

CONSUMER BEHAVIOR IN PURCHASING GREEN TEA PRODUCTS IN GALLE DISTRICT

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By
ANUSHKA THAMALI FERNANDO

Faculty of Animal Science and Export Agriculture
Uva Wellassa University

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ABSTRACT

Sri Lanka is a country with a tradition of Black Tea consumption over long time. The main Plantation crop grown in Sri Lanka is Tea. Sri Lanka holds its position as the world's second largest exporter of Tea. Ceylon Green Tea is most popular among European countries than that among Sri Lankan consumers. Sri Lankan Tea holds its exquisite position as the World's finest quality Tea producer. Sri Lankan tea exports have focused more towards Green Tea products as such products have good health effect compared to Black Tea. Green Tea products are in many form in local market, Tea in packets, Tea bags, Flavoured and herbal teas etc. Recently many GT exporters like Sunshine Holdings, have positioned their GT products at the local market, especially they have focused the super market like outlets, Tea Centers and specialty tea shops. The main reason for positioning of such products in Supermarkets is the price bind with its high level of health effect, and they targeted a selected market segment. This research was focused on studying the factors that affect on GT purchasing of local consumers. The research was based on a questionnaire survey. Data were collected using a formal questionnaire which was focused on identifying the factors affect on the purchasing decision of GT products. The sample size was 146 customers who bought GT products. According to the results derived, Economical Factors, Product Awareness Factors, Personal (Internal) Factors, Promotional Factors, Product Characteristics and Product Availability are mostly influence the buying behavior of consumers. All these attributes/traits are highly responsible with tea consumption. A consumer depends totally on these entire factors for purchasing of GT. A clear conclusion can be drawn from the statistical analysis that all the behavioral traits highly influence consumer's tea consumption behavior. According to the study conducted at Galle district, it has been proved that most consumers are not showing a favorable loyalty level towards the GT and majority are not ready to substitute their Black Tea consumption with GT. Consumer's GT purchasing is showing a high price sensitivity while most of them are ready to recommend the GT products to others.

Key Words – Green Tea, Purchasing Behavior, Local Consumers, Product Loyalty