

# Factors affecting on tourists' buying behavior of Ceylon Tea

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## Introduction

Worldwide tea production and consumption have increased over the past decades. According to statistics provided by the Sri Lanka Tea Board, Sri Lanka is the 3<sup>rd</sup> largest exporter and the 4<sup>th</sup> largest producer of tea in the world (Sri Lanka Tea Board 2011). However, Sri Lanka still continues to retain its position as the main source of orthodox black tea in the world with the image of Ceylon tea enhanced by its unique specialty character.

Meanwhile, Sri Lanka is one of very attractive destinations among the tourists all over the world. Sri Lanka Tourism has boomed to a new milestone of one million arrivals in 2012, which is an all-time high figure in the history of the country (Sri Lanka Tourism Development Authority 2012). Ceylon tea attracted a whole new group of customers who were traditionally non-customers in the industry. Times are fast changing, and the people are no longer looking for the cheapest beverages. They are moving away from low quality tea to a quality product. With this background Ceylon tea is being popular among tourists coming to Sri Lanka.

The local value added tea market is led by multinational players and small holders. All of these brands cater to low and middle income category consumers, who purchase tea for value for money. In addition to these players, there are plenty of small time cottage tea players who sell unbranded/loose tea (Prematunga 2009). Merely a few brands are targeting this consumer segment currently. Such brands also have no idea about tourists buying behavior of Ceylon tea.

Consumer buying behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products and brands and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. The consumer's buying behavior is influenced by many factors. Most of these factors are uncontrollable and beyond the hands of marketers. An important marketing implication is that there is a growing demand to understand tourists' buying behavior in Sri Lanka. Particularly in the context of Ceylon tea this is sort of significant. Understanding the tourists' buying behavior of Ceylon tea is truly significant to the increment of sales and it functions as an indirect communication tool as well. However, despite its obvious importance, there appears to be a serious lack of formal understanding of tourists' buying behavior by both academics and practitioners. Thus, there is an immediate need of systematic research and scientific understanding of this topic.

## Methodology

Data were collected through a survey by giving a structured questionnaire to 160 tourists who bought Ceylon tea from three tea centers located in Kandy district. Judgment sampling technique was used to select Kandy as the location of the study since it is one of the major tourist destinations in Sri Lanka. Further, Kandy is known as the most famous city among tourist for Ceylon tea. Among all the identified tea outlets in Kandy district, four tea centers were selected using random sample method. Data was collected from consumers on the basis of first come, first served (FCFS). Primary data was collected through a self-administered questionnaire among the tourist consumers of Ceylon tea. The questionnaire was consisted of three sections. Section 01 was consisted questions

regarding demographic variables such as country, gender, age, education level and number of family members. These questions helped to express a simple overview of the sample.

Section 02 was consisted 23 questions regarding independent variables which assume to be affected for tourists' buying behavior of Ceylon tea. These questions prepared for gathering data about Product factors, Motivational factors, Promotional factors, Legal factors, Travelling factors, Awareness and attitudes of Ceylon tea and past experience with Ceylon tea. All those questions were created based on Five Point Likert Scale in order to identify how these predicted factors affect to Ceylon tea buying behavior. The Likert scale was ranging from strongly agree (SA) to strongly disagree (SD).

Section 03 was consisted only one question regarding the amount spending for Ceylon tea by tourist consumers. This question prepared for gathering data about how much money they had spent for Ceylon tea during the journey.

Data were analyzed using IBM SPSS Statistics 20 software and Microsoft excel 2013 software version. Descriptive statistical techniques were used to discover and summarize the attributes of the sample and it was provided descriptive information such as mean, mode, median and standard deviation of the studied sample. Correlation coefficient and multiple regression analysis revealed that how predicted factors effect on tourists' buying behavior of Ceylon Tea.

## Results and Discussion

According to the descriptive statistics of the study the “mean” of promotional factor has fallen under the range of  $3.5 \leq X < 5$ . This illustrates that all the participants almost agree with the existing situation of promotional factors in Ceylon tea purchasing. However, participants are moderately agreed with six independent variables. They are Attitudes of Ceylon tea, Awareness of Ceylon tea, Experience with Ceylon tea, Legal factors, Motivational factors and Product factors. The “mean” value of all these input variables have fallen under the range of  $2.5 \leq X < 3.5$ . The “mean” value of Travelling factor has fallen under the range of  $1 < X < 2.5$ . This mean value implies that tourist customers almost disagree with travelling factors in tea purchasing.

