

**FACTORS AFFECTING ON CONSUMER'S TEA
BUYING BEHAVIOUR IN KURUNEGALA DISTRICT**

A dissertation submitted to the

Faculty of Animal Science and Export Agriculture of

Uva Wellassa University

In partial fulfillment of the requirement for the award of the degree of

Bachelor of Science in Tea Technology and Value Addition

By

JAYAKODIGE MALAKA NEVAMAL JAYAKODY

Tea Technology and Value Addition Degree Programme

Faculty of Animal Science and Export Agriculture

Uva Wellassa University of Sri Lanka

2019

ABSTRACT

Tea production in Sri Lanka is of high importance to the country's economy and the world market. The country is the world's fourth – largest producer of tea and the industry is one of the main sources of foreign exchange, a significant source of income for laborers, which generates approximately \$ 700 million annually. Different kinds of marketing strategies have supported the launch of a tea brand in Kurunegala District, this study was designed to reveal the tea buying behavior of consumers in the Kurunegala District. The survey research method was used in the study where a semi- structured questionnaire was developed considering the marketing mix factors and the factors described in the theory of planned behavior. With the pre- tested questionnaire, 250 randomly selected customers were interviewed. The survey data were analyzed using regression analysis. The regression results revealed that the factors such as, demographic factors (age, gender), environmental factors (Monthly earning, residence area) and marketing mix (Product, price, place and promotion) showed a significant relationship with the tea buying behavior of the consumers of Kurunegala District whereas the factors such as, planned behavioral factors (perceived behavior, attitude of the consumers and subjective norms) did not show a significant relationship with the tea buying behavior. Hence, the results of this study will be useful in designing the tea brand to be promoted in the Kurunegala District.

Keywords: Tea, Marketing mix, Theory of Planned Behavior, Kurunegala District