

An Empirical Study on Customers Profile and their Consumption Pattern, of Green Tea In Mumbai Region

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Abstract - Rapid Urbanization and growing consumer's concern for health, many recent researches have studied about the awareness and consumption pattern of green tea and concluded that it is significantly higher in developed countries than developing ones. In countries like India, where green tea markets are still in the infancy stage of its growth, the level of awareness and acceptance is relatively low. The present study aims at analysing Consumption Pattern and Customers Profile of Green Tea with the help of an empirical study in Mumbai region. This paper attempts to investigate the market growth of Green Tea and factors that motivates to consume green tea by people residing in urban areas like Mumbai. Since they are more conscious about their health and lifestyle and maximum of them are working professionals. The Consumers in Metro cities have a good purchasing power to pay premium prices for such products so they prefer to include green teas & supplements for a healthy lifestyle.

Key Words: Green tea, Consumer pattern, Motivation, lifestyle

I. INTRODUCTION

With the changing lifestyle and increasing lifestyle issues, consumers are becoming much more conscious and aware about their health and many share the perception that the onset of many chronic diseases can be prevented with the proper intake of nutritious diet. In addition to the above-mentioned changes, consumers' preference has now undergone a paradigm shift from synthetic ingredients toward natural and organic foods, beverages and supplements. Present day's consumers are more informed, and this could be attributed to current day media, which keeps consumers abreast of the latest scientific developments in health and wellness. Consumers are now moving towards food products that are obtained from natural sources.

Tea being the very important part of Indian consumers, has been affected by this change in perception and attitude from past few years. Right from the early start of the day to the late evening, tradition black tea has been the day long companion of Indians. But with the increasing awareness about the health benefits of herbals teas, more commonly green tea, it has made its place in the shopping baskets and lives of mostly everyone.

It is being known for quite a long time that the green tea has restorative qualities which are now recognized worldwide, by both the medical establishment and cosmetics companies. Green tea is being used for both health and beauty products, more importantly it's a new and healthier brewing option today. Green tea is basically made from *Camellia sinensis* leaves that have not undergone the same withering and oxidation applied when processing *Camellia sinensis* into oolong tea and black tea. Green tea originated in China, but its production has spread to many countries in

Asia. Green tea is the most popular form of tea in China. Tea is one of the most widely consumed beverages in the world, next only to water and well ahead of coffee, beer, wine and carbonated soft drinks. It can be categorized into three types, depending on the level of fermentation, i.e. green (unfermented), oolong (partially fermented) and black (fermented) tea. Green tea is consumed as a popular beverage worldwide, particularly in Asian countries like China, Korea and Japan. There is hardly any other food or drink reported to have as many health benefits as green tea. India is the world's largest consumer, second largest producer and exporter of tea after China and accounts for nearly 23 per cent of global output, and nearly 16 per cent of tea produced worldwide is consumed in India in year 2016.

Green tea is relatively new and emerging. Consumers are adding green tea to their hot beverage range. People are leading busy lives and need to be light and active to stay on top of things.

In India green tea market is growing at 54% year-on-year. Indian are now seems to be tending more towards health conscious foods and drinks. Younger urban consumers who are conscious of their health and well-being are driving the switch towards healthier food and refreshments. Green tea market in India is 350cr (2017) market and has been growing at a rate of 54% year on year. Indians are now adopting urbane lifestyle to stay in fit.

Many big FMCG companies like Hindustan Unilever, Tata beverages, twinning etc. have entered into green tea segment by launching new products or re-launching existing green tea product range.

Green tea is one of the fastest-growing segments of the global tea industry. China is the greatest producer and

exporter of green tea while Asia-Pacific is the biggest market for green tea products. Nations like China, Hong Kong, Middle East, Vietnam, Indonesia, Korea, Taiwan, and Japan are some of the largest consumers of green tea.

Looking at this growing trend it imperative to carry our research to understand what customers want, what drives them towards green tea, their consumption pattern the preferred brands etc. Wherein this area is still untouched up till now, leaving so much space for the research. This study hereby initiates to fill this gap and explore the consumer perspective for the growing market of green tea.

II. LITERATURE REVIEW

In the Deccan Herald's article Vikram Grower the vice-president of Tata Global Beverage stated that around 70% of Tata Global Beverage revenue comes from teas in which herbal and green tea contribute 15% of pie. In green tea segment TGBL has 20% market share.

According to him green tea market in India is of 250cr and the key factors that for growth are now a days consumers are more informed and have a sound knowledge of the benefits and wellness of green tea the hectic schedule from the office and home work they feel green tea make them relax and reduce stress level. He sees popularity of this green tea beverage in hotels, home and offices.

According to the business standard article (2017) green market in India is now not became a new segment there is instance competition between big players like TGBL brand TETLEY and HUL brands Lipton and Taj Mahal.