Table 1: Mean and Standard Deviation of Input Variables

Variable	Mean	Std. Deviation
Attitudes	3.3703	0.92738
Awareness	3.0766	0.96438
Experience	3.1625	1.08528
Travelling Factors	2.1219	0.70877
Promotional Factors	3.5073	1.05461
Legal Factors	3.0563	0.86691
Motivational Factors	3.1398	0.70507
Product Factors	3.0438	0.92848

According to Correlation coefficient analysis, Attitude of Ceylon tea denotes a 0.725 amount of correlation with Amount of money spend which is suggested that there is strong positive relationship between independent variable Attitude of Ceylon tea and dependent variable Amount spend. As well as, Awareness of Ceylon tea (0.542) and Product factors (0.569) show strong positive relationship with dependent variable Amount spend.

Table 2: Correlation between factors and amount spends for Ceylon tea

Variable	Pearson correlation	Relationship
Attitudes	0.725	Strong positive correlation
Awareness	0.542	Strong positive correlation
Experience	0.483	Weak positive correlation
Travelling Factors	0.273	Weak positive correlation
Promotional Factors	0.261	Weak positive correlation
Legal Factors	0.391	Weak positive correlation
Motivational Factors	0.483	Weak positive correlation
Product Factors	0.569	Strong positive correlation

According to the Multiple Regression Analysis of Predicted factors and Amount spends, Promotional factors (0.162), Travelling factors (0.120) and Legal factors (0.090) are P-Value is greater than the 0.05 therefore those elements are not significantly to the model.

Table 3: Multiple Regression Analysis of Predicted factors and Amount spends

Variables	Unstandardized Coefficients		Standardized	P- Value
	B	Std. Error	Beta	
(Constant)	-5176.471	824.660		<b>0.000</b>
Attitudes	1340.104	178.748	0.425	<b>0.000</b>
Awareness	511.563	158.525	0.169	<b>0.002</b>
Experience	313.763	129.388	0.116	<b>0.016</b>
Travelling Factors	301.710	192.778	0.073	0.120
Promotional Factors	180.796	128.525	0.065	0.162
Legal Factors	280.579	164.291	0.083	0.090
Motivational Factors	634.277	208.042	0.153	<b>0.003</b>
Product Factors	629.754	166.259	0.200	<b>0.000</b>

When consider Attitudes of Ceylon tea, the Beta coefficient of 0.425 indicates that when Attitudes of Ceylon tea was increased by one unit while other variables remain constant, amount of money spend was increased by 0.425 units. It can be seen that Assurance contributed significantly to the model since p-value of 0.000 is less than 0.05 level of significant.

When consider Awareness of Ceylon tea, the Beta coefficient of 0.169 indicates that when Awareness of Ceylon tea was increased by one unit while other variables remain constant, amount of money spend was increased by 0.169 units. It can be seen that Assurance contributed significantly to the model since p-value of 0.002 is less than 0.05 level of significant.

When consider Experience of Ceylon tea, the Beta coefficient of 0.116 indicates that when Experience of Ceylon tea was increased by one unit while other variables remain constant, amount of money spend was increased by 0.116units. It can be seen that Assurance contributed significantly to the model since p-value of 0.016is less than 0.05 level of significant.

When consider Motivational Factors, the Beta coefficient of 0.153 indicates that when Motivational Factors were increased by one unit while other variables remain constant, amount of money spend

was increased by 0.153 units. It can be seen that Assurance contributed significantly to the model since p-value of 0.003 is less than 0.05 level of significant.

When consider Product Factors, the Beta coefficient of 0.200 indicates that when Product Factors were increased by one unit while other variables remain constant, amount of money spend was increased by 0.200units. It can be seen that Assurance contributed significantly to the model since p-value of 0.000 is less than 0.05 level of significant.

By using above information, multiple linear regressions model can be articulated as follows.

$$AS = - 5176.471 + 0.2 PDF + 0.153 MF + 0.169 AW + 0.425 AT + 0.116 EX + \delta$$

## Conclusion

The first objective of this research was to identify the relationship between factors affecting on tourists' buying behavior of Ceylon tea. Correlation coefficient used to identify the relationship between predicted factors and amount spends for Ceylon tea. According to the results, Attitude on Ceylon tea, Awareness of Ceylon tea and Product factors have a strong positive relationship with Ceylon tea buying behavior but, travelling factors, legal factors, motivational factors, promotional factors and experience have weak positive relationship with Ceylon tea buying behavior of tourists.

The second objective of this research was to identify the impact of factors on Ceylon tea buying behavior. Multiple regressions analysis was used to identify the factors influence on Ceylon tea buying behavior. According to multiple linear regression test, Attitude of Ceylon tea, Awareness of Ceylon tea, experience of Ceylon tea, Product and motivational factors were significant under 95% significant level. All other factors weren't significant.

The third objective was to identify the most and least influencing factors on tourists' buying behavior of Ceylon tea. Among the eight factors, Attitudes of Ceylon tea has high correlation with amount spends for Ceylon tea. Therefore it's most important factor which is having high influence over to the Ceylon tea buying behavior. Further, Promotional factor has a least influence on tourists buying behavior of Ceylon tea.

## References

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