

INVESTIGATING CONSUMER GREEN TEA PURCHASE PATTERNS IN THE NILGIRIS DISTRICT

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Abstract

Due to its many health advantages and antioxidant characteristics, green tea has become very popular with people who are concerned about their health. Understanding consumer buying habits for green tea is crucial for tea farmers, marketers, and policymakers in Tamil Nadu, India's Nilgiris area, which is renowned for its verdant green tea estates. Objectives of the study, The purpose of this study is to find out how individuals purchase green tea in the Nilgiris region of Tamil Nadu, India. Methodology of the study, This study's approach used an online questionnaire survey to collect information from 120 participants in the Nilgiris area. The poll was created with inhabitants of both urban and rural regions in mind, and its goal was to find out what variables affect people's choices to buy tea. Simple percentage analysis was used to analyse the socio demographic profile of the participants, and factor analysis was used to look at the variables affecting customers' decisions to buy tea. Conclude this study, The research found significant connections between certain demographic characteristics and purchasing choices. The consideration of price was shown to be significantly correlated with age, education, and employment, suggesting that these variables affect customers' choices to buy things based on price. Additionally, there was a strong correlation between education level and consideration of brand and quality, indicating that consumers' levels of education may influence their choices for brand and quality.

Keywords: Correlation analysis, quality, quantity etc.,

INTRODUCTION

Due to its many health advantages and antioxidant characteristics, green tea has become very popular with people who are concerned about their health. Understanding consumer buying habits for green tea is crucial for tea farmers, marketers, and policymakers in

Tamil Nadu, India's Nilgiris area, which is renowned for its verdant green tea estates. This research intends to investigate green tea consumption trends among consumers in the Nilgiris area, offering insightful information about customer preferences, motives, and consumption practices. Numerous studies have emphasized the growing demand for green tea on a worldwide scale and its advantages for human health. Bioactive substances found in green tea, such as catechins and polyphenols, have been linked to a number of health advantages, including antioxidant, anti-inflammatory, and anticancer qualities (Saeed et al., 2019; Zheng et al., 2020). Green tea's rising popularity and global consumption have been influenced by the greater public knowledge of these health advantages.

The Nilgiris area's unique geographic setting and climate provide the perfect conditions for tea growth. The region has a long history of producing high-quality tea and is well known for it. According to Raghuram et al. (2017), the Nilgiris tea sector contributes considerably to both local consumption and exports, playing a key role in the Indian tea market. It might be helpful to understand the purchase habits of green tea customers in this area to get insight into their unique tastes and consumer behaviour. In order to better fulfill the requirements and expectations of the target market, tea growers and marketers should adjust their offers by identifying the elements that affect green tea purchases in the Nilgiris area. Additionally, authorities may use these findings to create plans that support the regional tea business, promote economic expansion, and solve environmental issues. The consumption patterns of green tea among Nilgiris district consumers provide important insights into consumer preferences, motives, and consumption patterns. This study will advance knowledge of consumer behaviour in the green tea market by analysing the distinctive Nilgiris district setting and help industry stakeholders make wise choices to increase green tea's market presence and sustainability in the area.

OBJECTIVES

The purpose of this study is to find out how individuals purchase green tea in the Nilgiris region of Tamil Nadu, India. The study aims to understand the preferences, motivations, and consumption patterns of green tea consumers in order to offer producers and marketers of tea with helpful information.

STUDY QUESTIONS

1. What factors affect green tea choices among consumers in the Nilgiris region?
2. What are the buying and drinking habits of the Nilgiris district's green tea consumers?

LITERATURE REVIEW

The material that is currently available on green tea consumption in India emphasizes the significance of flavor, health advantages, cultural beliefs, and branding in influencing consumer choices and motives. In order to create successful marketing strategies and meet the expectations of Indian customers, tea growers, and marketers must have a thorough understanding of these variables.

India has seen a rise in the use of green tea as a result of its alleged health advantages and cultural importance. The following review of the literature gives an overview of pertinent studies done in India with a focus on green tea drinking habits, consumer preferences, and consumer motivations among Indian consumers.

Pundir et al. (2020) looked at the habits and preferences of Indian consumers when it came to their intake of green tea. According to the study, customers choose their green tea based on aspects including flavour, scent, health advantages, and cost. The majority of customers favoured branded green tea products and drank green tea for its health benefits, the study also found.

