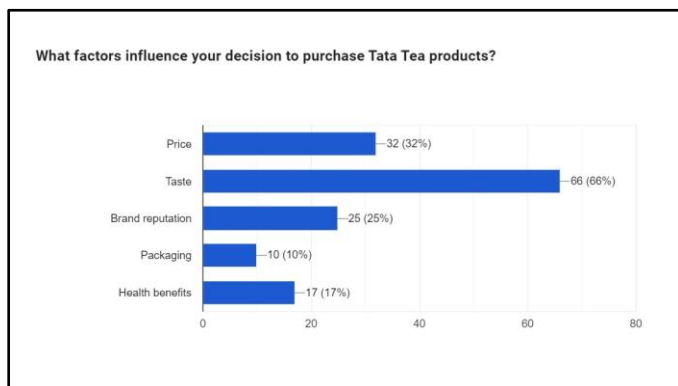


TABLE 1.6.3

### DISTRIBUTION OF RESPONDENTS CURRENTLY SATISFIED WITH TATA TEA PRODUCTS

CURRENTLY SATISFIED WITH TATA TEA PRODUCTS	NO OF RESPONDENTS	PERCENTAGE
Very Satisfied	44	44.90%
Satisfied	33	33.70%
Neutral	19	19.40%
Dissatisfied	0	0%
Very Dissatisfied	4	4%

Total

100

100%

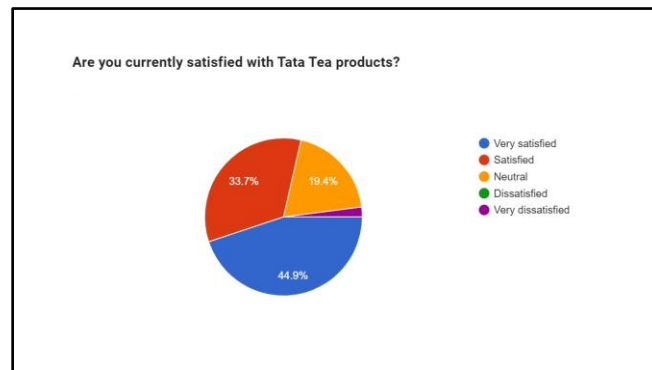
Source Data: Primary Data

#### INTERPRETATION:

The above table 4.19 shows the majority of 44.90% of respondents are Very Satisfied, 33.70% of respondents are satisfied, 19.40% of respondents are Neutral, 4% of respondents are Very dissatisfied.

CHART 1.6.3

### DISTRIBUTION OF RESPONDENTS CURRENTLY SATISFIED WITH TATA TEA PRODUCTS



## 1.7 FINDINGS & CONCLUSION

### FINDINS

- 80% of respondents are Yes.
- 66% of respondents Taste.
- 44.90% of respondents Very Satisfied.

### CONCLUSION

In the dynamic realm of tea consumption, consumers showcase a diverse range of preferences, as underscored by the study. The crucial factors influencing these preferences encompass taste, aroma, quality, and price. For Tata Tea, the ability to adeptly navigate this diversity while upholding stringent quality standards stands as a linchpin for sustained success. In tandem with prevailing health and wellness trends, consumers actively seek tea options with potential health benefits, notably gravitating towards green teas, herbal infusions, and wellness-oriented blends. Tata Tea's foray into these segments, coupled with its unwavering commitment to ethical sourcing and sustainability, strongly resonates with the health-conscious consumer base. While quality remains paramount, the study reveals that consumers are willing to invest in tea products that offer perceived value, be it in terms of taste, health benefits, or overall experience. Demographics wield a notable influence on consumer preferences, with age, income, and geographic location emerging as distinct determinants, necessitating tailored marketing and product strategies. The research further signals a growing preference among consumers for brands that embrace sustainability and ethical practices, an arena where Tata Tea's initiatives align seamlessly with the values of those prioritizing conscious consumption and

ethical sourcing.

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