

# **“A STUDY ON CONSUMER PERCEPTION OF CHAMBALA TEA PRODUCTS”**

submitted in partial fulfillment of the requirement for the award of

**BACHELOR OF COMMERCE**

by

**SANTHANAMALAR P**

**(REG. NO 41740035)**



**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**CATEGORY -1 UNIVERSITY BY UGC**

**Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by AICTE**

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**APRIL - 2024**



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**[www.sathyabama.ac.in](http://www.sathyabama.ac.in)**

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## **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **P.Santhanamalar (41740035)** who have done the Project work entitled “ **A STUDY ON CONSUMER PERCEPTION OF CHAMBALA TEA PRODUCTS** ” under my supervision from January 2024 to March 2024

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**DR. Palani A**

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**Dean**

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**Submitted for Viva voce Examination held on\_\_\_\_\_**

**Internal Examiner**

**External Examiner**

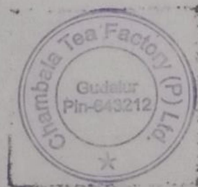
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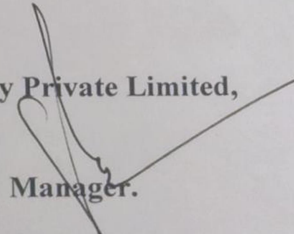
This is to certify that Miss. Santhanamalar. P 3rd year of B.com  
(Regn.No.41740035) student of **Sathyabama Institute of Science  
and Technology, Chennai** has undergone final year project in  
our factory.

During the Training, her conduct and character was found good.

We wish her all the best for a bright future.



**For Chambala Tea Factory Private Limited,**

  
**Manager.**

## **DECLARATION**

I **SANTHANAMALAR P (REG. NO 41740035)** hereby declare that the Project Report entitled "**A STUDY ON CONSUMER PERCEPTION OF CHAMBALA TEA PRODUCTS**" done by me under the guidance of **Dr. JOYCE.R** and **Mr.Elango Johnson (External guide)** at **CHAMBALA TEA FACTORY PVT .LTD.GUDALUR THE NILGIRIS**, is submitted in partial fulfillment of the requirements for the award of Bachelor of commerce .

**DATE:**

**PLACE:**

**SANTHANAMALAR P**

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of Sathyabama Institute of Science and Technology for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Joyce.R** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School Of Management Studies** who were helpful in many ways for the completion of the project.

**SANTHANAMALAR P**

## **ABSTRACT**

Rapid Urbanization and growing consumer's concern for food safety, health and environment in recent times has resulted in a new tide in consumption of quality products especially Tea. Many recent researches have studied about the awareness and consumption pattern of tea and concluded that it is significantly higher in developed countries than developing ones. In countries like India, where tea markets are still in the nascent phase of its growth, the level of awareness and acceptance is relatively low. The present study aims at analyzing factors effecting consumer awareness levels and buying perception regarding quality of Tea with the help of an Descriptive study using a structured survey of 120 respondents in Nilgiris district through pre-tested Questionnaires using simple random sampling. This paper attempts to investigate the consumer perception of Chambala Tea products as people residing in urban areas like Gudalur thaluk they are more conscious about their health and lifestyle and maximum of them are working professionals.

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# **CHAPTER I**

## **A STUDY ON CONSUMER PERCEPTION OF CHAMBALA TEA PRODUCTS**

### **1.1 INTRODUCTION**

Tea is the most widely consumed in the country India and China are respectively the largest and second largest producer and beverage consumer of tea. These two countries together account for half of world's tea production. However, they export less than a quarter of their production, due to largest domestic demand. As per a survey of consumption of beverages, Tea accounts for 90% Filter Coffee 4% Malted health beverages 2% instant Coffee 2% and carbonated soft drinks just above 1% of total consumption squashes, concentrates, Mineral water account for a minuscule part of the consumption.

The most popular drink consumed by two-thirds of the world's population, tea is made from the leaves of *Camellia sinensis*. Types of tea are classified as black (fermented), green (unfermented), and oolong (semi-fermented) based on the processing or development of the harvested leaves. India is the second-biggest manufacturer of tea globally. Indian tea is one of the best within side the global because of robust geographical indications, heavy funding in tea processing units, non-stop innovation, augmented product mix, and strategic marketplace expansion. As of a 2018 survey, a complete of 6.37 lakh hectares of location changed into cultivated in India for tea manufacturing.

From 2021-2022 India produced a total of 1344.4 million kg tea and India is a number of the pinnacle five tea exporters within side the global making approximately 10% of the overall exports. In the 12 months 2021, the overall price of tea exports from India turned into round US\$ 687.9 million. Indian Assam, Darjeeling, and Nilgiris.

Tea are taken into consideration one of the greatest within side the global. India exports tea to greater than 25 international locations at some point of the world. Russia, Iran, UAE, USA, the UK, Germany, and China are a number of the main

importers of tea from India. India is the 2nd largest tea producer in the world and also almost every person of India love having tea rather it be on any occasion serving of tea is a must. As of the year 2021-2022 India produced 1344.4 million Kg of tea. Around 80% of the tea is produced in North East and Assam alone contributes to around 55% of the total tea production in India and also Assam is the largest tea-producing state in India.

Tea plantations in India are concentrated in North East (Upper Assam and West Bengal) and South (Kerala and Tamil Naidu). North East account for 75% of production while the Southern region accounts for the balance. Although, yield per hectare is lower in North East tea quality is superior. For a long time, Indian tea producers were getting artificially high price for tea the erstwhile USSR used to but under bilateral treaty. The ruble (USSR currency) was artificially overvalued. The collapsed of the USSR has been a major blow to the industry. Paradoxically, Indian is not globally competitive in production of tea which is lab or intensive. Competing countries Kenya, Sri Lanka were under developed and have comparatively lower labour cost and much liberal laws. More importantly, average age of tea bushes in India is relatively high, therefore productivity is lower. Income tax liability for tea companies is calculated in a unique way. 60% pre tax profit are deemed to be agriculture income, taxable by the state government and 40% corporate earnings taxable as corporate profits. The effective tax rate works out to be significantly higher.

Tea was discovered between the 30th and 21st century BC. Initially, tea was used for its medicinal properties and the fresh leaves were chewed on for their refreshing and energizing effects. It was much later that tea leaves were brewed to make an infusion.

Between 722 and 221 BC, the Chinese began to brew these leaves, sometimes adding other healthy ingredients such as ginger and orange peel. At this points, the infusion was consumed by mixing with rice to prepare a meal.

This gradually evolved to be a beverage, often offered to noble lords and high ranking officials as a refreshing drink. Varieties of tea were soon distinguishable, and

tea was presented as gifts, with rare varieties presented to emperors. As tea became a coveted trade item, the commercial practice of trading in tea began.

Between 420 and 589 BC, tea became embedded in Chinese traditions. Interest grew around the methods of cultivation, and its consumption rapidly increased.

Several tea shrubs were planted between 618 and 907 BC by the Tang Dynasty. At this point, Japanese monks carried seeds with them as they travelled back to Japan. Thus tea began to spread overseas.

Scented varieties of tea were explored in the years that followed, between 960 and 1279 BC. This included Wu Yi Tea in the Fujian Province of China.

By 1271 BC, machines were used in the production of tea, even though commoner's preferred loose tea for brewing. The introduction of machinery marked a significant development in crafting methods. Tuocha and Tea Cakes were still given to the lords in exchange for favors as these were prestigious items worthy of presenting to royalty.

During the rule of the Ming dynasty, roasting of tea leaves became popular. In the years that followed, leaves were rolled into strips, and loose tea leaves were used to make drinks.

Between 1636 and 1911 BC, the Qing dynasty rules over China. By this time, tea had become a part of people's lifestyle, and the popularity of varieties of tea such as Green Tea, Black Tea, Oolong Tea, Yellow Tea, etc. had spread. Tea was instrumental in bring foreign trade to China, as it was gradually exported across the world.

Tea is believed to have been brought to India centuries ago through the 'silk route' via caravans that travelled to Europe from China. The *Camellia Sinensis* plant is in fact native to India, but its value and use was not recognized until the British attempted to cultivate plants from China. Prior to the British, tea was incorporated into the diet of native Indians, primarily for its medicinal benefits. Its initial uses were in the

preparation of soups and vegetarian dishes, far from today's famous 'chai' preparation. Today, chai is prepared using black tea, which is sweetened with sugar and milk and flavored with spices such as ginger and cardamom.

The British introduced the plant to India, primarily to put an end to China's monopoly on the cultivation. Indian soil was perfect for its cultivation, and the hills of Assam and Darjeeling were used for large scale production. For the British, it took nearly 14 years to produce tea that was as good as the Chinese varieties. Today, India remains one of the largest producers of tea in the world.

## **TEA INDUSTRY IN INDIA**

India has the distinction of being the largest consumer and producer of tea in the world. The country accounts for 30 per cent of global tea production. It is the only country which produces both CTC and orthodox tea's in sizeable quantities. It has a share of 15 percent of the world tea's exports. This year production is expected to exceed 850 million kilos as projected by the Federation of all India Tea Traders Association (FAITTA). In 1997 there was a record production of 810 million kg. Against 780 million kg in 1996. South India alone accounted for over 180 million kg. Which exceeded the production of countries like Turkey and Indonesia? Organic farming of tea is fast gaining ground in Darjeeling as well. Such organic farming practices wholly depend on the use of natural fertilizer and insecticides. Apart from clinching better export deals in the European markets, such kind of farming has also helped in retention of top soil and keeping it alive with micro-organisms, according to the planters who have resorted to organic farming practices. The use of such practices is on the rise as export markets like Germany is becoming more stringent on the quality aspect of premium teas. With export of organic tea on the rise, most growers are contemplating a conversion of the tea growing area for organic cultivation. As many as 11 gardens in Darjeeling have become fully bio-organic.

## 1.2 MAJOR PLAYERS OF TEA

The packet tea market is dominated by Hindustan Lever with over 45% market share followed by Tata Tea which has an estimated market share of 28%. Rest of the market is highly fragmented. Some of the leading national players are Goodricke, Godfrey Phillips, and Duncan etc. Nestlé's Taster Choice Tea positioned in the premium segment, has a minuscule market share. Amongst individual brands HLL's leading brands are Brook Bond, Red Label in the premium segment and Brook Bond A1 targeted at the lower end. HLL has a several other brands like Lipton Yellow Label, Green Label, Taaza and Brook Bond A-1, 3 Roses, Super Dust, Top Star, Ruby Dust etc. positioned in various price segments. Tata Tea's flagship brand has a 12% market share. Other Tata tea brands are Kannan Devan, Chakra Gold, Gemini, Agni, Lucky Cup etc. Most of Tata tea's brands have a greater hold over the southern market. Its Agni brand has been recording strong volume growth selling over 1mn kg per month. Duncan's leading brands are double diamond, Rangeeli, Gold Cup, Diamond Dust, Shakti, Sargam etc. Duncan has a 9% market share in the packet tea segment.

Duncans has a strong presence in Northern and Western states of India. Godfrey Phillip initially launched loose blended tea sold in an exclusive outlet called Tea City in Delhi. The company now markets packet Tea under the Tea City brand name in the domestic as well as the overseas market. GPI's tea is mainly exported to Oman where it has a 3 market share. The company is planning to launch its brand in UAE also. In domestic market GPI sells tea under the Super Cup, Utsav & Symphony and Swan lake brands. Eveready (erstwhile McLeod Russell) has been aggressively marketing its Tea brand and has increased media spend on the brand. Some other well known tea brands are Wagh Bakri, Girnar, Society, Hasmukhri, etc.

Tea is known as the world's second most popular beverage after water. According to Global Market Report, the amount of tea production of the world in 2017 was 5.98 million tons and retail value of tea products was nearly USD 50 billion.

Retail sales have remained a high growth rate in the last decades. Furthermore, the largest tea production country is China which exported an amount of USD 1.6 billion in 2017.

The total tea consumed in China is more than the combination of all tea consumption of other countries in the world. Tea product is expected to be the largest potential market of beverage in developed and developing countries in the next few years.

### **1.3 ABOUT THE COMPANY**

#### **INTRODUCTION**

Chambala Tea factory is doing the business of tea plantation. India is the largest producer of tea in the world. In India tea is produced only in hill area. The tea has been produced from Nilgiris is one among them and of ranges top in the Indian market.

Chambala tea factory is a premier factory in NILGIRIS.

#### **HISTORY OF FACTORY**

One the year, the factory was entered and periodically the and machinery were replaced with new and modern machineries.

