

**TEA CONSUMPTION BEHAVIOR AMONG
YOUNGSTERS: A CASE OF UNDERGRADUATES
OF UVA WELLISSA UNIVERSITY**

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ABSTRACT

Tea is rapidly closing the gap as warm beverage by replacing the popular coffee in the world. Tea consumption is expected to jump 40% by 2020, as growing consumer interest in health and wellness has led to increasing awareness of tea's functional benefits. The research was done by using youngsters who are the people well knowledgeable about present world than adults and children. So they are more concern about their lifestyle than other people.

These study determinants of tea consumption among youngsters with the application of the Theory of Planned Behavior. As a traditional and healthy beverage of tea the youngsters have different consuming behaviors. The questionnaire based on survey was carried out to collect the data based on sample of 250 undergraduates of Uve Wellassa University in Badulla. The Theory of plan behavior was used to construct the questionnaire. Descriptive analysis method was used to analysis to determine the statues of the Consumer behavior towards tea consumption. Multiple linear regressions was used with the Dummy variables to analyze the intention of youth towards the explanatory variables.

The result reviled that the intention of youth for the tea consumption behavior was determined by the attitude, Subjective norm, perceived behavioral control and gender. This finding supports the use of TPB in explaining tea consumption behavior by using the main variables and the demographic variables somewhat useful of predicting the intention. Further research is warranted, particularly to investigate beverage consumption with different variables occurring for consumption pattern in young adults' consumption patterns in more depth.

Key words: Theory of Plan Behavior, Multiple Linear Regressions, Attitude, Subjective Norm, Perceived Behavioral Control, Descriptive Analysis.