

**THE AFFILIATION BETWEEN MARKETING MIX
VARIABLES AND TEA PURCHASE INTENTION IN
LOCAL RETAIL MARKET
WITH SPECIAL REFERENCE TO WESTERN
PROVINCE, SRI LANKA**

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ABSTRACT

The tea sector has the potential to contribute considerably to the economic development of Sri Lanka. The production and manufacturing of black tea are of higher importance in this regard. Moreover, in a competitive market arena, the way the product is presented to the customer is also noteworthy. The study of people's behavior in purchasing tea was examined by the researcher as to the relationship in the marketing mix variables. The marketing mix is tied up with every product. Although the question is how marketing mix influences on purchase intention of black tea consumers in the local market. This research paper proposes a framework of the influence on purchase intention of black tea consumers. This research is conducted to show the relationship between the marketing mix, socioeconomic status, and purchase intention of black tea consumers. However, in this study, a detailed analysis of the intention of purchasing tea in Sri Lanka was presented. This research also provided an overview and suggestions on the use of the marketing mix (4Ps) strategies. The research analysis is based on 300 supermarket customer responses that were collected from October 2019 November 2019 by those who consumed black tea in the western province. Appropriate supermarkets were selected using the judgmental sampling technique while consumers were taken using the convenient sampling technique. Primary data were collected by administrated structured questionnaire among the respondents in the sample. The results have been collected from the questionnaires done by the people who consumed black tea in the western province. Moreover, new product launches, business firms, and existing and potential marketers can increase more effectiveness of consumer expectations, increase customer base and grow the business in the tea production industry using marketing strategies to satisfy customer needs and wants.

Keywords: Black Tea, Buyer Decision Making, Marketing Mix, Purchase Amount, Purchase Intention