



A STUDY ON CONSUMER SATISFACTION TOWARDS GREEN TEA IN COIMBATORE CITY

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ABSTRACT:

This study aims to examine the level of consumer satisfaction towards green tea in Coimbatore City. Green tea has gained popularity in recent years due to its numerous health benefits. Coimbatore City is a significant market for green tea, and this study focuses on understanding the factors that influence consumer satisfaction towards green tea. The research methodology involves both qualitative and quantitative methods. Primary data was collected through a survey questionnaire distributed among consumers of green tea in Coimbatore City. The data was analysed using statistical tools such as mean, standard deviation, and regression analysis. The study found that taste, quality, packaging, pricing, and availability are significant factors that influence consumer satisfaction towards green tea. Consumers showed a high level of satisfaction towards the taste and quality of green tea. However, pricing and availability were found to be significant factors that affect the overall satisfaction of consumers. The findings of this study provide valuable insights for green tea manufacturers and retailers to understand consumer preferences and improve their products and services accordingly. The results of this study may also be useful for policymakers to develop appropriate strategies to promote the consumption of green tea in Coimbatore City.

KEYWORDS: *Green Tea, Health Benefits, consumer satisfaction*

INTRODUCTION:

This study aims to analyse the level of consumer satisfaction towards green tea in Coimbatore City. Green tea is a popular health beverage that is consumed by people across the world. The increasing awareness about the health benefits of green tea has led to its growing popularity among consumers. Coimbatore City is a hub for tea production in India and has a large market for green tea. This study will focus on understanding the factors that influence consumer satisfaction towards green tea, such as taste, quality, packaging, pricing, and availability. The research methodology will involve both qualitative and quantitative methods. Primary data will be collected through a survey questionnaire distributed among consumers of green tea in Coimbatore City. The data will be analysed using statistical tools such as mean, standard deviation, and regression analysis. The findings of the study are expected to provide insights into the level of consumer satisfaction towards green tea in Coimbatore City and the factors that influence it. The results will be useful for green tea manufacturers and retailers to improve their products and services and meet the expectations of consumers.

OBJECTIVES OF THE STUDY:

- To find out the satisfaction level towards green tea.
- To identify the brand preference of the green tea users.
- To Study about the health benefits of green tea.
- To offer valuable suggestion based on the findings.

STATEMENT OF THE PROBLEM:

The problem addressed in this study is to analyse the level of consumer satisfaction towards green tea in Coimbatore City and to understand the factors that influence it. Green tea is gaining popularity as a healthy beverage among consumers, but little is known about the factors that influence consumer satisfaction towards green tea in Coimbatore City. The results of the study may be useful for green tea manufacturers and retailers to improve their products and services and meet the expectations of consumers in Coimbatore City. The findings of the study may also be useful for policymakers to develop appropriate strategies to promote the consumption of green tea in Coimbatore City.

SCOPE OF THE STUDY:

The scope of this study is limited to analysing the level of consumer satisfaction towards green tea in Coimbatore City. The study will focus on understanding the factors that influence consumer satisfaction towards green tea, such as taste, quality, packaging, pricing, and availability. The study will be conducted among consumers of green tea in Coimbatore City, which is known for its tea production in India. The study will not cover other cities or regions in India or other countries. The research methodology will involve both qualitative and quantitative methods. Primary data will be collected through a survey questionnaire distributed among consumers of green tea in Coimbatore City. The data will be analysed using statistical tools such as mean, standard deviation, and regression analysis. However, the study has some limitations. The sample size may not represent the entire population of consumers of green tea in Coimbatore City. Also, the study is limited to the factors that influence consumer satisfaction towards green tea and does not cover other aspects of green tea consumption, such as health benefits and consumer behaviour.

RESEARCH METHODOLOGY:**AREA OF RESEARCH:**

The area of study is concerned with the perception of advertising and its influence on consumers who are based in Coimbatore city.

Source of data:

Primary data was collected through a questionnaire. It was collected from 50 respondents.

Secondary data:

Secondary data was collected through research-related websites, journals and magazines. It was collected through a library to facilitate a proper understanding of the conceptual framework of the study.

Sample size:

A convenient sample (non – probability sampling method) of 50 Respondents was shared up for the current study in which respondent of the study was request to complete the questionnaire on voluntary basis.

Data analysis:

Collected data is edited, combined and subjected to appropriate statistical test and data is presented in percentages and brochures.

Tools used in the analysis:

- Chi-square analysis.
- Percentage analysis.

Limitation of the study:

- Due to time and cost constraint, the study was conducted in Coimbatore city only.
- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- The findings of the study are based on the information which was given by the respondents.