Factory now has a capacity to manufacture the 56 lacks made ten per annum.

The company is in a financially viable position and out of its drawing from financial companies. The company has been able to maintain it financial stability regular review is made about its financial position, and prompt steps, are taken do ensure the company's stability.

Like many old businesses, this company too has a history of colonial ownership. Originally it was held by the cooperative wholesale society limited of the U.K.

In shares were held entirely by non-residents. This were transpired to an India concern murugappa group joined the management of the company. After two

progressive divestment in caws relinquished its entire holding was transferred to the group.

After the company owners are operates six tea estates in south India and one in north India, covering 4000 hectares and employing 5000 people. Tea is their major products live and accounts for owner 95 percent of the sales. But the company has interests in other plantation too.

The organizational is well developed to hovel led the geographic spread of its operation of multiple crops and products. Its automated flagship factory, mayor, was commissioned in 1985 and is one of the first factories in India to have microprocessor.

## **EXPANSION**

In 1984 Chambala tea factory start its one more unit at Gudalur. This unit has 200sq feet of built area 4000sq feet expansion area with the technology in contemporary production, process, and design engineering. The Chambala factory is now one stop for all the customer's needs right from fabrication to surface finished. The company's alliance with lighting giant M/s Philips India as its co-maker for the past five decades would say, what maraca has in store for its customers.

## **ABOUT THE PRODUCT**

Tea is an aromatic beverage commonly prepared by pouring hot or boiling water over cured leaves of the *camellia sinensis*, an evergreen shrub native to Asia. After water it is the most widely consumed drink in the world. Some teas, like Darjeeling and Chinese greens, have a cooling, slightly bitter, and astringent flavor, while others have vastly different profiles that include sweet, nutty, floral, or grassy notes.

It is an uncertain whether tea was first grown in India or china. Some evidences suggest that tea originated in china as a medicinal drink. According to a Chinese legend, tea originated in India. Documented evidences suggest that tea was used in India as early as 750 BC. It came to the west via Portuguese priests and

merchants, who introduced it there during the 16th century. Drinking tea became fashionable among Britons during the 17th century, who started large scale production and commercialization of the plant in India to bypass a Chinese monopoly at that time.

The phrase herbal tea usually refers to infusions of fruit or herbs made without the tea plant, such as steeps of rose hip, chamomile, or rooibos. These are also known as tisanes or herbal infusions to distinguish them from 'tea' as it is commonly construed. Tea is generally divided into categories based on how it is processed. At least six different types are produced:

**White:** Wilted and unoxidized

**Yellow:** Unwilted and unoxidized, but allowed to yellow

**Green:** Unwilted and unoxidized

**Oolong:** Wilted, bruised, and partially oxidized

**Black:** Wilted, sometimes crushed, and fully oxidized [called 'red tea' in china]

#### **1.4 HISTORY OF FACTORY**

Chembala tea factory Pvt. Ltd was incorporated in the year of 1984 under the companies' act 1956 with its registered office at Gudalur. The founders were a hand full of planters and owning small estates in and around Gudalur town. A factory was constructed in 1984 and came in to the production in 1986. It was registered as a bought leaf factory. Initially production was limited around 6lakh kilograms made of tea per annum.

Over the years, the factory was extended and periodically the won out machinery were replaced with new and modern machineries. The factory now has a capacity to manufacture 24 lakh made tea per annum.

In the Nilgiris district bought leaf factory plays a vital role in the manufacture of processed tea and their aim is to improve cater the vast area of newly planted tea in areas that were once used for vegetable cultivation.

Chambala factory has established itself as a prominent and leading bought leaf tea factory in the district and it produce great demand as of maintain its quality and consistency. The company has gained the confidence and goodwill of the small tea growers. Because of the better prices obtains for its produce it is able to pay better price that other similar factories in the green leaf it purchases.

## **FINANCE**

The company is in a financially viable position and its drawings from financial companies are minimal. Despite the depression in the Tea industry, as a whole with declining tea price through the years, the company has been able to maintain its financial stability. Regular review is made of its financial position and prompt steps are taken to ensure the company's stability.

## **MANAGEMENT:**

The company is managed by the Managing Director and Board of 7 Directors. They include professionals in various fields and all have several years of experience in Tea Plantation and manufacturing activities. All the Directors are well known in the area.

The day to day management of the company is looked after by an Executive Manager with vast experience in the line of business of the company .He is assisted by and is getting regular reports from separate competent persons and agencies on the manufacture, technical and financial and other aspects of business.

## **CAPITAL STRUCTURE:**

The company is registered with an Authorized Capital of Rs.2 crore and paid up capital of Rs.172.5 lakh. The entire share capital is held by the Directors and their family members only. As such, the company is a cohesive unit.

**WATER:**

Only limited water is required for manufacturing tea and this is obtained is its own source.

**POWER SUPPLY:**

The company draws its main power supply from Tamil Nadu Electricity Board. Standby power, for emergencies and during the rush periods, is provided by three diesel driven Generators. The company also owns a wind farm at Theni and having a valid tied up contract with the TANGEDCO Tamilnadu distribution circle as captive energy consumers where the grid generation is being adjusted with the power consumed with TNED circle and the excess generated is retained and accumulated as Banking unit

**FIREWOOD AND FUEL:**

The company has regular suppliers of firewood, its main source of fuel. When firewood is scarce, the company purchases briquettes manufactured from agricultural waste as an alternate fuel.

**TRANSPORT FACILITIES:**

The Factory is situated on the main Calicut Ooty Road and is easily accessible. The company relies on local transport agencies for transport of its raw materials, and processed goods.

**LABOUR:**

The company has a dedicated and experienced labour force. It has a very cordial relationship with its labour force and there has not been a single instance of labour unrest in the history of the company.

## **MARKETING AND AUCTIONS:**

The finished product is mostly sent to the Tea Auction Centres at Coonoor, Coimbatore and Cochin. The Tea Brokers also assist the company in marketing some of its produce to private buyers

## **INDUSTRY PROFILE**

Chambala TEA Factory Private Limited is a Non-government company, incorporated on 07 Mar, 1984. It's a private unlisted company and is classified as 'company limited by shares'. Company's authorized capital stands at Rs. 200.0 lakhs and has 86.25% paid-up capital which is Rs. 172.5 lakhs. Chambala TEA Factory Private Limited last annual general meet (AGM) happened on 27 Sep, 2017. The company last updated its financials on 31 Mar, 2017 as per Ministry of Corporate Affairs (MCA).

Chambala TEA Factory Private Limited is majorly in Agriculture and Allied Activities business from last 40 years and currently, company operations are active. Current board members & directors are **Bhaskaran Ravindran, Choorapuzha Mathew Antony, Choorapuzha Mathew Joseph, Natarajan Raju, Jacob Mathew, Madhavannair Jayan, John Parapallichira Zachariah And Swaminathan Ramanathan .**

Company is registered in Coimbatore (Tamil Nadu) Registrar Office. Chambala TEA Factory Private Limited registered address is CHAMBALA CALICUT ROAD GUDALUR BAZAAR GUDALUR TN 643212 IN

## 1.5 PROFILE OF THE COMPANY

|                               |                                   |
|-------------------------------|-----------------------------------|
| Name                          | Chambala tea factory Pvt. Ltd     |
| CIN                           | U01132TZ1984PTC001388             |
| Date of Incorporation         | 07 Mar, 1984                      |
| Status                        | Active                            |
| Company Category              | Company limited by Shares         |
| Company Sub-category          | Non-govt. company                 |
| Company Class                 | Private                           |
| Business Activity             | Agriculture and Allied Activities |
| Authorized Capital            | 200.0 lakhs                       |
| Paid-up Capital %             | 86.25                             |
| Registrar Office City         | Coimbatore                        |
| Registered State              | Tamil Nadu                        |
| Registration Number           | 1388                              |
| Registration Date             | 07 Mar, 1984                      |
| Listing Status                | Unlisted                          |
| AGM last held on              | 27 Sep, 2017                      |
| Balance Sheet last updated on | 31 Mar, 2017                      |

## **1.6 STATEMENT OF PROBLEM**

The present paper focuses on consumer behavior regarding consumption of tea. Tea is indigenous to India and is an area where the country can take a lot of pride. This is mainly because of its pre-eminence as a foreign exchange earner and its contributions to the country's GNP it is considered for our study. In all aspects of tea production, consumption and export, India has emerged to be the world leader, mainly because it accounts for 31% of global production. It is perhaps the only industry where India has retained its leadership over the last 150 years.

The problem area of this survey is consumer's perception towards Chambala tea products determined the factors that influence customers to shop and those factors will help the industry to formulate their strategies towards sales.

## **1.7 OBJECTIVES OF THE STUDY**

Primary objective:

- ❖ To study the brand perception of Chambala tea products in the minds of consumers.

Secondary objective

- ❖ To study the satisfaction level of consumers after using Chambala tea products.
- ❖ To study the attributes that a consumer keeps in mind while buying Chambala tea products.
- ❖ To know various types of Chambala products preferred by customers.
- ❖ To find out the brand preference for tea in Gudalur Taluk of Nilgiris.
- ❖ To study the factors influencing brand preference for tea.

## **1.8 SCOPE OF THE STUDY**

Any time that a task of doing a research is to be undertaken, the essential guideline is to define explicitly the scope of the study. The scope of the study basically means all those things that will be covered in the research project.

This research focused on respondents of Gudalur. The research provided fruitful information about Chembala products line users and brand perception they have about Chembala products.

## **1.9 AREA OF THE STUDY**

### **ABOUT THE PLACE WHERE THE PROJECT WAS DONE**

Gudalur in the Nilgiris district has it all. Picturesque mountains, valleys, evergreen forests, tea and coffee plantations, all of which make this less-explored locality a compelling destination.

Gudalur lies in the meeting point of Mysore, Ooty and Calicut cities, connecting the three states of Karnataka, Tamil Nadu and Kerala. There are many stunning tourist attractions around Gudalur that no travel bug should miss exploring.

The Mudumalai Tiger Reserve, just 15 km away from Gudalur, is a haven for Nature lovers and shutterbugs since it allows one to watch wild animals in their own natural habitat. Located in the Western Ghats, the Mudumalai Reserve is the right spot for thrilling wildlife safaris where wild animals like tiger, leopard, Indian gaur and Asian elephants can be spotted. Bird watchers can try their luck locating the critically endangered Indian white-trumped vulture and long-billed vulture, among the 266 species of birds found here.

On the road from Mysore to Ooty is Needle Rock viewpoint, another attraction near Gudalur that offers picturesque views of Gudalur, the Mudumalai National Park and Bandipur. Also known as "Oosi malai" in Tamil, owing to its conical shape, the needle rock point is famous for its spectacular views, especially during sunrise and

sunset. It has obviously been a part of many Tamil movies where the mountains, shrouded in clouds, and the dense eucalyptus trees form the best backdrop.

#### **1.10 LIMITATION OF THE STUDY**

- The study conducted in a specified period
- The study conducted in Gudalur Thaluk only
- Some of the people don't have the awareness about project so they hesitated to share their personal details.

## **CHAPTER II**

### **CONCEPTUAL THEORETICAL OF THE RESEARCH**

#### **2.1 CONSUMER BUYING BEHAVIOR CONCEPT:**

The aim of the marketing is to meet and satisfy the target consumer's need & wants. The field of the consumer behavior studies how individuals, groups and organization select buy, use and dispose of the goods, services, ideas or experiences to satisfy their needs and desires. Understanding consumer behavior and knowing customer is not simple customer may say one thing and do another thing. They may not be in touch with their deeper motivations. Consumer behavior is very complex and dynamic too constantly changing and therefore managements need to adjust with the change otherwise market may be lost.

##### **2.1.1 Consumer Behavior:**

Consumer Behavior explain how the individuals consumer, groups of the consumer and organization select, buy, use and dispose of goods, and services to satisfy their needs and wants.

#### **2.2 FACTORS INFLUENCING CONSUMER BEHAVIOR**

Factor influencing the consumer Behavior are internal needs, motives, perception and attitude as well as external- family, social group, cultural, economic, business influences, etc.

##### **1. Psychological Factors**

Human psychology is a major determinant of consumer Behavior. These factors are difficult to measure but are powerful enough to influence a buying decision.

Some of the important psychological factors are:

**i. Motivation:** When a person is motivated enough, it influences the buying Behavior of the person. A person has many needs such as social needs, basic needs, security needs, esteem needs, and self-actualization needs. Out of all these needs, the basic needs and security needs take a position above all other needs. Hence

basic needs and security needs have the power to motivate a consumer to buy products and services.