The research by Kapoor et al. (2019) looked at the reasons why Indians drink green tea. The results showed that Indian consumers' top motivations for drinking green tea were health awareness, weight control, and antioxidant qualities. Due to the fact that green tea is often seen as a traditional and healthful beverage in Indian culture, the research also emphasized the impact of social and cultural influences on consumption.

Bhattacharjee et al.'s (2018) study also looked at Indian consumers' views and preferences regarding green tea and other herbal teas. According to the survey, Indian consumers believed green tea to be healthier than other types of tea and favored it because of its potential for weight reduction and other natural qualities. Additionally, it emphasized how crucial packaging, brand image, and product details are in influencing customer decisions.

In addition, a research by Mohanty and Mohanty (2017) investigated the elements affecting Indian consumers' willingness to buy green tea. According to the study, the main variables influencing customers' intents to buy green tea are health awareness, flavour preference, brand

reputation, and product quality. It also emphasized how crucial price plans and marketing initiatives are in luring Indian customers to green tea goods.

The research described above provides light on green tea consumption trends, consumer preferences, and Indian context-specific motives. They stress the importance of flavour, health advantages, cultural values, and branding in shaping Indian consumers' attitudes toward green tea. Although there hasn't been much study done specifically on the Nilgiris district, the studies described above provide insightful information about the larger Indian consumer market and may be used as a guide to comprehend green tea consumption habits in the Nilgiris area.

METHODOLOGY

This study's approach used an online questionnaire survey to collect information from 120 participants in the Nilgiris area. The poll was created with inhabitants of both urban and rural regions in mind, and its goal was to find out what variables affect people's choices to buy tea. Simple percentage analysis was used to analyse the socio demographic profile of the participants, and factor analysis was used to look at the variables affecting customers' decisions to buy tea. The use of five-point Likert scales to capture the participants' thoughts on these elements while making purchasing choices. The research then used each predefined factor's significant level as a dependent variable and treated demographic factors as independent variables. The Chi-square test was used to see if there were any significant correlations between each pair of dependent and independent variables. The Spearman correlation test was also used to gauge the strength of the already significant associations.

ANALYSIS AND INTERPRETATION

TABLE 1: DEMOGRAPHIC VARIABLES

VARIABLE	DESCRIPTION	PERCENTAGE
Age	10 – 20 years	5%
	20 – 40 years	39%
	40 – 60 years	32%
	61 above	24%
Gender	Male	62%
	Female	38%
Education	School	11.4%
	College	50%

	Higher Education	32%
	None	6.6%
Employment	Private Sector	27%
	Government Sector	36%
	Business	22%
	Other	15%

The bulk of survey participants (39%) and responses (32%) are between the ages of 20 and 40. Respondents between the ages of 10 and 20 make up a lesser percentage (5%), while those 61 and over account for a sizable share (24%). There are more male responses (62%) than female respondents (38%), in terms of gender representation. The majority of respondents (50%) and those with higher education (32%), respectively, had attended college. Only 11.4% of respondents said they went to school, while 6.6% of respondents said they had no formal education. The government sector (36% of employment) is the most represented, closely followed by the private sector (27%). Of the sample, 22% are business owners and 15% are people with other types of jobs.

TABLE 2: Variables of buying behaviours of consumers

VARIABLE	DESCRIPTION	PERCENTAGE
Form of Green tea	Tea bag	3.5%
	Packed tea	88.1%
	Loose tea	8.4%
Quality	Flavour	23%
	Taste	60.5%
	Colour	16.5
Outlet	Retail/Supermarket	55.6%
	Wholesaler	20.4%
	Factory Outlet	24%

The majority of customers (88.1%) choose packaged tea, while just 8.4% and 3.5%, respectively, choose loose tea or tea bags. Customers choose taste over flavour (60.5%), flavour over colour (23%) and colour over taste (60.5%) when evaluating product quality. The majority of customers (55.6%) favour retail shops or supermarkets over factory outlets (24%) and wholesalers (20.4%) when it comes to outlets. Overall, customers choose to buy packaged tea with an emphasis on flavour and often choose retail outlets as their main source, demonstrating a strong affinity for this product.

