

CONSUMER PREFERENCE ON READY TO DRINK TEA

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By

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ABSTRACT

This study was conducted to analyze the consumer preference on ready to drink tea while fulfilling the requirement of the Sri Lankan tea industry. In this study, socio-economic & product factors which significantly affect for consumer preference on ready to drink tea, are evaluated. For that Judgment & convenience sample techniques were used to select 348 respondents in Colombo district as the sample. Chi square test & conjoint analysis were used as statistical methods to evaluate the product attributes and socio economic factors respectively. As findings, employment level & income level were identified as most significant socio economic factors out of other evaluated factors such as gender, age, marital status, educational level. The conjoint analysis indicates that, 75 LKR price level, natural tasted, tin type packing, other branded and available in retailer shops were most preferable attribute levels which had high part worth utility values. Among product attributes such as price, taste, packaging, brand, & availability, price of RTD tea becomes as most important product attribute while earning highest relative important value. In suggestions by implementing of these findings such as more concerning on competitive price, availability and targeting high income level market segment would be obtain better results than today.

Key words: *Consumer preference, Ready to drink tea, Conjoint analysis, Socio economic factors*