**ii. Perception:** Consumer perception is a major factor that influences consumer Behavior. Customer perception is a process where a customer collects information about a product and interprets the information to make a meaningful image of a particular product.

When a customer sees advertisements, promotions, customer reviews, social media feedback, etc. relating to a product, they develop an impression about the product. Hence consumer perception becomes a great influence on the buying decision of consumers.

**iii. Learning:** When a person buys a product, he/she gets to learn something more about the product. Learning comes over a period of time through experience. Learning can be either conditional or cognitive. In conditional learning the consumer is exposed to a situation repeatedly, thereby making a consumer to develop a response towards it. Whereas in cognitive learning, the consumer will apply his knowledge and skills to find satisfaction and a solution from the product that he buys.

**iv. Attitudes and Beliefs:** Consumers have certain attitudes and beliefs which influence the buying decisions of a consumer. Based on this attitude, the consumer behaves in a particular way towards a product. This attitude plays a significant role in defining the brand image of a product. Hence, marketers try hard to understand the attitude of a consumer to design their marketing campaigns.

## **2. Social Factors**

Humans are social beings and they live around many people who influence their buying Behavior. Humans try to imitate other humans and also wish to be socially accepted in the society. Hence their buying Behavior is influenced by other people around them. These factors are considered as social factors. Some of the social factors are:

**i. Family:** Family plays a significant role in shaping the buying Behavior of a person. A person develops preferences from his childhood by watching family buy products and continues to buy the same products even when they grow up.

**ii. Reference Groups:** A reference group is a group of people with whom a person associates himself. Generally, all the people in the reference group have common buying Behavior and influence each other.

**iii. Roles and status:** A person is influenced by the role that he holds in the society. If a person is in a high position, his buying Behavior will be influenced largely by his status. A person who is a Chief Executive Officer in a company will buy according to his status while a staff or an employee of the same company will have different buying pattern.

### **3. Cultural factors**

A group of people is associated with a set of values and ideologies that belong to a particular community. When a person comes from a particular community, his/her Behavior is highly influenced by the culture relating to that particular community. Some of the cultural factors are:

**i. Culture:** Cultural Factors have a strong influence on consumer buying Behavior. Cultural Factors include the basic values, needs, wants, preferences, perceptions, and Behaviors that are observed and learned by a consumer from their near family members and other important people around them.

**ii. Subculture:** Within a cultural group, there exists many subcultures. These sub cultural groups share the same set of beliefs and values. Subcultures can consist of people from different religion, caste, geographies and nationalities. These subcultures by itself form a customer segment.

**iii. Social Class:** Each and every society across the globe has the form of social class. The social class is not just determined by the income, but also other factors such as the occupation, family background, and education and residence location. Social class is important to predict the consumer Behavior.

### **4. Personal Factors**

Factors that are personal to the consumers influence their buying Behavior. These personal factors differ from person to person, thereby producing different perceptions and consumer Behavior.

**i. Age:** age is a major factor that influences buying Behavior. The buying choices of youth differ from that of middle-aged people. Elderly people have a totally different buying Behavior. Teenagers will be more interested in buying colorful clothes and beauty products. Middle-aged are focused on house, property and vehicle for the family.

**ii. Income:** income has the ability to influence the buying Behavior of a person. Higher income gives higher purchasing power to consumers. When a consumer has higher disposable income, it gives more opportunity for the consumer to spend on luxurious products. Whereas low-income or middle-income group consumers spend most of their income on basic needs such as groceries and clothes.

**iii. Occupation:** Occupation of a consumer influences the buying Behavior. A person tends to buy things that are appropriate to this/her profession. For example, a doctor would buy clothes according to this profession while a professor will have different buying pattern.

**iv. Lifestyle:** Lifestyle is an attitude, and a way in which an individual stay in the society. The buying Behavior is highly influenced by the lifestyle of a consumer. For example when a consumer leads a healthy lifestyle, then the products he buys will relate to healthy alternatives to junk food.

## **5. Economic Factors**

The consumer buying habits and decisions greatly depend on the economic situation of a country or a market. When a nation is prosperous, the economy is strong, which leads to the greater money supply in the market and higher purchasing power for consumers. Economic factors bear a significant influence on the buying decision of a consumer. Some of the important economic factors are:

**i. Personal Income:** income is a person has a higher disposable income, the purchasing power increases simultaneously. Disposable income refers to the money that is left after spending towards the basic needs of a person.

**ii. Family Income:** Family income is the total income from all the members of a family. When more people are earning in the family, there is more income available for shopping basic needs and luxuries. Higher family income influences the people in the family to buy more. When there is a surplus income available for the family, the

tendency is to buy more luxury items which otherwise a person might not have been able to buy.

**iii. Consumer Credit:** When a consumer is offered easy credit to purchase goods, it promotes higher spending. Sellers are making it easy for the consumers to avail credit in the form of credit cards, easy installments, bank loans, hire purchase, and many such other credit options. When there is higher credit available to consumers, the purchase of comfort and luxury items increases.

**iv. Savings:** A consumer is highly influenced by the amount of savings he/she wishes to set aside from his income. If a consumer decided to save more, then his expenditure on buying reduces. Whereas if a consumer is interested in saving more, then most of his income will go towards buying products.

## **2.3 MARKETING CONCEPTS**

The study of consumer Behavior indicates how individuals, groups, and organizations select, buy, use or dispose goods, services, ideas or experiences to satisfy their needs and desires. The various factors influencing buyer Behavior are as following:

**I. Marketing Factors:** Each element of the market mix product pricing promotion and place (distribution) has the potential to affect the buying process at various stages.

**A. Product:** The uniqueness of the product, the physical appearance and packaging can influence buying decision of a consumer.

**B. Pricing:** Pricing strategy does affect buying Behavior of consumers. Marketers' must consider the price sensitivity of the target customers while fixing prices.

**C. Promotions:** The various elements of promotion such as advertising, publicity public relations personal selling, and sales promotion may affect buying Behavior of consumers. Marketers select the promotion mix after considering the nature of customers.

**D. Place:** The channels of distribution and the place of distribution affect buying Behavior of consumers.

**II. Personal Factors:** The personal factors of a consumer may affect the buying decisions The personal factors include.

**A. Age Factor:** The age factor greatly influences the buying Behavior For instance, teenagers may prefer trendy clothes, whereas, office executives may prefer sober and formal clothing

**B. Gender:** consumer Behavior varies across gender For instance, girls may prefer certain feminine colours such as pink, purple, peach, boys may go for blue, black, brown, and so on.

**C. Education;** Highly educated persons may spend on books. Personal care products, and so on but a person with low or no education may spend less on personal grooming products, general reading books, and so on.

**D. Income level:** Normally, higher the income level, higher is the level of spending and vice-versa. But this may not be always the case in developing countries, especially in the rural areas.

**3. Psychological Factors:** A person buying Behavior is influenced by psychological factors such as follows:

**A. Learning:** It refers to changes in individual Behavior that are caused by information and experience. For example, when a customer buys a new brand of perfume, and is satisfied by its use, then he/she is more likely to buy the same brand the next time.

**B. Attitude:** It is a tendency to respond in a given manner to a particular situation or object or idea Consumers may develop a positive, or negative or neutral attitude towards certain product of brands, which in turn would affect his/her buying Behavior.

**C. Motives:** A motive is the inner drive that motivates a person to act or believe in a certain manner the marketer must identify the buying motives of the target customers and influence them to act positively towards the marketed products.

## **2.4 REVIEW OF LITERATURE**

**Chandrakumar et al. (2016) [1]** stated that most of the respondents prefer tea over other beverages and the main reason for choosing tea is due to its refreshing nature. It is also stated that most of the respondents both rural and urban were using same tea brand for more than two years

**Mathai. D. C (2020) [2]** analysed the reasons that influence brand preference of tea. From the study it is found that consumers in Nilgiris district have limited brand preferences. According to the study the major factors that influence brand preference of tea are demographic factors and psychological factors. Endorsements of new brands and offers were also added as the reasons for deciding tea brands.

**Jaganathan. A (2020) [3]** stated that demand for packet tea can be fulfilled by diversifying tea products like flavoured tea and improving the quality. Though current performance of a firm is measured by sales and market share, satisfaction of the consumers after consuming tea of a particular brand aids future sales.

**Tea report (2006) [4]** discussed briefly about the consumption pattern of tea in the country and consumer's insight towards the consumption of the beverage. It focused on the aspect of brand loyalty and individual perception while buying and consuming tea. It also emphasized on impact of advertisement on consumer and retailer and the availability of different brands in the market.

**Tea report (2006) [5]** discussed briefly about the consumption pattern of tea in the country and consumer's insight Towards the consumption of the beverage. It focused on the aspect of brand loyalty and individual Perception while buying And consuming tea. It also emphasized on impact of advertisement on consumer and retailer and the availability of different Brands in the market.

**Ramanuj Majumder (2010) [6]** discussed in detail about the importance of understanding the consumer for the benefit Of marketers and cited many live examples of the cities how marketers in India have utilized the knowledge of consumer Behavior to evolve it marketing strategies. He also focused on issues of decision making and the theoretical foundations of Consumer behavior and offered many practical insights of Indian Market.

**Ronald A. Fullerton (1994) [7]** examined one episode on the consumer behaviors research and particular attention is Paid to their study, “Tea and the Viennese”. The research combined quantitative and qualitative analyses and evinced an unusually high skill in interpreting consumer experience.

**Moonesha Pachauri (2002) [8]** developed a framework for the study of consumer behavior and it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. Overall, it is argued that the study of consumer behavior is rapidly evolving as researchers recognize and implement new techniques and trans-disciplinary perspectives to understand the nature of purchase and consumption behavior. This wider view attempts to study consumer behavior in the light of rapidly evolving lifestyles, values, priorities, and social contexts.

## **CHAPTER III**

### **OVERVIEW OF THE PROJECT & RESEARCH METHODOLOGY**

#### **3.1 OVERVIEW OF THE PROJECT**

Tea has become the most important types of tea products that receive consumers' great demand in the last few years. According to Global Market Report, the global tea will reach more than USD 1.3 billion in 2024. The average growth rate will be approximately 5.8% during 2019–2024. North America has dominated the global tea in the last decades due to a large market demand with great purchasing power of consumers. It is estimated that Asia-Pacific will be the largest market for tea in the next few years. Some of the largest producers and sellers of tea in the global market are Unilever, Tata Global Beverages Limited, Stash Tea Company, Shangri-la Tea, Yogi Tea, Mighty leaf Tea, Zhongshan Standard Industry Company, Hunan MeeTea Company, and others.

Regular consumption of tea can provide consumers with different benefits (e.g., anti-diabetic, anti-aging and pro-metabolic) and reduce depression risks . Notably, organic tea is widely recognized as a safe and healthy product because it is free of chemical residues, fertilizers and pesticides. Organic tea is cultivated by unique production systems and techniques that sustain the health of soils, ecosystems and people health. The demand for organic tea has increased rapidly in the last decades. Several reasons attribute to this increase, including enhancement in consumers' income and consumption knowledge, high regulations from government to develop sustainable agriculture, and high standard from certificated institutions. For example, Voluntary Sustainability Standards (VSS) is a global standard that is often used to certify tea and coffee products. More specifically, VSS requires tea producers to comply with high standards that enable climate resilience, prevent soil erosion, and protect consumers' health. In addition, the standard is used to ensure tea products that are produced to meet consumers' demands while maintain the goal of sustainable development.

The Nilgiris is mainly a plantation District. The soil and climatic conditions are highly favorable for tea cultivation. Tea industry here is over 100 years old and is the backbone of the economy of this district. It is an agro based export oriented industry. of the total cultivation area, Tea is grown in nearly 70% of the area. As per the recent data available tea is grown in over 45,974 hectares and the production is around 60000 tons. The Tea offering consists of cut-twist-curl leaf, cut-twist-curl dust, orthodox leaf and orthodox dust.

## **RESEARCH METHODOLOGY**

Research simply means a search for facts answers to questions and solutions to problem. It is an organized inquiry. If any study or research is to be reorganized as valid, it must be done in systematic and scientific method rather than by arbitrary method. Methodology means the set of methods used for generating, collecting and evaluating data

### **3.2 RESEARCH DESIGN**

The research design adopted for the present study is descriptive after an extensive literature review as it aims to analyze the factors influencing the perception of consumers and to assess the consumer's preferences, purchase intention and attitude towards tea. Primary Data required for the study was collected via convenience sampling using structured questionnaire. The study was conducted in the region of Gudalur Taluk. In consideration with the objectives both secondary and primary data collection techniques have been employed. The Data was collected using Survey method using the questionnaire and analyzed further using MS-Excel.

