

Consumer Satisfaction and Perception Towards Green Tea

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ASPECTS

Green tea is a type of tea that is made from *Camellia sinensis* leaves and buds that have not undergone the same withering and oxidation process used to make oolong teas and black teas.^[1] Green tea originated in China, but its production and manufacture has spread to other countries in East Asia.

Several varieties of green tea exist, which differ substantially based on the variety of *C. sinensis* used, growing conditions, horticultural methods, production processing, and time of harvest. Although there has been considerable research on the possible health effects of consuming green tea regularly, there is little evidence that drinking green tea has any effects on health

1. INTRODUCTION:

Tea is an aromatic beverage commonly prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis*, an evergreen shrub native to China and East Asia. After water, it is the most widely consumed drink in the world. There are many different types of tea; some, like Chinese greens and Darjeeling, have a cooling, slightly bitter, and astringent flavour, while others have vastly different profiles that include sweet, nutty, floral, or grassy notes. Tea has a stimulating effect in humans primarily due to its caffeine content.

The term herbal tea refers to drinks not made from *Camellia sinensis*: infusions of fruit, leaves, or other plant parts, such as steeps of rosehip, chamomile, or rooibos. These may be called *tisanes* or *herbal infusions* to prevent confusion with "tea" made from the tea plant.

Several varieties of green tea exist, which differ substantially based on the variety of *C. sinensis* used, growing conditions, horticultural methods, production processing, and time of harvest. Although there has been considerable research on the possible health effects of consuming green tea regularly, there is little evidence that drinking green tea has any effects on health.

OBJECTIVES OF THE STUDY:

- To study the consumers perception towards green tea.
- To understand the level of satisfaction of consumers on green tea.
- To analyse the factors which influences the level of satisfaction in consumers

REVIEW OF LITERATURE

Mohana & DR.K.Kamalakkannan in their study , A Study on Consumer Brand Preference towards Green Tea in Thoothukudi City stated that the main objective of the study is know the preference of the consumers regarding the consumption of Green Tea. The collected data with the help of well -structured

questionnaire. Sixty five samples were taken in Thoothukudi town for this study. The data subjected to analysis and the findings of the study reveals that the maximum of the respondents prefer Tajmahal brand of green tea. Majority of the respondents are having green tea in evening alone and most of the respondents are said the green tea price is high. The study also reveals that majority of respondents feel the green tea for diet support. They have succeeded in fetching the consistent interest of people toward the health benefits associated with this herbal gift of nature to the mankind. It is not surprising that day by day green tea and its products are capturing the global market and its use has also increased incredibly. Most of the respondents prefer green tea for health purpose

.P.kishore kumar & dr byram anand in their study a study on customer satisfaction towards green tea, tries to understand the factors which influence customer satisfaction with regard to Green tea. The independent variable is customer satisfaction and the dependent variables are Price, health and weight. This paper also explains how consumers have gained information about Green tea. The statistical techniques like descriptive statistics, regression analysis and correlation Analysis etc have been implemented for data analysis. It is found from the study that significant Relationship exists between the dependent and the price and health are The major factor which influences in decision making for consumption of green tea. The internet, Friends & family and television advertisements had increased awareness about green tea among Consumers. The consumers are becoming health conscious and are willing to pay reasonable Prices for healthy foods and beverages. The marketers need to enhance the knowledge of Consumers regarding preparation of green tea. The companies should also enhance their brand Image with regard to green tea product image.tea for different health purposes. We recommended further Study in this regards to explore the potential of the green tea and uses of green tea against reduction Weight.

RESEARCH METHODOLOGY:

The current study is both descriptive as well as prescriptive in nature. Descriptive study actually describes the characteristics of the population or phenomenon studied. Research with a prescriptive purpose is designed to bridge the gap by developing the testing methods for aiding people in confirming to desired normative principles. The present study is the simplest type of research. It is more specific than the exploratory study as it focuses on particular aspect or dimensions of the problem studied.

Primary data was used for the study with 156 respondents through the questionnaire.

SAMPLING TECHNIQUE:

As the sample size is quiet large , to obtain the representative samples, scientific probability sampling method is used. Simple random sampling is done with 156 respondents which would represent the entire green tea customers.

STATISTICAL TOOLS USED:

The primary data collected from the respondents were coded and tabulated to suit the requirements of the study. Excel sheet was used to analyse the data. The following statistical tools have been employed to analyse and interpret the primary data.

- **Chi-square test :**

A chi-square test (χ^2) is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true. The sampling distribution (if the null

hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough.

• **ANOVA:**

Analysis of Variance is a statistical technique that is used to compare groups on possible differences in the average (mean) of a quantitative (interval or ratio ,continuous) measure.

DATA ANALYSIS AND INTERPRETATION

BRAND OF GREEN TEA CONSUMED

S.NO	BRAND	NO OF RESPONDENTS	PERCENTAGE
1	LIPTON	56	35.8974359
2	RIPPLE	55	35.25641026
3	TYPHOO	14	8.974358974
4	TETLY	21	13.46153846
5	OTHERS	10	6.41025641
	TOTAL	156	100

Interpretation:

It is evident from the above table and graph that 35.89% of respondents are consuming Lipton green tea ,then 35.25% of respondents are drinking ripple tea, following 13.46% of respondents are drinking tetly green tea , then 8.97% of respondents are consuming typhoo tea and finally 6.41% are consuming other brands of green tea.

