

**IMPACT OF BRAND NAME ON CONSUMER
PURCHASING DECISION OF VALUE ADDED TEA
PRODUCTS (TEA BAGS)**

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ABSTRACT

Brand is a combination of name, symbol and design. Brands represent the customer's perceptions and opinion about performance of the product. The powerful brand is which resides in the mind of the consumer. When it comes to tea, brand name plays a major role in purchasing value added tea products. Because of that, consumer market for tea products are rapidly growing every year. Lots of tea products and lots of brand names are currently available at the market. Among these value-added tea products, especially tea bags gain special attention from the consumer because of their busy life style. Organizations identify this as an opportunity and they produce value added tea products under various Brand names. The study presents some important facts regarding the impact of brand name on consumer purchase decision of value added tea products. Mainly the study focusses on analyzing the impact of brand equity dimension such as brand loyalty, brand awareness, brand association and perceived quality on consumer purchase decision. The primary data of the study was collected through structured questionnaire filled by the individual respondents. The research was carried in Gampaha District by using a sample of 200 individual consumers. Five effective supermarkets were selected for the study and select 40 individual consumers from each supermarkets and ask them to fill the questionnaire. The research finding indicate that brand equity has a positive relationship with the consumer purchase decision. And all brand equity dimensions except brand awareness shows a positive relationship with the consumer purchase decision and brand awareness shows negative relationship with the consumer purchase decision. Finally, study suggests that marketers should highly be concerned on their brand and adopt to new technologies, and new marketing approaches to promote their brands.

Key words – Consumer purchase decision, Brand equity, Brand loyalty, Brand awareness, Brand association, Perceived quality.