### **3.3 DATA COLLECTION METHOD**

#### **3.2.1 Primary Data:**

Primary data are collected afresh and happens to be original in its character. The primary data are collected through questionnaires, which will be used in the study as a research instrument. This questionnaire comprises both quantitative and qualitative questions

### **3.2.2 Secondary Data:**

The secondary data are those which have already been collected by someone else and have already been passed through the statistical process. The secondary data has been obtained from the annual reports, in house journals, magazines and other company profiles.

### **3.4 Sample size:**

Sample size is the number of items to be selected from the universe to constitute a sample. Sample size for the study is 120.

### **3.5 Sampling Technique**

Sampling methods are also one of the important parts of the research for my topic i.e the consumer buying behavior towards Chembala Tea Products. I have used simple random sampling.

### **3.6 Period of Study:**

The period of study is January 2024 to March 2024.

### **3.7 Structure of questionnaire:**

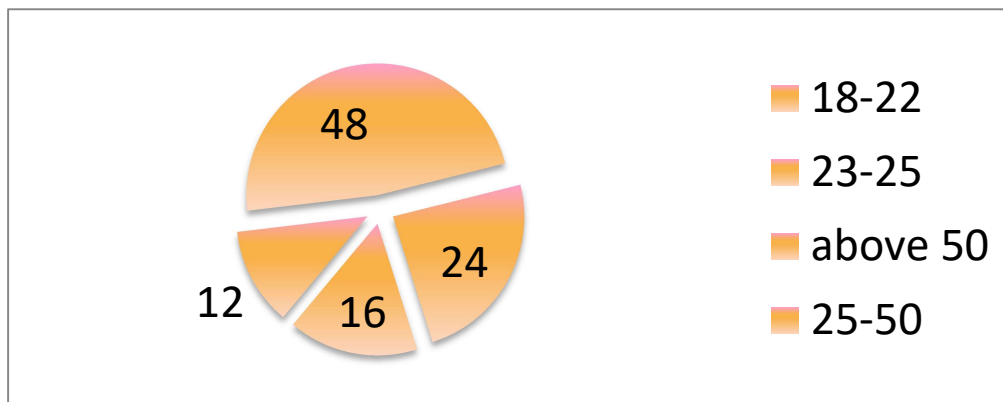
A structured questions is a document used to collect data from the respondents and consists of a set of standardized questions. Questionnaires can be used to collect quantitative and qualitative information.

## CHAPTER IV

### DATA ANALYSIS AND INTERPRETATION

**Table 4.1: Age of the respondents**

| Age group    | No of respondent | Percentage |
|--------------|------------------|------------|
| 18-22        | 28               | 24         |
| 23-25        | 20               | 16         |
| 25-50        | 14               | 48         |
| above 50     | 58               | 12         |
| <b>Total</b> | <b>120</b>       | <b>100</b> |



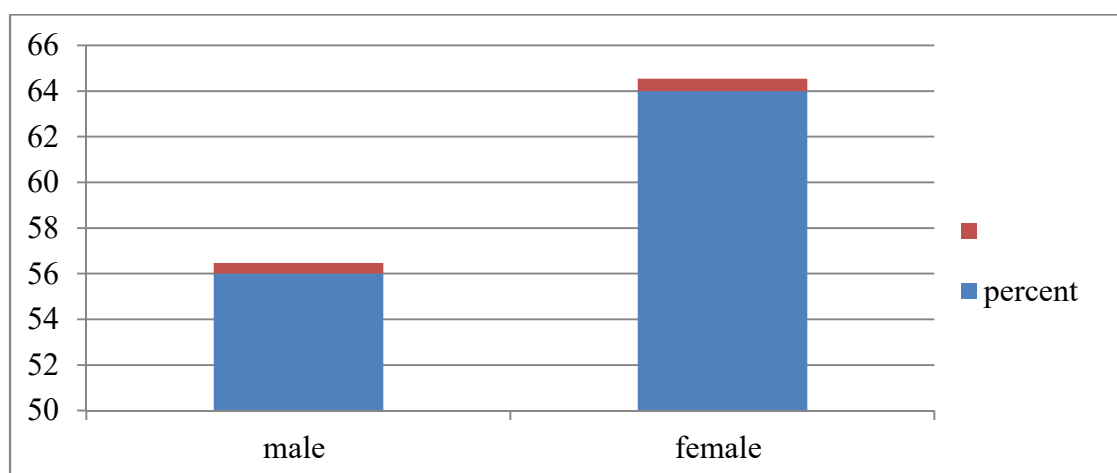
***Fig: 4.1 Shows age of the respondents***

**INTERPRETATION:** The above table and figure shows that the age group respondent. 24% of the respondents are under 18-22 ages. 16 % of the respondents under 23-25 age group. 48 % of the respondents are under 25-50 age group. 12% of the respondents are above 50 age group.

**INFERENCE:** Majority of the respondents 48% of 120 respondents 25 to 50 age group.

**Table 4.2 Table showing the gender of respondents**

| Gender       | No. of respondent | % of respondent |
|--------------|-------------------|-----------------|
| Male         | 56                | 46              |
| Female       | 64                | 54              |
| <b>Total</b> | <b>120</b>        | <b>100</b>      |



***Fig:4.2 Gender of respondents***

**INTERPRETATION:**

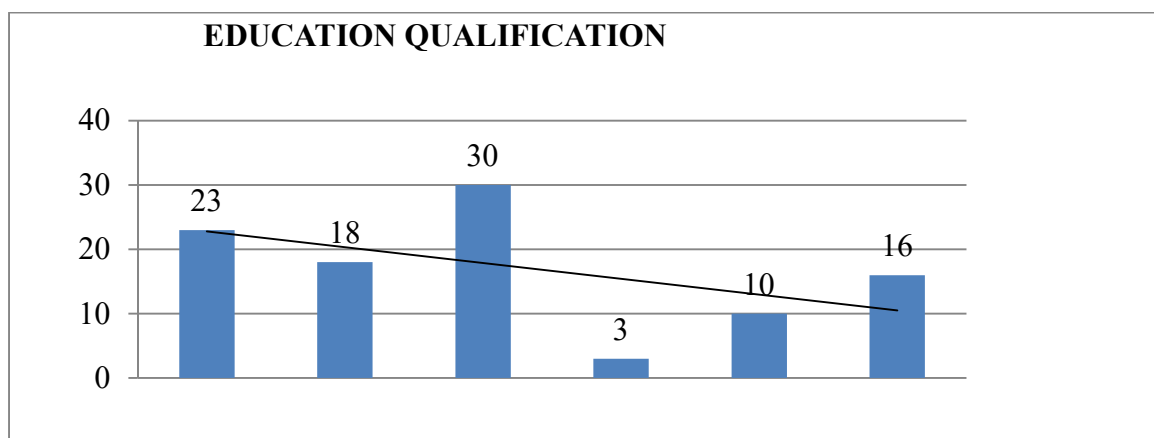
The above table and figure shows that the gender of the Chambala tea user 46% respondent are male 54% responded are female.

**INFERENCE:**

Majority of the respondents 54% of 120 respondents are female.

**Table 4.3 Table showing Education qualification of the respondents**

| Education    | Respondents | % Of respondents |
|--------------|-------------|------------------|
| SSLC         | 28          | 23               |
| Pre degree   | 22          | 18               |
| Graduation   | 36          | 30               |
| ITI          | 04          | 03               |
| Engineering  | 12          | 10               |
| Other        | 18          | 16               |
| <b>Total</b> | <b>120</b>  | <b>100</b>       |



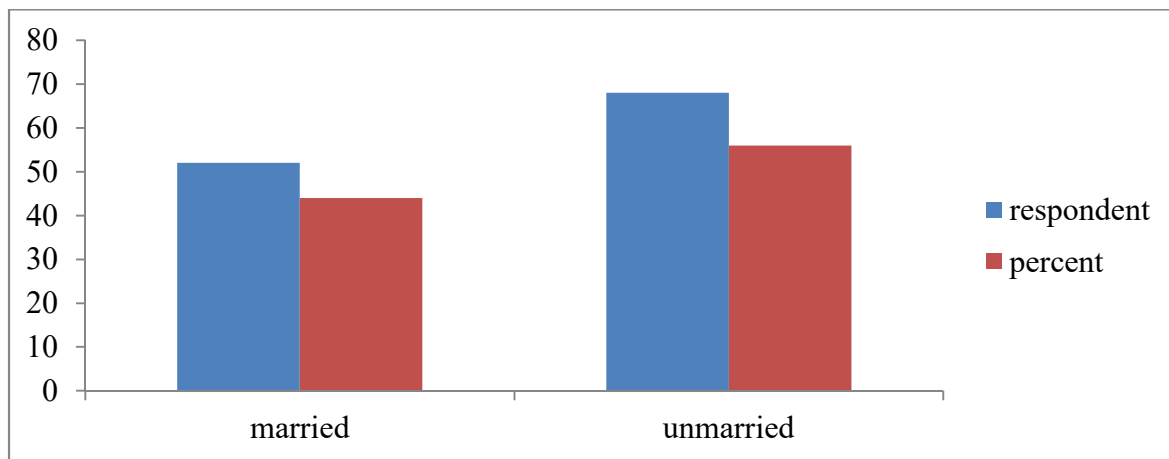
**Fig:4.3 Education qualification of the respondents**

**INTERPRETATION:** the above table and figure show the education qualification of the product. 23% of the respondents are have SSLC. 18% of the respondents are completed their pre degree.. 30% of the respondents are completed their graduation. 3% of the respondents have ITI completed. 10% of the respondents are completed engineering. Remaining 16% of the respondents are completed other educational qualification.

**INFERENCE:** Major respondents are completed graduation which 30% of 120 respondents.

**Table 4.4 Table showing Marital status of the respondents**

| Status       | Respondent | % of Respondents |
|--------------|------------|------------------|
| Married      | 52         | 44               |
| unmarried    | 68         | 56               |
| <b>Total</b> | <b>120</b> | <b>100</b>       |



***Fig: 4.4 Marital status of the respondents***

**INTERPRETATION:**

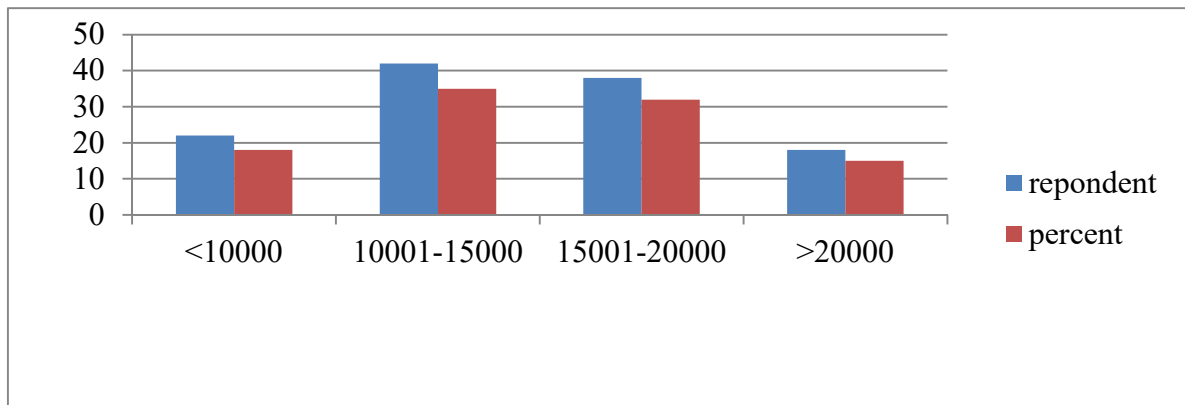
The above table and figure shows that the respondents marital status from that 44% of the respondents are married and another 56% of respondents are no unmarried.

