

**DETERMINATION OF FACTORS THAT AFFECTED
ON CONSUMPTION OF GREEN TEA IN THE LOCAL
MARKET**

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ABSTRACT

Tea has been traditionally consumed as a beverage. Tea is a natural beverage that competes in the world market with other natural beverages like coffee, cocoa, and alcoholic drinks and formulated products like soft drinks. Green tea is the fastest growing segment in the overall tea industry owing to its properties of providing health benefits to the consumers. Whereas Asia Pacific as a whole represents the largest market for green tea. Europe represents the fastest growing market for green tea owing to increased health awareness among consumers. Not only internationally but also in Sri Lanka also condition is same. Now a days consumers mainly focus to purchase health safe commodities. Green tea is health safe beverage than that of other type of teas.

We have selected the population, as green tea consumers in the western province. So we have selected Colombo, Gampaha & Kalutara district as a Population. And also 3 super markets were selected each and every district. Here we consider consumption of green tea as a dependent variable. Under the consumption of the green tea, we have categorized the green tea consumption few categories. Such as the, Only one time per day, Only two time per day, Only three time per day More than three time per day. Affected factors can be taken as an X Variables. Such as Gender, Age level, Income level, Availability, Awareness regarding green tea, Brand type, other beverage than that of green tea. We can take, only one time per day consumers as the reference sample or base category. That one is a large segment in was represented in our population as well as our sample. And then we can compare each other category with the reference sample. It help to build a relationship between among them. Then we consider Multinomial logit design to analyze the data.

The study has shown demographic factors were considered to the purchasing decision for regarding green tea. Most of the Adult consumers have preferred to consume green tea. Income level were effected to regarding purchasing decision regarding green tea. According to the gender, Females have purchased green tea than that of males. Obesity and diabetic are the reasons, which were caused to consume green tea than other disorders. Age of the consumers, Income level, have effected purchasing decision of the consumers. But availability and gender of the consumers are factors were not considered for the purchasing decision of the consumers. Marketing research has been picked up, most important thing is the quality of green tea product. In fact all consumers are not much consider regarding a prize. And also consumers think regarding popularity of the brand. And finally savior has been shown, consumer much prefer green tea incorporated food product. According to the study we can identified the some market shift for green tea from black tea. That market shifting have commenced from 2 years.