In India branded tea market is 9500 cr and branded tea market is growing at the rate of 29%. To create an awareness about the brand the TGBL has endorse Kareena Kapoor so that she will help to better connect the tier 2 and tier 3 cities and town. According to HUL they want to communicate the benefits of green tea and through it they want to more penetrate in the market. Thus this big players are positioning their products on the mind of the customers on the basis of benefits. HUL and TGBL are aggressively working on distribution channels. HUL Tetley has a good presence in the hospitality segment as it is hinting design of the space the brew is set next to only get stiffer .

P. Kishore and Dr. Byram Anand (2016) analyzed the factors which influence customer satisfaction with regards to green tea factors like price, health, weight and dependent factor was customer satisfaction and the results of the study revealed that the price and health are the major factor which influences in decision making for consumption of green tea and also the internet, friends & family and television advertisements had increased awareness about green tea among consumers. The consumers are becoming health conscious and are willing to pay reasonable prices for healthy foods and beverages.

Trust is viewed as "one of the most effective methods of reducing consumer uncertainty. Trust may be even more important for organic foods than regular foods" (Hart, 1997). In the organic food market, consumer trust is a delicate issue since even after consumption consumers cannot verify whether a product is organic. (Wang, 2015) Hence trust on Organic Food products, its vendors, certification and labelling has a major influence on the consumer attitude and subsequent purchase behaviour. (Wang, 2015) Indicated the importance of trust in organic food consumption, trust in organic foods, as well as their vendors and certifications is a major influence on consumer attitudes and subsequent behaviour. To build up the trust and increase the marketability of the product it is vital.

Popularity of green tea market is raising in Thailand. AB Foods and Beverages is an importer of Twining Tea from Britain is enjoying the current boom. From this we can see the raising the popularity of green tea in abroad.

Green tea is one of the fastest growing segment in the tea segment as because of increasing health awareness among consumers and increasing the awareness of health benefits from the green tea.

According to WHO by 2016 the overweight population is expected to cross 1.62 billion and raising health cost of U.S more than \$128 billion dollar thus it will create significant opportunity for green tea that does weight management.

Objectives of Study:

- To study the consumption pattern and factors influencing the choice of Green Tea.
- To study the demographic profile of the Green Tea drinkers.
- To determine the key motivators for the choice of consuming green tea.

III. RESEARCH METHODOLOGY

The area chosen for the research was Mumbai city. A self-structured questionnaire was designed and administered to gather data on the various factors that motivate the choice and consumption of green tea to understand the impact of brand image on the choice of green tea drinker.

Stratified sampling was used, and questionnaires were distributed among 300 respondents who consumed green tea in various parts of Mumbai and satisfactory response rate of 71 per cent was achieved, leaving 213 questionnaires for the analysis.

The raw data was captured in a Microsoft excel database to ensure accuracy. The spreadsheet was then imported into statistical software package (SPSS 19). Factor analysis was used to find out important factors that motivate consumers to consume green tea. Results of the factor analysis were put through the Cronbach's Alpha reliability test to check the internal consistency of the statements designed. Also, to understand the lifestyle and psychographics of the green tea drinker's cluster analysis was used. The results were then

cross tabbed with the preferred green tea brand and the brand image associated with it to understand the association between the images that a green tea brand carries on the

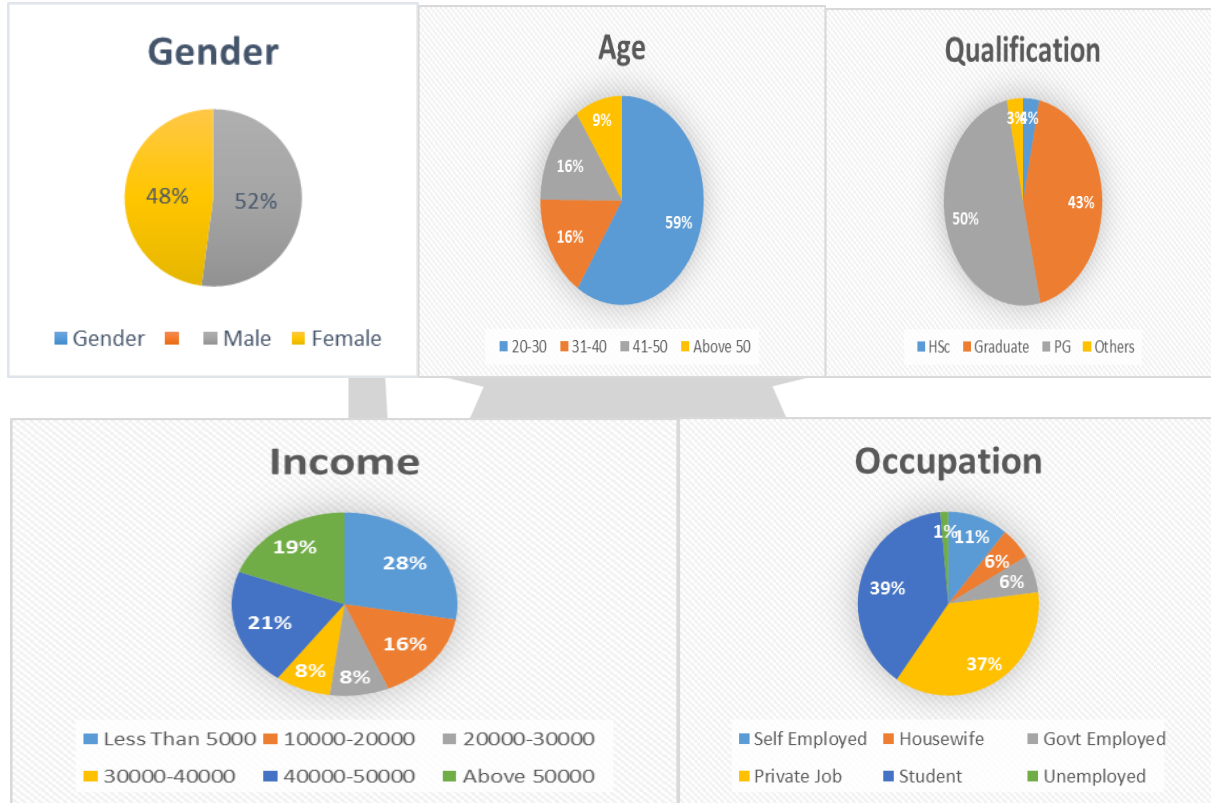
influence of the choice of green tea drinkers. And to determine the most preferred green tea brand Friedman rank test was applied.