**INFERENCE:**

Majority of the respondents are unmarried 56% of 120 respondents

**Table 4.5 Table showing income level of the respondent**

| Income Level   | No of respondent | Percent    |
|----------------|------------------|------------|
| Below 10000    | 22               | 18         |
| 10001 to 15000 | 42               | 35         |
| 15001 to 20000 | 38               | 32         |
| Above 20000    | 18               | 15         |
| <b>Total</b>   | <b>120</b>       | <b>100</b> |



***Fig:4.5 Income level of the respondent***

#### **INTERPRETATION:**

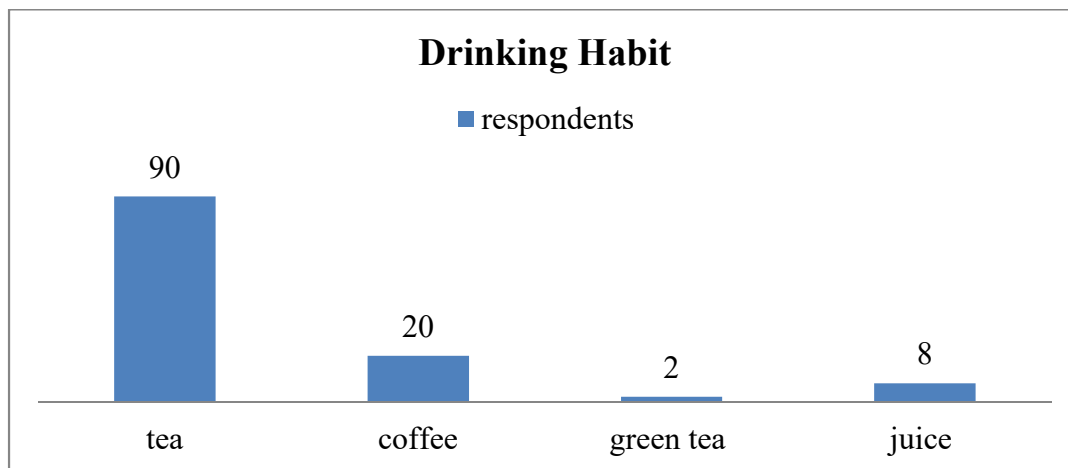
The above table and figure shows the income level of the Chambala user 18% respondent are earning under 10,000 per month, 35% responded are under 15,000 rupees per month. 32% of the respondents are under 20,000 per month, and the remaining 15% respondents are under earning above 20,001 rupees per month.

#### **INFERENCE:**

Majority of the respondents are earning nearly 10,000 to 15,000 per month with 35%.

**Table 4.6 The drinking habit of the respondents**

| Drinking Habit | No of respondent | % of Respondents |
|----------------|------------------|------------------|
| Tea            | 90               | 75               |
| Coffee         | 20               | 17               |
| Green tea      | 2                | 2                |
| Juice          | 8                | 6                |
| Other          | 0                | 0                |
| <b>Total</b>   | <b>120</b>       | <b>100</b>       |



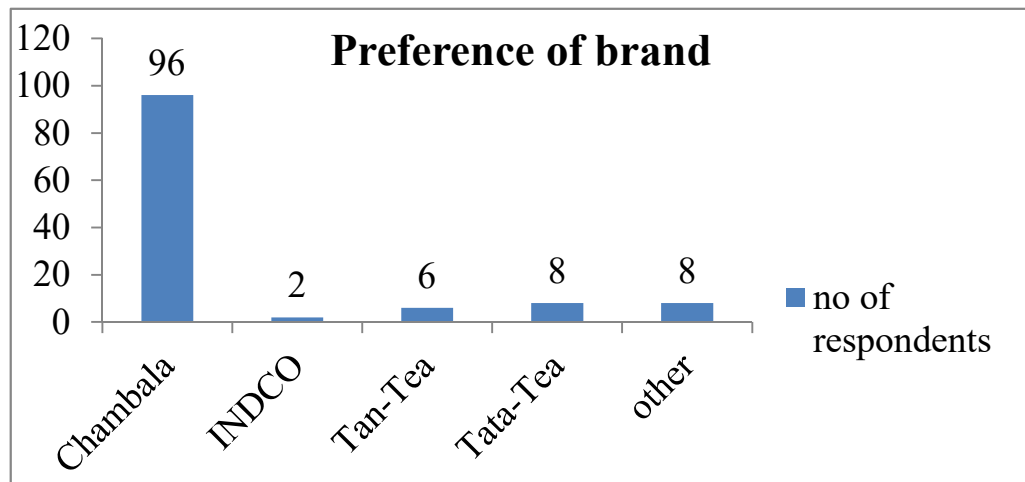
**Fig:4.6 Drinking habit of the respondents**

**INTERPRETATION:** The above table and figure shows that the drinking habit of the respondents. 75% of the respondents like to drink tea. And 17 percent of the respondents are likes to drink coffee. 2% of the respondents are likes to drink green tea, 6% of the respondents are likes to drink the juice.

**INFERENCE:** Majority of the respondents have the habit of drink the tea 75 % of 120 respondents.

**Table 4.7 Preference of brand wise preference**

| Preference   | No of respondents | % Of Respondents |
|--------------|-------------------|------------------|
| Chambala     | 96                | 80               |
| INDCO        | 02                | 01               |
| Tan-tea      | 06                | 05               |
| Tata tea     | 08                | 07               |
| Other        | 08                | 07               |
| <b>Total</b> | <b>120</b>        | <b>100</b>       |



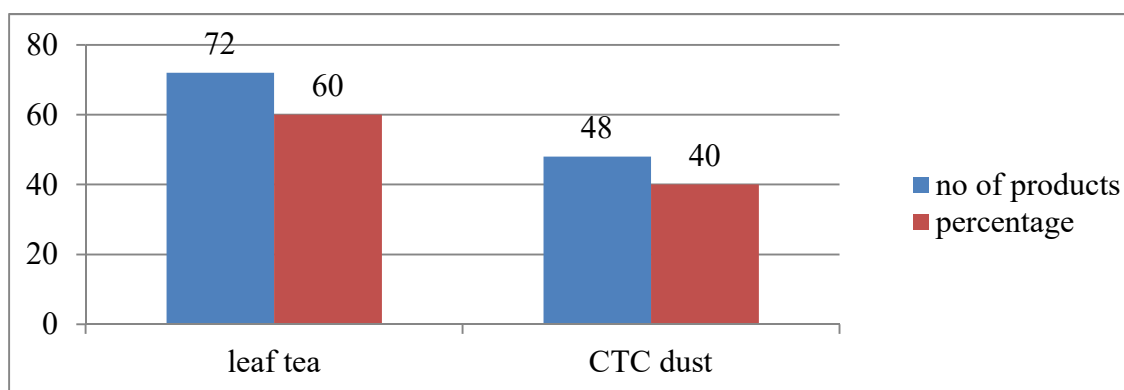
**Fig:4.7 Brand wise preference**

**INTERPRETATION:** The above table and figure shows that the brand preference of the respondents. 80% of the respondents prefer Chambala tea. And 01 % of the respondents INDCO. 5 % of the respondents are Prefer tan-tea brand, 7% of the respondents are prefer Tata tea and the remaining 7 % of the respondents are prefer other brand.

**INFERENCE:** Majority of the respondents 80 % of 120 respondents Prefer Chambala tea.

**Table 4.8 Chambala product used by respondent**

| Using Product | No of respondents | % Of respondents |
|---------------|-------------------|------------------|
| Leaf tea      | 72                | 60               |
| Dust tea      | 48                | 40               |
| <b>Total</b>  | <b>120</b>        | <b>100</b>       |



***Fig:4.8 Type of Chambala product used by respondent***

**INTERPRETATION:**

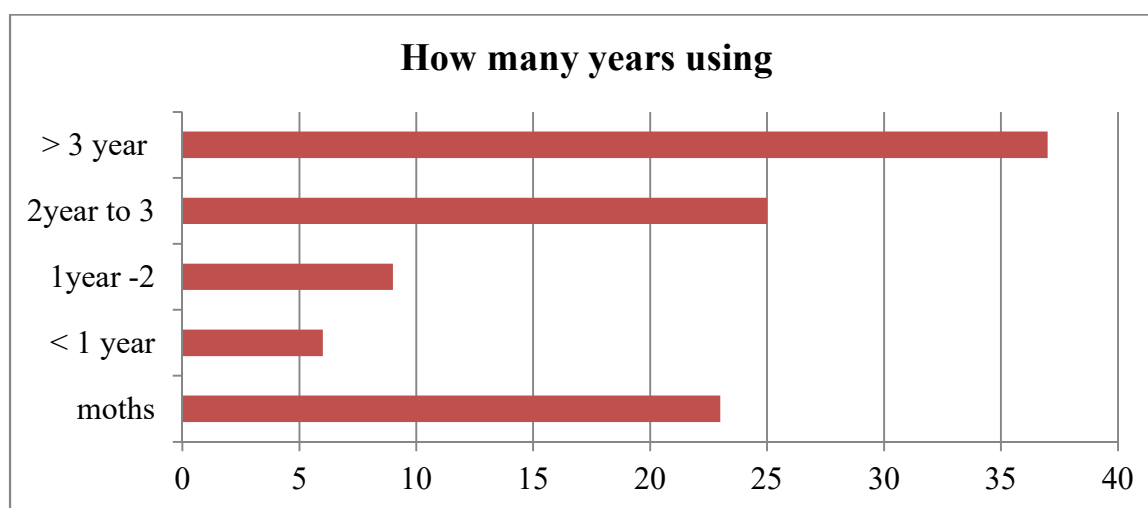
The above table and figure shows that the analysis of Chambala products used by the respondents. 60% of the respondents are prefer leaf tea . And 40 % of the respondents prefer Dust tea.

**INFERENCE:**

Majority of the respondents 60% of the respondents using leaf tea of Chambala.

**Table 4.9 Table showing Period of using the Chambala product**

| Using year   | No of respondent | % of respondent |
|--------------|------------------|-----------------|
| months       | 28               | 23              |
| < 1 year     | 08               | 06              |
| 1year -2     | 10               | 09              |
| 2year to 3   | 30               | 25              |
| > 3 year     | 44               | 37              |
| <b>Total</b> | <b>120</b>       | <b>100</b>      |



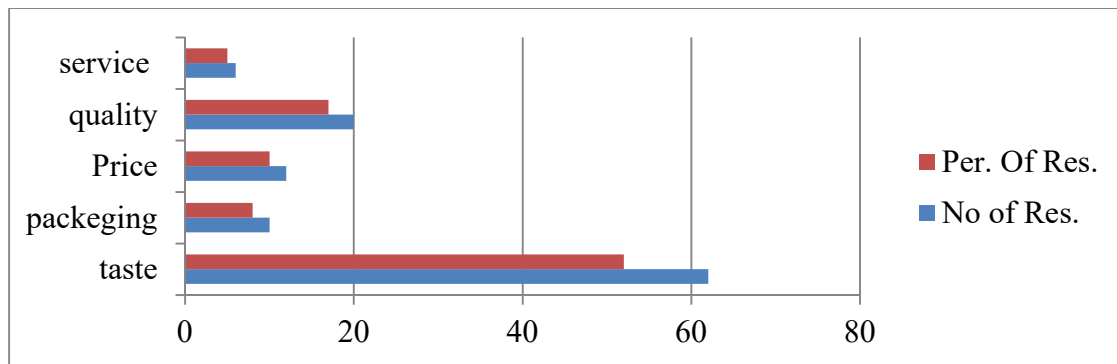
**Fig: 4.9 Period of using the Chambala product**

**INTERPRETATION:** The above table and figure shows that the period of the product used by the respondent. 06% of the respondents are using below one year. 09 % of the respondents using it for 01 year to 02 year. 23% of the respondents are using the products for few months, 25% of the respondents are using it nearly 2 year to 3 year. 37% of the respondents are using the product for more than 3 year.

