

CONJOINT ANALYSIS FOR EVALUATE THE CONSUMER PREFERENCE ON FLAVORED TEA

A dissertation submitted to the
Faculty of Animal Science and Export Agriculture
Uva Wellassa University

In partial fulfillment of the requirements for the award of
Bachelor of Science in Tea Technology and Value Addition

By
**WIJESURIYA ARACHCHIGE HASITHA ASANKA
GUNARATHNA**

Tea Technology and Value Addition Degree Programme

Faculty of Animal Science and Export Agriculture

Uva Wellassa University of Sri Lanka

2015

ABSTRACT

When we consider about the local market there are less number of flavored tea brands. Most of the tea exporters export their value added products to abroad. They do not concern about the local market. This study focuses to evaluate consumer preference on different product attributes and identify other factors which are affected to consumer preference on flavored tea. The target population was the flavored tea consumers who live in the Western province. Sample is one hundred and fifty. Purposive Sample method was used to collect the data from the sample.

Several factors were considered in the survey mainly as Product attributes, Age level, Gender, Income level etc. Market analysis was conducted through and descriptive analysis and mainly through conjoint analysis.

The result of the study has shown that most of the males prefer to drink flavored tea than females. Among flavored tea consumers who include in 15- 30 year age category mostly preferred to consume flavored tea. Market analysis proved that most of the flavored tea consumers have high income level. The statistic results of the conjoint analysis have shown that Dilmah is the most preferred brand. According to the results Impra brand possess the largest predicted market share. Consumers highly considered the amount they buy for the price that they paid.