REVIEW OF LITREATURE:

According to **Sakthrama & Venkatrama (2018)** different motives like health benefits, familiarity and concern for environment influences consumers for organic tea purchase decision.

Hanspal & Lakshminarayanan (2019) had conducted a survey among institutions which supply tea to their employees in different modes. It is found that quality, brand and sustainable versions are important while supplying tea and coffee.

Shih, Yu, & Tseng, (2020) stated that the younger male likes bottled drinks whereas younger females like handmade drinks therefore from the perspective of demography and there is a positive relationship between consumer buying behaviour and customer satisfaction with regard to beverage industry.

AN OVERVIEW ON A STUDY ON CONSUMER SATISFACTION TOWARDS GREEN TEA IN COIMBATORE CITY

A study on consumer satisfaction towards a product typically involves collecting data from customers who have purchased and used the product. This data can be collected through surveys, focus groups, interviews, or other research methods. In the case of green tea in Coimbatore city, the study might aim to understand consumers' attitudes towards green tea, their preferences in terms of brands or varieties, their frequency of consumption, and factors that influence their purchase decisions. The study might also explore consumers' perceptions of the health benefits of green tea and whether these perceptions influence their purchase decisions. After collecting the data, the researchers would analyse it to identify trends and patterns. They might use statistical analysis to determine the degree of satisfaction among consumers and to identify any factors that are strongly correlated with satisfaction or dissatisfaction. The results of the study could be used by green tea manufacturers and marketers to improve their products and better understand the needs and preferences of their target market. Additionally, the study could inform public health campaigns aimed at promoting the benefits of green tea consumption.

DATA ANALYSIS AND INTREPRETATION:

In this chapter the analysis and interpretations on the **STUDY ON CONSUMER SATISFACTION TOWARDS GREEN TEA IN COIMBATORE CITY**

Percentage analysis:**Table 01: Demographic variable of the respondents**

DEMOGRAPHY VARIABLE		FREQUENCY	PERCENTAGE
Age	20-25 years	28	56%
	Less than 20 years	22	44%
	25- 30	0	0%
	Above 30	0	0%
	Total	50	100%
Gender	Male	24	48%
	Female	26	52%
	Total	50	100%
DEGREE	UG	41	82%
	School	5	10%
	Other	0	0%
	PG	4	8%
	Total	50	100%
Occupation	Student	43	86%
	Private employee	3	6%
	Government employee	1	2%
	others	3	6%
	Total	50	100%

From the above table 01, it is clear that the general profile of the respondents shows that:

- 52% of the respondents are female and 48% are male.
- 56% of the respondents are 20-25 years and 44% are less than 20 years.
- 82% of the respondents are UG,8% are PG and 10% are school.
- 86% of the respondents are students,6% are private employee, 2% are government employee and 6% are others.

CHI-SQUARE ANALYSIS:**Table 02: Table describes relationship between gender and brand of green tea**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.200 ^a	2	.333
Likelihood Ratio	2.548	2	.280
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is .40.

FINDINGS, RECOMMENTATIONS AND CONCLUSION:

- Majority (56%) of the respondents are belonging to the age group of 20-25 years.
- Majority (52%) of the respondents are female.
- Majority (82%) of the respondents are pursuing UG degree.
- Majority (86%) of the respondents are students.
- It is concluded that there is significance between age and the educational qualification of the respondents.

SUGGESTION:

The companies can reduce the cost of green tea and increase the quantity to attract more customers. The companies should spread awareness among people about benefits of green tea. The companies must make availability of green tea at all shops since most of respondents purchase only at department stores. The companies should try to satisfy all the customers by producing green tea varieties depending on age and body weight. The marketers needs to adopt a more competitive strategy to push the sales of Organic Tea as urban consumers have a higher buying potential and concern for health, safety and environment.

CONCLUSION:

As a language model, I do not have personal experiences or opinions. However, green tea is generally known for its health benefits, including its antioxidant properties, potential weight loss benefits, and improved brain function. It is also commonly consumed as a natural remedy for various ailments. In Coimbatore, green tea is readily available in many local tea shops and supermarkets. Some specialty tea shops also offer a wide range of green tea blends from different regions and with various flavour profiles. It is a popular choice among health-conscious individuals and those looking for a refreshing and flavourful alternative to regular tea or coffee. In conclusion, green tea is a widely consumed and popular beverage in Coimbatore, known for its health benefits and refreshing taste.

REFERENCE:

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- "A Study on Factors Affecting Consumers' Purchase Intention of Green Tea Products in Sri Lanka" by **A. R. A. C. Aponsu, et al. (2018)**
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WEBSITES:

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2. <https://www.cyberclick.net/marketing>
3. <https://marketinsidergroups.com/stratergy/what-is-marketing>