**INFERENCE:** Majority of the respondents are using the product about 37% of 120 of the respondent.

**Table 4.10 Table showing the likes of the products**

| Likes        | No of respondents | % Of respondents |
|--------------|-------------------|------------------|
| Taste        | 72                | 60               |
| Packaging    | 10                | 08               |
| Price        | 12                | 10               |
| Quality      | 20                | 17               |
| Service      | 06                | 05               |
| <b>Total</b> | <b>120</b>        | <b>100</b>       |



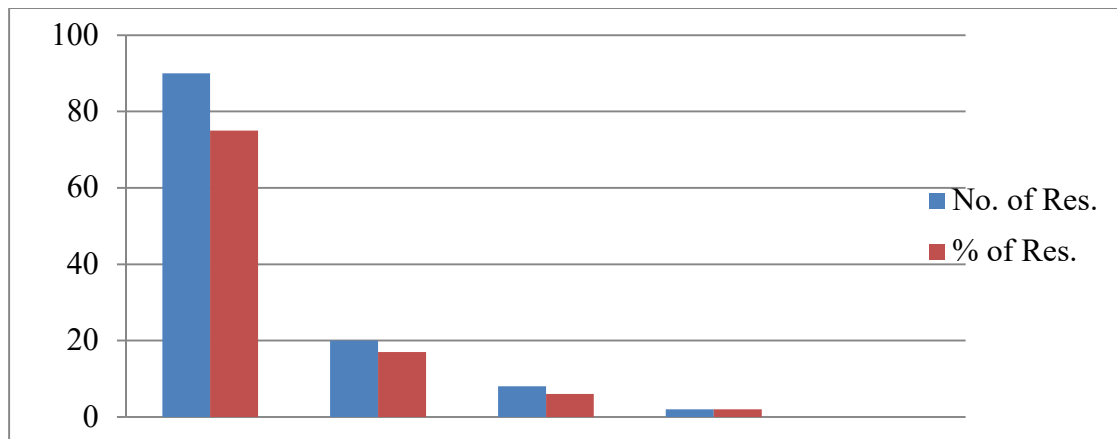
**Fig:4.10 likes of the products**

**INTERPRETATION:** The above table and figure shows that the likeness of the Chambala product . 60% of the respondents are likes the taste of the product. And 08 % of the respondents likes the packaging of the product. 10% of the respondents are likes the price of the product, 17% of the respondents are quality of the product remaining 5 % of the respondents are likes the service offered by the company.

**INFERENCE:** Majority of the respondents 60 % of 120 respondents like the taste of the product.

**Table 4.11 Table showing the buying frequency of the Chambala Tea**

| Frequency of usage | No of respondents | % Of respondents |
|--------------------|-------------------|------------------|
| regular            | 90                | 75               |
| Trial              | 20                | 17               |
| rarely             | 08                | 06               |
| Unplanned basis    | 02                | 02               |
| Not use            | 00                | 00               |
| <b>Total</b>       | <b>120</b>        | <b>100</b>       |



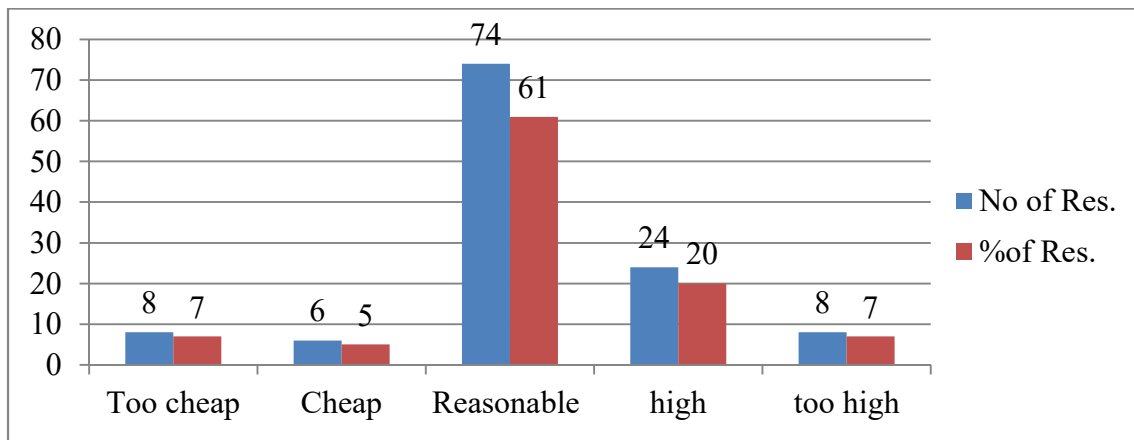
***Fig:4.11 Buying frequency of the Chambala Tea***

**INTERPRETATION:** The above table and figure shows that the buying frequency of the Chambala tea product . 75% of the respondents are buying regularly. 17% of the respondents are bought for trial. 6% of the respondents are buying the product rarely . 2 % of the respondents are buying in a unplanned manner

**.INFERENCE:** Majority of the respondents 75% of 120 respondents buying the Chambala product in a regular basis.

**Table 4.12 Table showing the price level of the product**

| Price Level  | No of Resp. | %of Respondents |
|--------------|-------------|-----------------|
| Too cheap    | 08          | 07              |
| Cheap        | 06          | 05              |
| Reasonable   | 74          | 61              |
| High         | 24          | 20              |
| Too high     | 08          | 07              |
| <b>Total</b> | <b>120</b>  | <b>100</b>      |



**Fig:4.12 Price level of the product**

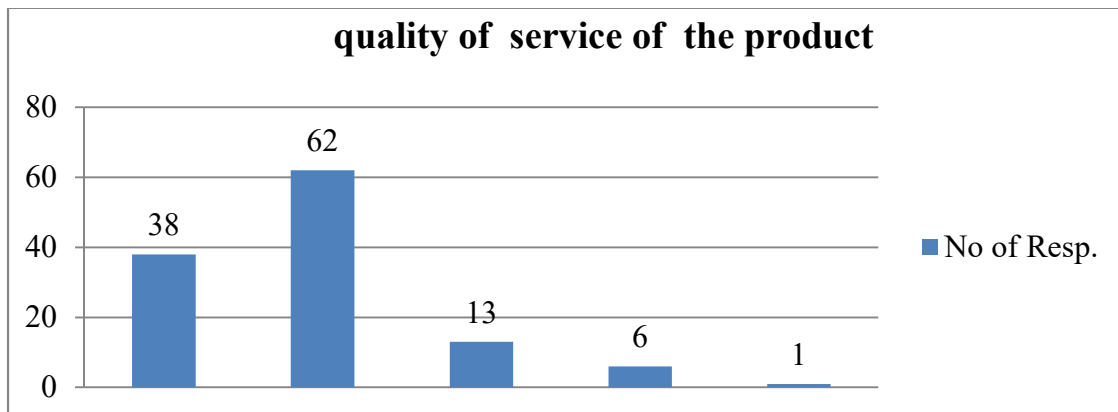
#### **INTERPRETATION:**

The above table and figure shows that the price level of Chambala tea product . 7% of the respondents are thought price is too cheap . 5% of the respondents are thinking that the product cost is cheap. 61% of the respondents think that the cost is reasonable. 20% of the respondents are mean that cost is high, and the remaining 7 % of the respondents are thinking that the price level is too high.

**INFERENCE:** Majority of the respondents which is 61 % of 120 respondents said that the product rate is reasonable.

**Table 4.13 Table showing satisfaction of quality of services of Company**

| Service of the company | No of respondents | % Of respondents |
|------------------------|-------------------|------------------|
| Excellent              | 38                | 32               |
| Good                   | 62                | 52               |
| Fair                   | 13                | 10               |
| Poor                   | 07                | 06               |
| Very poor              | 00                | 00               |
| <b>Total</b>           | <b>120</b>        | <b>100</b>       |



**Fig:4.13 Quality of services of Company**

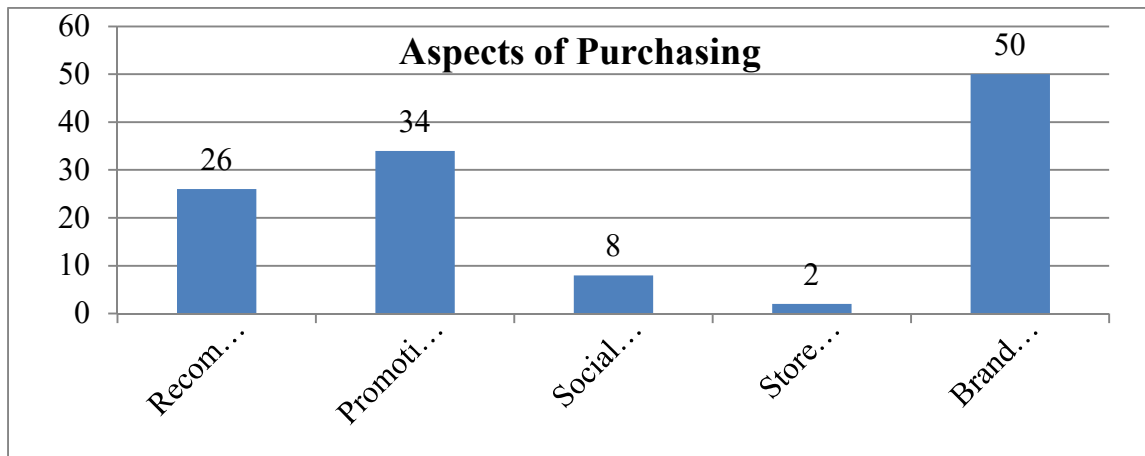
**INTERPRETATION:**

The above table and figure shows that the satisfaction on services of the company. 32% of the respondents are said that the excellent in the service. 52% of the respondents are felt good. 10% of the respondents are fair. 06% of the respondents are felt poor service

**INFERENCE:** Majority of the respondents 52% of 120 are felt good services by the company.

**Table 4.14 Table showing the considering the aspects for purchasing**

| Consideration of purchase | No of respondents | % of respondents |
|---------------------------|-------------------|------------------|
| recommendation            | 26                | 22               |
| Promotions                | 34                | 28               |
| Social media              | 08                | 06               |
| Store ambiance            | 02                | 02               |
| Brand reputation          | 50                | 42               |
| <b>Total</b>              | <b>120</b>        | <b>100</b>       |



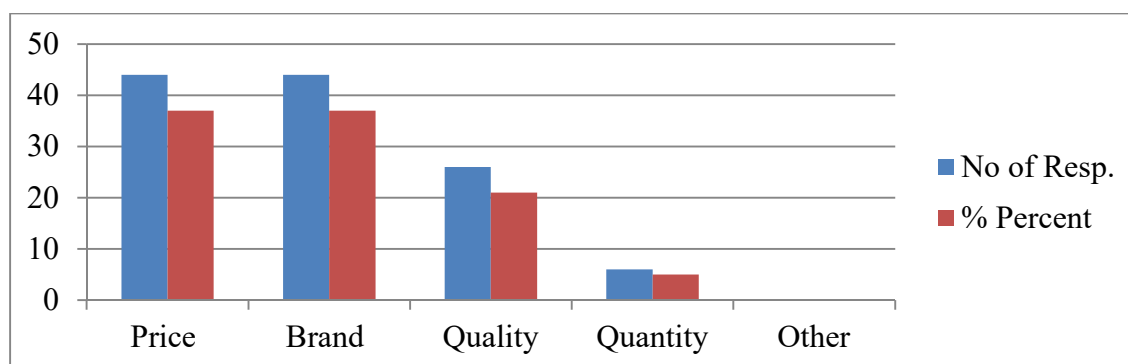
**Fig:4.14 Considering the aspects for purchasing**

**INTERPRETATION:** The above table and figure shows that the purchasing decision . 22% of the respondents are purchase the product with the recommendation of others. 28% of the respondents are purchased for the promotion activity taken by the company. 6% of the respondents are purchasing because of social media affection. 2% of the respondents are purchasing for store display, remaining 42% of the respondents are purchased for brand reputation.

**INFERENCE:** Majority of the respondents for the reputation which is 42% of 120.

**Table 4.15 Table showing the factors influencing the decision making while buying the products**

| Factors of purchase | No of respondents | % Of respondents |
|---------------------|-------------------|------------------|
| Price               | 44                | 37               |
| Brand               | 44                | 37               |
| Quality             | 26                | 21               |
| Quantity            | 06                | 05               |
| Other               | 00                | 00               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



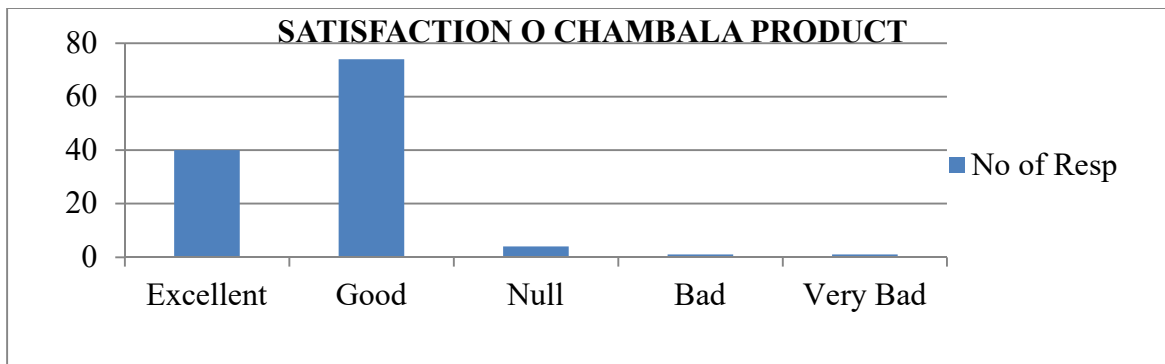
**Fig:4.15 Factors influencing the decision making while buying the products**

**INTERPRETATION:** The above table and figure shows that factors influencing the buying behavior. 37% of the respondents are purchase the product for the price. 37% of the respondents are purchased the products for Brand name. 21% of the respondents are purchasing the product for quality of the product. 05% of the respondents are purchasing for quantity of the product.

