



A STUDY ON CONSUMER PREFERENCES TOWARDS LIPTON GREEN TEA IN MADURAI CITY

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ABSTRACT:

This study explores consumer preferences for Lipton Green Tea in Madurai City, focusing on awareness, perception, and demographic influences. Using a descriptive research design, data was collected through structured surveys, in-depth interviews, and focus group discussions from a sample of 100 respondents selected through stratified random sampling. The study reveals that factors such as age, gender, education, and occupation significantly impact consumer choices. The analysis of consumer preferences highlights that brand reputation (mean score: 51.650), recommendations from friends and family (51.360), and health benefits (50.990) are the top three determinants influencing purchasing decisions. This underscores the importance of consumer trust, peer influence, and health consciousness in driving product choices. The Garrett Ranking Analysis further indicates that online reviews (50.290) and availability (50.060) are key factors, while price (49.790) and taste (49.390) rank lower, suggesting that consumers prioritize brand perception over cost and flavor. Packaging (49.390) and flavor variety (48.820) hold lesser significance, and marketing efforts (47.260) have the least impact, implying that advertising alone is insufficient to influence purchase behavior. The ANOVA analysis confirms that demographic factors significantly affect consumer preferences, emphasizing the need for targeted marketing strategies.

KEYWORDS:

CONSUMER PREFERENCES, LIPTON GREEN TEA, BRAND REPUTATION, DEMOGRAPHIC FACTORS AND GARRETT RANKING ANALYSIS.

INTRODUCTION:

Tea is a cornerstone of Indian culture and daily life, with an increasing number of consumers shifting towards green tea due to its health benefits. Green tea is believed to aid in weight management, detoxification, and improve metabolism, making it a popular choice among health-conscious individuals. Among various brands offering green tea, Lipton Green Tea has carved out a significant market share. In urban centers like Madurai City, where wellness trends and dietary habits are evolving, the demand for green tea is rising, influenced by both global health trends and local lifestyle changes. This study seeks to examine the consumer preferences toward Lipton Green Tea in Madurai, shedding light on how urbanization and changing consumer behavior are shaping beverage choices. Madurai, traditionally known for its tea-drinking culture, is witnessing a significant shift in consumer preferences, particularly in the adoption of healthier beverage alternatives like green tea. This change is propelled by factors such as an increasing focus on wellness, rising disposable incomes, and the influence of

social media promoting health-conscious living. As consumers in Madurai become more informed about the health benefits associated with green tea, brands like Lipton are seeing increased demand. Understanding these trends is essential for companies like Lipton to maintain their market position and grow their consumer base. This study aims to explore the factors influencing the purchase decisions for Lipton Green Tea in Madurai, with a focus on how changing lifestyle patterns are influencing these choices. Statistical Overview of Green Tea Consumption India's green tea market is experiencing rapid growth, with projections indicating a CAGR of 7.5% from 2023 to 2028. In 2023, the Indian tea market was valued at ₹25,000 crores, with green tea contributing approximately ₹3,500 crores. Tamil Nadu, where Madurai is located, contributes about 12% to India's green tea consumption. A 2022 survey by the Tamil Nadu Tea Traders Association revealed that 42% of tea consumers in Madurai prefer green tea, primarily for its health benefits, with 70% citing health benefits and 50% attributing their preference to

weight management. In this growing market, Lipton Green Tea holds a 35% market share in Madurai, which highlights its strong presence and consumer trust, ahead of competing brands like Tetley and organic tea options. This statistical context sets the stage for understanding the dynamics of consumer behavior and brand preference in the Madurai tea market.

