

EFFECT OF MARKETING MIX COMPONENTS ON AMOUNT OF BLACK TEA CONSUMPTION

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By
ABDUL SATHTHAR SAJITH MOHAMED

**Tea Technology and Value Addition Degree Programme
Faculty of Animal Science and Export Agriculture
Uva Wellassa University of Sri Lanka**

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ABSTRACT

The purpose of this study is to investigate the effect of marketing mix components on amount of black tea consumption. And to investigate which marketing mix component/s is/are mostly effecting this consumption behavior. I selected survey type data collection method to obtain primary data. Using structured questionnaire I collected data from randomly selected 80 households. We build a model in deriving necessary data base on the marketing mix model, the traditional marketing paradigm, embodied in the well-known Marketing Mix frame work proposed by Borden and popularized as the 4Ps (Product, Price, Place, Promotion) by McCarthy. The marketing mix is the lens through which the contemporary customer perceives value in retail stores on 4Ps is examined. From the model, I analyze what is/are the best practice/s among the four elements which mostly influencing the customers to the purchasing. Multiple linear regression analysis, pearson's correlation co-efficient analysis were more helpful in determining the relationships among 4Ps & black tea consumption. This study starts with introduction part, literature review, methodology, interpretation & analysis and ends with conclusion, suggestion & recommendation.

Keyword: Marketing mix, 4Ps, Black tea consumption, Retail stores, Multiple linear regression analysis, Pearson's correlation co-efficient analysis.