

**WILLINGNESS OF CONSUMERS TO 3 IN 1 INSTANT  
MILK TEA SACHET PACKETS**

A dissertation submitted to the  
Faculty of Animal Science and Export Agriculture  
Uva Wellassa University

In partial fulfillment of the requirements for the award of  
Bachelor of Science in Tea Technology and Value Addition

By

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**Tea Technology and Value Addition Degree Programme**

**Faculty of Animal Science and Export Agriculture**

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**2017**

## ABSTRACT

The 3 in 1 instant milk tea sachet packet is one of the latest products which entered into the value added tea product line. The newness of this product has led tea manufacturers and marketers to explore deeply the potential market and consumer reaction. Hence, this research was conducted to find out the factors affecting the consumer willingness to 3 in 1 instant milk tea sachet packets and to identify the level of sensory factors that affect the consumer preference on a selected 3 in 1 instant milk tea product. 260 respondents who representing four occupation categories (Lecturers, Students, Security Officers and Minor Workers) were randomly selected from the Uva Wellassa University of Sri Lanka. And the data related to the preference level of the sensory factors, demography and the consumption behaviour of the respondents were gathered using a sensory sheet and a structured questionnaire. Data analysis was done by using descriptive analysis and binary logistic regression. Results of the regression analysis conclude that the consumer willingness to buy this product depends on the overall acceptability of the sensory factors of the tea and price acceptability. Above all, the consumers who are used to drink milk tea as their bed tea and also during the meals express more willingness. Consumers who purchase tea products from supermarkets have no interest for this kind of products. And also consumers low income level is decreasing the willingness to buy this product. The sensory test resulted that the selected 3 in 1 instant milk tea product has moderate sweetness, moderate milk flavour and moderate astringency. Further, it has pleasant aroma and appearance. As the conclusion of the sensory results, the selected 3 in 1 instant milk tea sample is in a consumer acceptable level.

*Keywords:* Consumer willingness, Instant milk tea, Logistic regression, Sensory evaluation