REVIEW OF LITERATURE

Chandran, S., & Kumar, S. (2022). Chandran and Kumar analyze the factors influencing the tea market in Tamil Nadu. They suggest that Lipton’s presence in local markets, coupled with its focus on packaging and product quality, has made it a preferred brand among Madurai’s urban consumers. Mehta, R., & Agarwal, M. (2021). Mehta and Agarwal’s research highlights the importance of brand loyalty and consumer trust in the success of green tea brands. Lipton’s strong brand image and its association with health benefits have contributed to its popularity, particularly in cities like Madurai, where people are looking for healthier lifestyle alternatives. Raghav, N., & Gupta, P. (2021). This paper highlights how Lipton’s market share has grown in urban areas, particularly due to increased health awareness. Lipton Green Tea’s focus on weight management and detoxification has resonated well with health-conscious consumers in Madurai. Nair, A., & Shah, R. (2020). Nair and Shah emphasize the role of advertising and digital media in influencing consumer preferences. They report that brands like Lipton leverage digital platforms to promote green tea’s health benefits, which has made it a prominent choice among urban consumers in Madurai. Reddy, K. (2020). Reddy’s research emphasizes the growth of the green tea market in southern India. The study suggests that changing consumer lifestyles, especially in urban centers like Madurai, have propelled the demand for green tea, with Lipton capitalizing on this shift. Jha, R., & Verma, S. (2019). This study focuses on the health benefits driving the preference for green tea in India. It finds that the increasing awareness of health and wellness among consumers, especially in urban areas, has significantly influenced the consumption patterns of green tea. Lipton, as one of the leading brands, benefits from this shift, with a substantial share of the market attributed to health-conscious consumers.

OBJECTIVES OF THE STUDY

1. To study consumer preferences for Lipton Green Tea in Madurai City.
2. To assess the level of awareness and perception of Lipton Green Tea among consumers in Madurai City.
3. To analyze the demographic profile in relation to consumer preferences for Lipton Green Tea in Madurai City.

RESEARCH METHODOLOGY

The research methodology for the study on "Consumer Preferences Towards Lipton Green Tea in

Madurai City" adopts a descriptive research design, aiming to understand consumer preferences, factors influencing choices, and demographic profiles of consumers in Madurai. Data collection will include structured surveys, in-depth interviews with retailers and marketing representatives, and focus group discussions. Stratified random sampling will ensure representation across age groups, income levels, and consumer behaviors, with a sample size of 100 respondents. Data analysis will involve descriptive statistics, demographic profile in relation to consumer preferences for Lipton Green Tea. The study's scope focuses on urban health-conscious consumers in Madurai, with limitations in generalizability to rural areas or other regions and an exclusive focus on Lipton Green Tea.

HYPOTHESES FOR THE STUDY

H₀ (Null Hypothesis): There is no significant relationship between demographic factors (age, gender, education, occupation) and consumer preferences for Lipton Green Tea in Madurai City.

H₁ (Alternative Hypothesis): There is a significant relationship between demographic factors (age, gender, education, occupation) and consumer preferences for Lipton Green Tea in Madurai City.

ANALYSIS FOR DEMOGRAPHIC PROFILE IN RELATION TO CONSUMER PREFERENCES FOR LIPTON GREEN TEA

The analysis of the demographic profile reveals that factors such as age, gender, education, and occupation significantly influence consumer preferences for Lipton Green Tea in Madurai City. Understanding these demographic variations helps in tailoring marketing strategies to enhance brand awareness and consumer engagement.

TABLE 1 GARRETT RANKING ANALYSIS FOR CONSUMER PREFERENCES TOWARDS LIPTON GREEN TEA

Factors	Garrett Ranking Analysis										Total	Gamma Score	Mean Score	Rank	
	1	2	3	4	5	6	7	8	9	10					
	Garrett Rank Scale Value														
	82	70	63	57	52	47	42	37	30	19					
	(No. of Respondents)														
Price	f	11	10	10	9	9	10	12	9	11	100	4979	49.790	6	
	fx	902	700	630	513	468	423	420	444	270	209				
Taste	f	9	12	9	10	9	11	9	9	10	12	100	4939	49.390	7
	fx	738	840	567	570	468	517	378	333	300	228				
Health benefits	f	12	11	9	12	8	10	9	10	9	10	100	5099	50.990	3
	fx	984	770	567	684	416	470	378	370	270	190				
Brand reputation	f	12	11	9	11	10	9	11	7	10	9	100	5165	51.650	1
	fx	1066	770	567	627	520	423	462	259	300	171				
Packaging	f	8	9	10	12	10	12	11	9	9	10	100	4939	49.390	8
	fx	656	630	630	684	520	564	462	333	270	190				
Availability	f	11	10	8	9	12	9	11	11	10	9	100	5006	50.060	5
	fx	902	700	504	513	624	423	462	407	300	171				
Recommendations from friends/family	f	12	9	11	11	10	10	10	9	8	100	5136	51.360	2	
	fx	984	630	693	627	520	470	420	370	270	152				
Online reviews	f	9	11	10	12	11	9	9	9	11	9	100	5029	50.290	4
	fx	738	770	630	684	572	423	378	333	330	171				
Flavor variety	f	8	10	12	8	10	10	9	11	11	11	100	4882	48.820	9
	fx	656	700	756	456	520	470	378	407	330	209				
Marketing and promotions	f	7	7	12	6	11	11	11	12	12	11	100	4726	47.260	10
	fx	574	490	756	342	572	517	462	444	360	209				