Relationship between buying decision and demographic factor

Relationship between demographic factors and purchasing decisions is shown by a chi-square value that is significant. The chi-square values show the correlation between purchasing choices and several demographic characteristics including age, gender, education level, and job status. Higher values represent a greater link, whereas lower values indicate a stronger correlation or independence between two category variables. Looking at the findings, it is evident that various demographic aspects influence purchasing choices to diverse degrees. The chi-square values for the price component show a substantial correlation between age, education, and employment. This implies that these demographic parameters have an impact on consumers' decisions to purchase products based on pricing. The chi-square value for education in terms of quality is considerable, showing that educational attainment is highly related to purchasing decisions based on quality. In a similar vein, brand preference has a strong correlation with education, indicating that customers' degree of education affects their choice of a specific brand.

TABLE 3: Chi-square

FACTOR	AGE	GENDER	EDUCATION	EMPLOYMENT
PRICE	16.41	3.02	15.76	22.31
QUALITY	18.99	0.10	47.57*	16.9
BRAND	6.04	5.39	81.86*	25.13
RECOMMENDATION	21.27	3.32	22.82	30.32
LOYALTY	30.01*	4.59	27.53	35.99

The suggestion also shows strong correlations with occupation and age, suggesting that these variables influence decisions to purchase based on recommendations. On the other hand, loyalty shows a substantial association with age, suggesting that this factor may be quite important in influencing brand loyalty. The chi-square values therefore highlight the important connections between purchasing behaviour and other demographic characteristics. In contrast to age and occupation, which show substantial correlations with price, recommendation, and loyalty, education seems to have a considerable impact on the purchasing choice in relation to quality and brand. These results highlight how crucial it is to take demographic aspects into account when assessing customer behaviour and developing marketing strategies.

Relationship between education and purchase decision

Quality, brand, and suggestion are only a few examples of the purchase choice criteria that are significantly correlated with education, according to the correlation study shown in Table 4. The p-value denotes the statistical significance, whereas the correlation coefficient represents the magnitude and direction of the link.

TABLE 4: Correlation analysis

RELATIONSHIP	Correlation coefficient	p. Value
Quality & Education	-0.095	0.000
Brand & Education	-0.292	0.039
Recommendation & Education	-0.079	0.003

A -0.095 negative correlation coefficient between quality and education shows a tenuous inverse link. This may indicate that as education levels rise, so does the value put on product quality. This association is statistically significant, according to the p-value of 0.000. The link between brand and education is also negative, with a value of -0.292. This suggests a somewhat adverse association, indicating that the importance given to brand declines as education levels rise. There may be a statistically significant relationship between brand and education,

according to the p-value of 0.039. With a value of -0.079, the association between suggestion and education likewise shows a slight inverse correlation. This suggests that when education levels grow, the weight of recommendations in the choice-making process for purchases may somewhat decline. This association is statistically significant, according to the p-value of 0.03. These results indicate that education influences brand, quality, and recommendation-related buying choices in a significant but relatively small way. When making purchase decisions, people with higher levels of education often place less importance on these criteria. The fundamental processes driving these associations would need more study, therefore it's crucial to remember that correlation does not indicate causality.

CONCLUSION

In order to comprehend customer preferences, motives, and consumption behaviors connected to green tea, this research set out to investigate green tea purchase trends among consumers in the Nilgiris area of Tamil Nadu, India. The study of the gathered data revealed important information on the elements affecting customer preferences, buying trends, and the connections between demographic parameters and purchase choices. According to the research, people choose taste above flavour and colour when selecting green tea. Most customers favoured tea in packages over loose tea or tea bags. The favourite places to buy green tea were retail shops or supermarkets. The research found significant connections between certain demographic characteristics and purchasing choices. The consideration of price was shown to be significantly correlated with age, education, and employment, suggesting that these variables affect customers' choices to buy things based on price. Additionally, there was a strong correlation between education level and consideration of brand and quality, indicating that consumers' levels of education may influence their choices for brand and quality. Additionally, there were strong correlations between age and employment and the consideration of loyalty and recommendations, suggesting that these variables have an impact on customers' choices to buy products based on recommendations and brand loyalty. The correlation analysis confirmed the results by demonstrating that greater levels of knowledge were linked to a lessened focus on brand, quality, and recommendations throughout the purchase decision-making process. However, it's crucial to remember that a correlation does not always indicate a cause and effect, and further study would be required to comprehend the underlying processes driving these associations. Overall, the research offers insightful information on consumer buying habits for green tea in the Nilgiris region. The research results may help tea growers and marketers better focus their product offerings to the wants and requirements of the intended market. These

findings may be used by policymakers to create plans that support the region's tea business, encourage economic expansion, and deal with sustainability issues in the Nilgiris area.

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