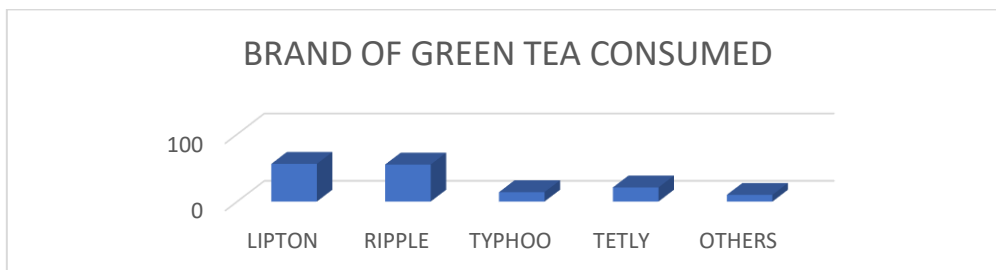


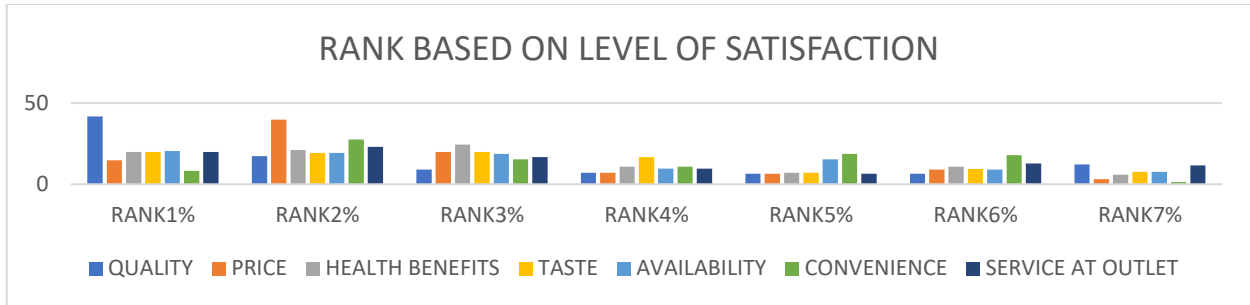
table depicting the rank of factors towards the level of satisfaction

RANKING BASED ON THE LEVEL OF SATISFACTION

FACTORS	RANK 1%	RANK 2%	RANK 3%	RANK 4%	RANK 5%	RANK 6%	RANK 7%	TOTAL%
QUALITY	41.7	17.3	9	7	6.4	6.4	12.2	100
PRICE	14.8	39.7	19.9	7.1	6.4	9	3.1	100
HEALTH BENEFITS	19.9	21	24.4	10.9	7.1	10.9	5.8	100
TASTE	19.9	19.2	19.9	16.7	7.1	9.5	7.7	100
AVAILABILITY	20.5	19.2	18.6	9.6	15.4	9	7.7	100
CONVENIENCE	8.3	27.6	15.4	10.9	18.6	17.9	1.3	100
SERVICE AT OUTLET	19.9	23.1	16.7	9.6	6.4	12.8	11.5	100

Interpretation:

It is evident from the above table and graph that rank 1 was mostly given to the quality followed by availability ,health benefits, taste ,service at outlet and then comes price and convenience. Likewise rank 2 was mostly given for price. third rank was mostly given to health benefits ,fourth rank for taste , fifth for convenience , sixth for convenience and seventh again for quality.



CHI-SQUARE ANALYSIS:

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
amount spent * monthly income	141	93.4%	10	6.6%	151	100.0%

amount spent * monthly income Crosstabulation						
Count		monthly income				Total
		below 10000	10001-20000	30001 and above	30	
amount spent	below 200	16	16	9	9	50
	2001-300	9	21	12	15	57
	301-400	2	14	3	10	29
	401 and above	0	0	1	4	5
Total		27	51	25	38	141

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	19.700 ^a	9	.020
Likelihood Ratio	20.866	9	.013
Linear-by-Linear Association	7.783	1	.005
N of Valid Cases	141		

a. 4 cells (25.0%) have expected count less than 5. The minimum expected count is .89.

ANOVA

Descriptives									
how likely									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
Male	76	3.55	.985	.113	3.33	3.78	1	5	
Female	66	3.12	1.144	.141	2.84	3.40	1	5	
Total	142	3.35	1.080	.091	3.17	3.53	1	5	

Interpretation:

Since $0.17 > 0.05$ H_1 is rejected. there is no significant relationship between gender and rank.

FINDIN

- 76.28% of the respondents aren't satisfied with green tea.
- 39.1% of the respondents feel that quality is the main factor that influences their level of satisfaction.
- In the overall ranking, quality is the major factor that influences satisfaction than other factors.
- On a scale of 5 points 33.33% of the respondents said that they would recommend green tea to their friends neutrally.
- 36.53% of the respondents spent an average of 201-300 rs per month for green tea.

SUGGESTIONS:

1. The companies can reduce the cost of green tea and increase the quantity to attract more customers.
2. The companies should spread awareness among people about benefits of green tea.

5.3 CONCLUSION

Tea is a popular beverage and due to its extensive consumption worldwide consumer becomes very fussy or particular about the brand and quality of the tea.. Our study proves that the customer satisfaction is mostly affected by the factor quality. A consumer depends totally on these entire factors for choosing a specific brand of his/her need. Overall the study illustrates a clear insight in the area of consumer satisfaction. Green tea consumption is associated with the health benefits and diet. Tea is the most consumed beverage in the world aside from water. Three billion kilograms of tea are produced each year worldwide. Because of the high rates of tea consumption in the global population, even small effects in humans could have large implications for public health.

BIBLIOGRAPHY

1. R.Mohana & DR.K.Kamalakkannan in their study , A Study on Consumer Brand Preference towards Green Tea in Thoothukudi City
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