

**LEVEL OF ADOPTION OF DIGITAL MARKETING METHODS IN
DOMESTIC TEA INDUSTRY**

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ABSTRACT

Digital marketing is the promotion of products or brands via one or more forms of electronic media like internet and mobile. In view of this, a study was conducted in western province to identify the factors that affect to the level of adaptation to selected digital marketing methods. As well as to identify the widely using advertising method to promote a domestic tea brand in Sri Lanka and finally to identify widely using digital marketing method by domestic tea brands in Sri Lanka. The sample for the research study was 40 domestic tea brands. Data were collected using structured questionnaire and interviewing the domestic tea brand managers and marketing managers at their places. The multiple linear regression analysis was used to identify the factors affecting to the level of adoption. Adaptation levels measured mainly under, social media marketing, web page for marketing, e-mail marketing, web advertisements, you tube advertisements, pay per click campaign, search engine optimization, blog page and mobile apps. The results revealed that, 97.5% of the respondents use social media. As well as 95% respondents also use web page for marketing, 72.5% respondents use email, 45% companies use web advertisements and 27.5% companies use you tube advertisements. Less number of companies use pay per click campaign 20%, search engine optimization 22.5%, blog page 17.5% and mobile apps 10% for the above adoption level, number of years since establishment, number of other marketing methods used currently, number of quality certificates, number of different products and percentage of advertising expenditure from total income are affected. Number of different products, percentage of advertising expenditure from total income and number of other marketing methods used currently are positively affected. Number of years since establishment and number of quality certificates are negatively affected.

Key words: Digital Marketing, Tea Brands, Sri Lanka