**Inference:** Majority of the respondents purchase the product for price and brand name which 37% of 120.

**Table 4.16 Table showing the satisfaction with Chambala Company**

| Satisfaction level | No of respondents | % of Respondents |
|--------------------|-------------------|------------------|
| Excellent          | 40                | 33               |
| Good               | 74                | 62               |
| Null               | 04                | 03               |
| Bad                | 01                | 01               |
| Very bad           | 01                | 01               |
| <b>Total</b>       | <b>120</b>        | <b>100</b>       |



**Fig:4.16 Satisfaction with Chambala Company**

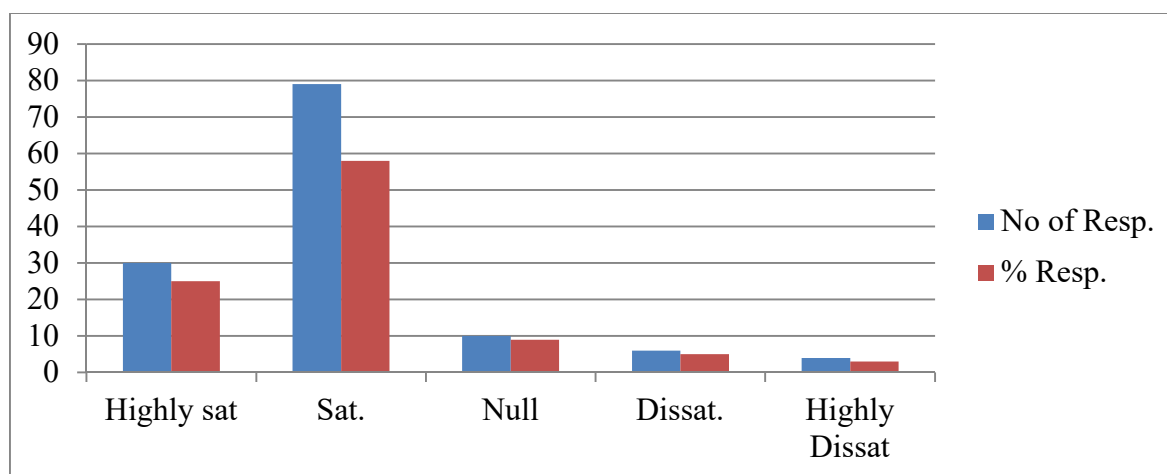
**INTERPRETATION:**

The above table and figure respondents are satisfaction of Chambala company. 33% of the respondents are highly satisfied. 62% of the respondents are satisfied with recommend with others. 3% of the respondents are not ready to share about their recommendation. 1% of the respondents are dissatisfied to recommend to others.

**INFERENCE:** Majority of the respondents are satisfied to with the company. Which is 62 % of 120 respondent.

**Table 4.17 Table showing the satisfaction of quality of the products**

| Satisfaction level  | No of respondents | % of respondents |
|---------------------|-------------------|------------------|
| Highly satisfied    | 30                | 25               |
| Satisfied           | 70                | 58               |
| Null                | 10                | 08               |
| Dissatisfied        | 06                | 06               |
| Highly dissatisfied | 04                | 03               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



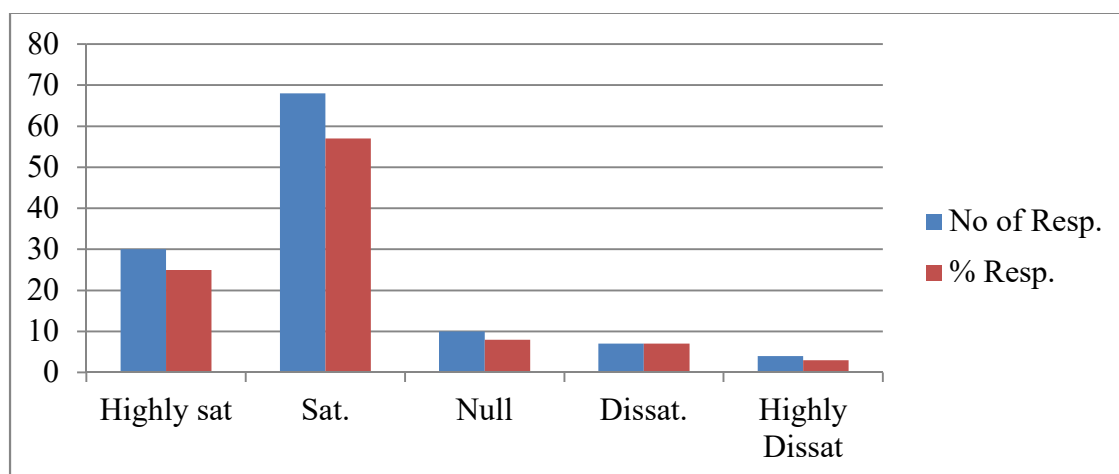
**Fig:4.17 Satisfaction of quality of the products**

**INTERPRETATION:** The above table and figure respondents are satisfied with quality of products. 25% of the respondents are highly satisfied with quality. 58% of the respondents are satisfied with quality. 08% of the respondents are null about their satisfaction the quality. 6% of the respondents are dissatisfied to quality. 3% of the respondents are highly dissatisfied with the quality of Chambala product

**INFERENCE:** Majority of the respondents are satisfied with the quality which is 58% of 120

**Table 4.18 Table showing the satisfaction of packaging of the products**

| Satisfaction level  | No of respondents | % of respondents |
|---------------------|-------------------|------------------|
| Highly satisfied    | 30                | 25               |
| Satisfied           | 68                | 57               |
| Null                | 10                | 08               |
| Dissatisfied        | 08                | 07               |
| Highly dissatisfied | 04                | 03               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



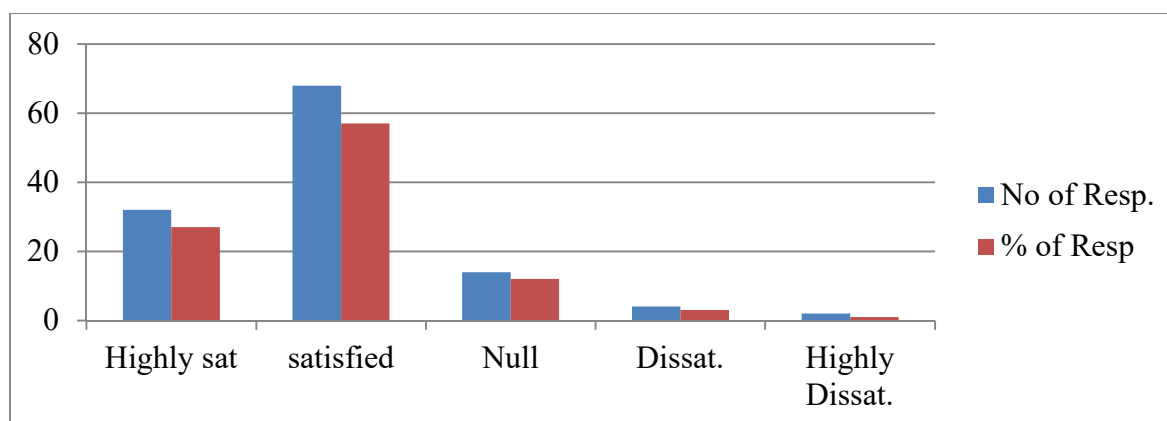
***Fig:4.18 Satisfaction of packaging of the products***

**INTERPRETATION:** The above table and figure respondents are satisfied with packaging of products. 25% of the respondents are highly satisfied with packaging. 57% of the respondents are satisfied with packaging. 08% of the respondents are null. 7% of the respondents are dissatisfied to packaging. 3% of the respondents are highly dissatisfied with the quality of Chambala product.

**INFERENCE:** Majority of the respondents are satisfied with the packaging 57% of 120.

**Table 4.19 Table showing the satisfaction of taste of the products**

| Satisfaction level  | No of respondents | % of respondents |
|---------------------|-------------------|------------------|
| Highly satisfied    | 32                | 27               |
| Satisfied           | 68                | 57               |
| Null                | 14                | 12               |
| Dissatisfied        | 04                | 03               |
| Highly dissatisfied | 02                | 01               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



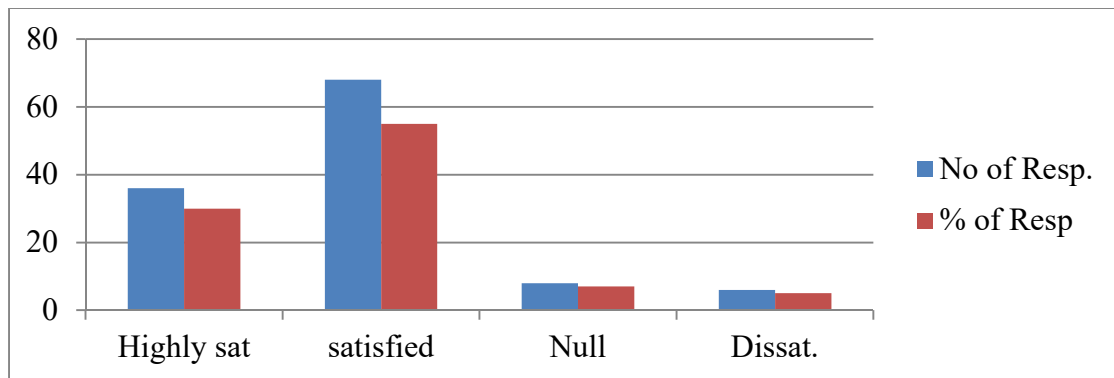
**Fig:4.19 Satisfaction of taste of the products**

**INTERPRETATION:** The above table and figure shows that the satisfaction level of the taste of the products. 27% of the respondents are highly satisfied in their taste of the product. 57% of the respondents are satisfied with the taste of the product. 12% of the respondents are null in their taste if the product. 03% of the respondents are dissatisfied with the taste of the product. 1% of the respondents are highly dissatisfied with the taste.

**INFERENCE:** Majority of the respondents are satisfied to with the taste of the product which 57% of 120.

**Table 4.20 Table showing the satisfaction of quantity of the products**

| Quantity            | No of respondents | % of respondents |
|---------------------|-------------------|------------------|
| Highly satisfied    | 36                | 30               |
| Satisfied           | 66                | 55               |
| Null                | 08                | 07               |
| Dissatisfied        | 06                | 05               |
| Highly dissatisfied | 04                | 03               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



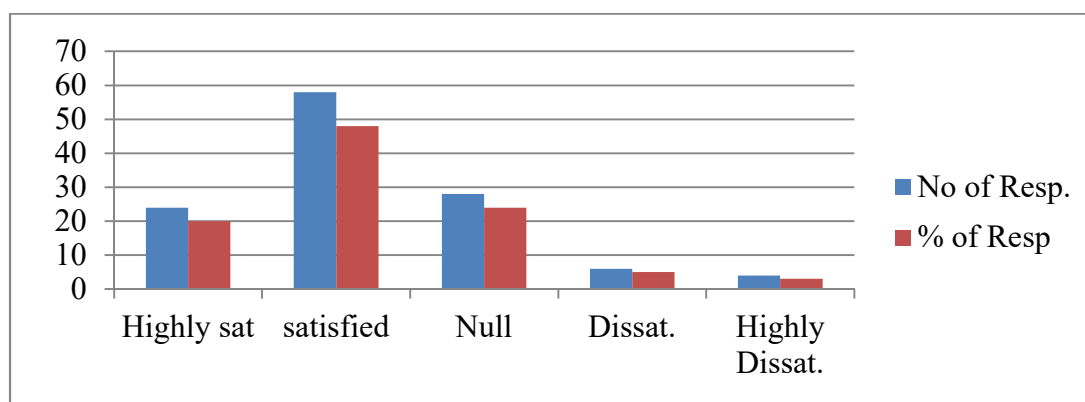
***Fig:4.20 Satisfaction of quantity of the products***

**INTERPRETATION:** The above table and figure shows that the satisfaction level of the quantity of the products. 30% of the respondents are highly satisfied in their quantity of the product. 55% of the respondents are satisfied with the quantity of the product. 07% of the respondents are null in their quantity if the product. 05% of the respondents are dissatisfied with the quantity of the product. 03% of the respondents are highly dissatisfied with the quantity.