Note: f=No. of respondents; x=Scale Value; fx=Score
 Source: Computed

The Garrett Ranking Analysis table 1 reveals the most influential factors affecting consumer preferences, with Brand Reputation securing the highest priority (mean score: 51.650), signifying that consumers place significant trust in well-established brands. Recommendations from friends and family follows closely (mean score: 51.360),

emphasizing the role of word-of-mouth influence in purchasing decisions. Health Benefits (mean score: 50.990) ranks third, suggesting that consumers are increasingly health-conscious when selecting products. Online Reviews (mean score: 50.290) and Availability (mean score: 50.060) hold the fourth and fifth positions, indicating that customer feedback and ease of access to products are crucial decision-making factors. Price (mean score: 49.790) and Taste (mean score: 49.390) are positioned at sixth and seventh place, highlighting their importance but suggesting that they are secondary to brand perception and peer recommendations. Packaging (mean score: 49.390) and Flavor Variety (mean score: 48.820) rank eighth and ninth, indicating that while visual appeal and diverse options matter, they do not significantly outweigh other considerations. Lastly, Marketing and Promotions (mean score: 47.260) ranks lowest, revealing that discounts and advertising efforts have a relatively minimal impact on consumer preferences compared to other factors. Businesses should therefore focus on building a strong brand reputation, leveraging word-of-mouth marketing, and ensuring product availability while also considering health aspects to align with consumer expectations.

TABLE 2 ANOVA FOR DEMOGRAPHIC PROFILE WITH CONSUMER PREFERENCES TOWARDS LIPTON GREEN TEA

Demographic Profile	Items	Sum of Squares	df	Mean Square	F	P-Value	Sig.
Age	Between Groups	11.199	7	1.600	2.980	0.007	Sig.
	Within Groups	49.391	92	0.537			
	Total	60.590	99				
Gender	Between Groups	5.375	7	0.768	3.667	0.002	Sig.
	Within Groups	19.265	92	0.209			
	Total	24.640	99				
Educational Qualification	Between Groups	32.978	7	4.711	4.688	0.000	Sig.
	Within Groups	92.462	92	1.005			
	Total	125.440	99				
Occupation	Between Groups	23.106	7	3.301	3.818	0.001	Sig.
	Within Groups	79.534	92	0.865			
	Total	102.640	99				
Monthly Income	Between Groups	8.859	7	1.266	1.620	0.140	Not Sig.
	Within Groups	71.891	92	0.781			
	Total	80.750	99				

The ANOVA analysis table 2 reveals that age, gender, educational qualification, and occupation significantly influence opinions on GST among small business owners in Madurai City, as indicated by their p-values being below 0.05. This suggests that perceptions of GST vary based on these demographic factors, possibly due to differences in awareness, business experience, or financial literacy. However, monthly income does not have a significant impact on GST opinions (p-value = 0.140), implying that income levels do not strongly affect how small business owners perceive GST. This finding highlights the importance of targeted awareness programs and policy measures that consider demographic variations to ensure better GST compliance and understanding among small businesses.

CONCLUSION

The study reveals that demographic factors such as age, gender, education, and occupation significantly influence consumer preferences for Lipton Green Tea in Madurai City. The Garrett Ranking Analysis highlights that Brand Reputation (mean score: 51.650), Recommendations from Friends and Family (51.360), and Health Benefits (50.990) are the top three factors driving consumer choices, underscoring the importance of trust, peer influence, and health consciousness. Additionally, Online Reviews (50.290) and Availability (50.060) play crucial roles, while Price (49.790) and Taste (49.390) are secondary considerations. Packaging (49.390) and Flavor Variety (48.820) have lesser impact, and Marketing and Promotions (47.260) rank the lowest. The ANOVA analysis further confirms that demographic factors shape purchasing behavior, suggesting that businesses should focus on strong brand positioning, word-of-mouth marketing, and easy product accessibility to align with consumer expectations. This insight helps in formulating targeted marketing strategies to enhance customer engagement and market reach.

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