

**A STUDY ON CONSUMER INTENTION TO  
PREFER FLAVOURED GREEN TEA JELLY BAG**

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## ABSTRACT

The main plantation crop grown in Sri Lanka is Tea. Sri Lanka holds its position as the World's second largest exporter of Tea accounting for over 300 Mn Kg of annual production. Sri Lankan tea holds its exquisite position as the World's finest quality Black Tea producer. Sri Lankan tea exports have currently focused more towards Value added products as such products which can earn high revenue compared to conventional type of exports. Such value added products are, Tea in packets, Tea in bags, Flavoured and scented teas, iced teas, instant teas, Green teas and etc. In recent years, exporting companies have positioned their value added products at the local market, specially at the super market like outlets and specialty tea shops. The main reason for positioning of such products in Super markets is the prices of those products are high and they targeted a selected market segment.

This research is to study on consumer intention to prefer flavoured green tea jelly bag product as a new product. Since tea jelly is totally new product to the Sri Lankan tea market this research is mainly focus to identify the consumer intention to prefer green tea jelly product. The research was based on a questionnaire survey. Data were gathered using a formal questionnaire which was focused on identify the factors affecting to the customer intention to prefer flavoured green tea jelly bag. The sample size was 200 customers who consume tea products. According to the results derived following factors have exhibit positive relationship with the, consumer intention are tea consumers gender, education level of the consumers, Income of the consumers While Awareness on current value added tea products and Satisfaction for the current value added tea products have shown negative relationship to the consumer intention to prefer Flavoured Green Tea Jelly Bag Product.