**INFERENCE:** Majority of the respondents are satisfied to with the quantity 55% of 120.

**Table 4.21 Table showing how respondent likely to recommend others**

| Satisfaction level  | No of respondents | % of respondents |
|---------------------|-------------------|------------------|
| Highly satisfied    | 30                | 25               |
| Satisfied           | 72                | 60               |
| Null                | 10                | 08               |
| Dissatisfied        | 08                | 07               |
| Highly dissatisfied | 00                | 00               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



**Fig:4.21 Recommend others**

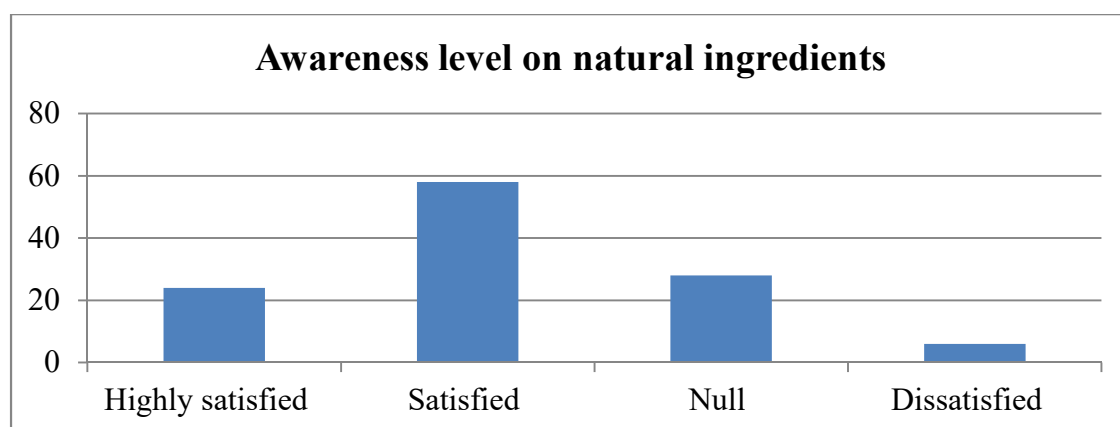
#### **INTERPRETATION:**

The above table and figure respondents are recommend to others. 25% of the respondents are highly satisfied to recommend. 60% of the respondents are satisfied with recommend with others. 08% of the respondents are not ready to share about their recommendation. 7% of the respondents are dissatisfied to recommend to others.

**INFERENCE:** Majority of the respondents are satisfied to recommend others which is 60% of 120.

**Table 4.22 Table showing about natural ingredients in Chambala tea products**

| <b>Awareness level</b> | <b>No of respondents</b> | <b>% of respondents</b> |
|------------------------|--------------------------|-------------------------|
| Highly satisfied       | 24                       | 20                      |
| Satisfied              | 58                       | 48                      |
| Null                   | 28                       | 24                      |
| Dissatisfied           | 06                       | 05                      |
| Highly dissatisfied    | 04                       | 03                      |
| <b>Total</b>           | <b>120</b>               | <b>100</b>              |



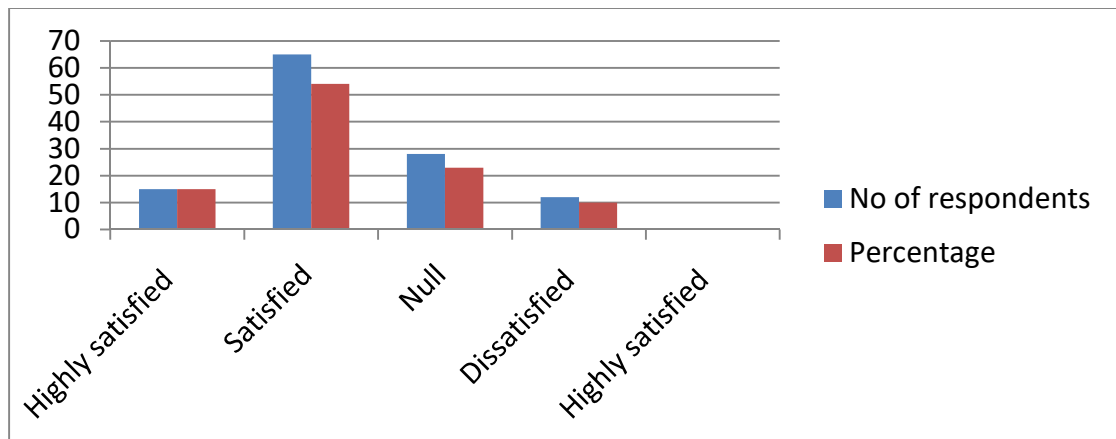
**Fig:4.22 Awareness about natural ingredients in Chambala tea products**

**INTERPRETATION:** The above table and figure shows that the awareness about natural ingredients. 20% of the respondents are highly satisfied with the natural ingredients 48% of the respondents are satisfied with the natural ingredients in the Chambala products. 24% of the respondents are null in their natural ingredients in Chambala tea products. 5% of the respondents are not satisfied with the awareness of natural ingredients in tea products. 3% of the respondents are highly dissatisfied with the natural ingredients in the Chambala tea products.

**INFERENCE:** Majority of the respondents are satisfied with natural ingredient. which is 48% of 120 respondent.

**Table 4.23 Table showing the overall satisfaction level**

| Satisfaction level  | No of respondents | % of respondents |
|---------------------|-------------------|------------------|
| Highly satisfied    | 15                | 13               |
| Satisfied           | 65                | 54               |
| Null                | 28                | 23               |
| Dissatisfied        | 12                | 10               |
| Highly dissatisfied | 00                | 00               |
| <b>Total</b>        | <b>120</b>        | <b>100</b>       |



**Fig:4.23 Overall satisfaction level**

**INTERPRETATION:** The above table and figure shows that the overall satisfaction of the products. 13% of the respondents are highly satisfied with the products. 54% of the respondents are satisfied with the products. 23% of the respondents are not null in their satisfaction level. 10% of the respondents are dissatisfied with the product

**.INFERENCE:** Majority of the respondents satisfied with the product which is 54% of 120 respondents.

## **CHAPTER V**

### **FINDINGS**

#### **5.1 FINDINGS**

- ❖ Majority of the respondents 48% of 120 respondents 25 to 50 age group.
- ❖ Majority of the respondents 54% of 120 respondents are female.
- ❖ Major respondents are completed graduation which 30% of 120 respondents.
- ❖ Majority of the respondents are unmarried 56% of 120 respondents.
- ❖ Majority of the respondents are earning nearly 10,000 to 15,000 per month.
- ❖ Majority of the respondents have the habit of drink the tea 75 % of 120 respondents.
- ❖ Majority of the respondents 80 % of 120 respondents Prefer Chambala tea.
- ❖ Majority of the respondents 60% of the respondents using leaf tea of Chambala.
- ❖ Majority of the respondents are using the product about 37% of 120 of the respondent.
- ❖ Majority of the respondents 60% of 120 respondents like the taste of the product.
- ❖ Majority of the respondents 75 % of 120 respondents buying the Chambala product in a regular basis.
- ❖ Majority of the respondents which is 61% of 120 respondents said that the product rate is reasonable.
- ❖ Majority of the respondents 52% of 120 are satisfied with quality.
- ❖ Majority of the respondents purchase the product for the reputation which is 42% of 120.
- ❖ Majority of the respondents purchase the product for price and brand name which 44 of 120%.
- ❖ Majority of the respondents are satisfied to with the company. Which is 62 % of 120 respondent.

- ❖ Majority of the respondents are satisfied with the quality which is 58% of 120
- ❖ Majority of the respondents are satisfied with the packaging which is 57% of 120
- ❖ Majority of the respondents are satisfied to with the taste of the product which 57% of 120.
- ❖ Majority of the respondents are satisfied to with the quantity of the product which 55% of 120.
- ❖ Majority of the respondents are satisfied to recommend others which is 60% of 120.
- ❖ Majority of the respondents are satisfied with natural ingredient. Which is 48% of 120 respondent.
- ❖ Majority of the respondents satisfied with the product which is 54% of 120 respondents.

## **CHAPTER VI**

### **SUGGESTION AND CONCLUSION**

#### **6.1 SUGGESTION**

1. In order to capture a large share in the market the brand of tea could be manufactured with more taste and good color, and also in an attractive packaging.
2. The companies have to give importance for television as most of the consumer was remembering the advertisement.
3. In order to attract the consumer useful gift articles, free samples should be used in the product
4. In order to increase the sales the company has to participate in a mass media for advertisement.
5. In order to increase the sales the company has start new sales points in various places.
6. In order to improve the level of Quality has to increase brand preference.

#### **6.2 CONCLUSION**

Manufacturer must pay attention to the quality; since customers have a wide range of brands to select from otherwise the business would be ruined if quality is not maintained. Majority of the consumers are influenced by television advertisement, producers has to pay more attention to this aspect. The price of the product is comparatively less in the factory outlet but the company have single factory outlet near to the factory. So the management should try to start more number of outlets in various places to increase the sale of the product. The price of the product in market is too high than the factory outlet.

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## **QUESTIONNAIRE**

1. Name of the consumer :

2. Age:    a.18-22    b. 23- 25    c. 25- 50    d. above 50

3. Gender                                :    Male                                Female

4. Education Qualification

a. SSCL                                b. Pre-Degree                                c. Graduation  
d. ITI                                        e. Engineering                                f. Other

5. Marital status:                                a. Married                                b. UnMarried

6. Monthly income:

a. Below10,000                                b. 10,001 to 15, 000                                c) 15001 to 20000  
d. above 20,000

7. What do you prefer to drink?

a. Tea                                b. Coffee                                c. Green tea    d. Juice                                e. Other

8. Which tea brand do you prefer?

a. Chambala                                b. Indco                                c. Tan-Tea                                d. Tata-Tea    e.other

9. What type of Chambala tea products do you use ?

- a. Leaf tea                      b. Dust tea

10. How many years you have been using Chambala products?

- a. Months    b. below 1 year        c. 1-2 year    d. 2-3 years        e. 3 years more

11. What you like the most in chambala products?

- a. Taste        b. Packaging    c. Price        d. Quality        e. Service

12. How frequently do you use Chambala tea products?

- a. Regular    b. Trial            c. Rarely        d. Unplanned basis        e. Not use

13. What do you think the price of Chambala tea Products is ?

- a. Too Cheap        b. Cheap        c. Reasonable        d. High        e. Too high

14. Are you satisfied with the quality of services provided by Chambala tea producer?

- a. Excellent    b. Good        c. Fair        d. Poor        e. Very poor

15. Which of the following aspects do you consider when choosing a tea powder?

- a. Recommendations from friends/family                      b. Promotions/special offers  
c. Social media presence    d. Store ambiance                      e. Brand reputation

16. The factors that influence your decision making of buying chambala tea products?

A. Price      b. Brand      c. Quality      d. Quantity      e. Other

17. How would you describe your overall experience with our company?

a. Excelent    b. Good      c. Null      d. Bad      e. Very bad

18. Are you satisfied with the quality ?

a. Highly satisfied      b. Satisfied      c. Nill      d. Dissatisfied  
e. Highly dissatisfied

19. Are you satisfied with the packing of the products.

a. Highly satisfied      b. Satisfied      c. Nill      d. Dissatisfied  
e. Highly dissatisfied

20. Are you satisfied with the taste of the product.

a. Highly satisfied      b. Satisfied      c. Nill      d. Dissatisfied  
e. Highly dissatisfied

21. Are you satisfied with the Quantity of the product

a. Highly satisfied      b. Satisfied      c. Nill      d. Dissatisfied  
e. Highly dissatisfied

22. How likely are you to recommend our product others ?

- a. Highly satisfied      b. Satisfied      c. Nill      d. Dissatisfied
- e. Highly dissatisfied

23. Do you agree the tea Chambala products have natural ingredients?

- a. Strongly Agree      b. Agree      c. Neutral      d. Disagree
- e. strongly disagree

24. Rate your satisfaction level after trying the products?

1 to 5 scale ( 1 for least satisfied and 5 for most satisfied)

- a.1                      b.2                      c.3                      d.4                      e.5

25. Share your suggestion for the improvement of our product.

