

FACTORS AFFECTING ON TOURISTS' BUYING BEHAVIOUR OF CEYLON TEA

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ABSTRACT

Worldwide tea production and consumption has increased over the past decades. According to statistics provided by the Sri Lanka Tea Board, Sri Lanka is the 3rd largest exporter and the 4th largest producer of tea in the world. 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. 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.

Eight predicted factors are considered to have an influence on tourists' buying behavior of Ceylon tea by influencing on amount spends for Ceylon tea. To improve the current minimal understanding of these influences for Ceylon tea buying behaviour, a survey instrument in the form of a questionnaire has been developed and collected data from four tea outlets in Kandy district. The first part of the questionnaire covers customers' demographic information and the second focuses on consumer attitudes of Ceylon tea, awareness of Ceylon tea, experience of Ceylon tea, motivational factors, promotional factors, legal factors, travelling factors and product factors. Pearson correlation and multiple linear regression analyses of responses from 160 participants reveal that attitudes of Ceylon tea, awareness of Ceylon tea, experience of Ceylon tea, product factors and motivational factors influence on Ceylon tea buying behaviour.

Results elaborate that travelling factors, legal factors and promotional factors do not influence on Ceylon tea buying behaviour hence p-value is higher than 0.05 in the multiple linear regression analysis. The multiple linear regression analyses reveal that the most influencing factor on Ceylon tea buying behaviour is consumer attitudes while least influencing factor becomes promotional factors. Meanwhile affected factors serve a positive relationship with the Ceylon tea buying behaviour.

Key Words: Ceylon tea, amount spends, buying behavior