IV. DATA ANALYSIS

Respondents Profile:

The sample was selected in a way to represent different gender, age, education, occupation and family income categories.

Graph No. 1: Respondents Profile



Gender: Out of a total of 213 individuals surveyed, 52 % were males and 48% females. There was, thus, an almost equal representation of either gender.

Age: Out of the total number of respondents, 59 % percent belonged to the age group 20- 30 years; as these are youngsters who are very health and fitness conscious and are the green tea drinkers. Followed by 39% respondents, who are young working professional, who are very career conscious and understands the wealth of health.

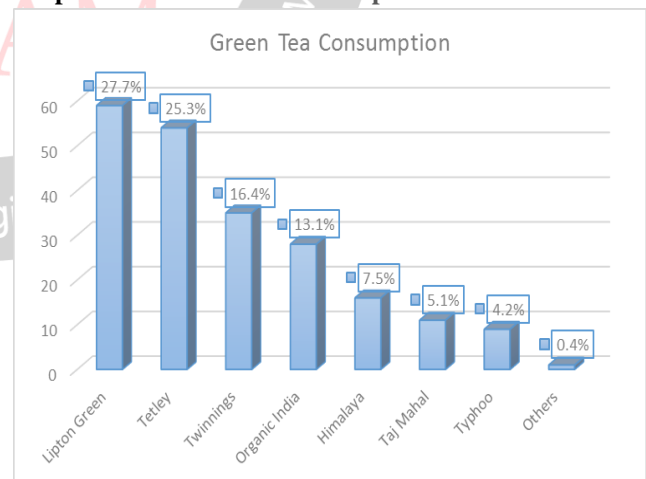
Education: Out of the 213 respondents, most were well educated. Only 7 % were not graduates. As many as 43% were graduates, another 50% post graduates.

Income: The respondents belonged to different income groups. Least income group were only 28 % whereas substantial high income group above Rs 30,000 per month were 48 %

Occupation: 39 per cent were occupied as students; 6 per cent as housewives; 37 percent were in private jobs; 11% were self-employed; Only 6 per cent worked with the government job.

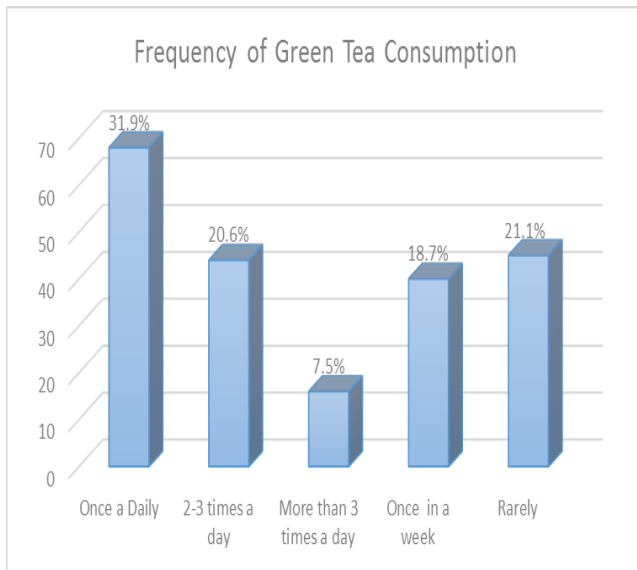
Most Sought Green Tea Brands

Graph No. 2: Green tea consumption



From the above graph, it's been found that, Lipton green tea (27.7%) is the most sought after green tea brand, followed by Tetley(25.3%). Twinning's green tea (16.4%), striving hard to save its market share, managed to be at number three position. Organic India, Himalaya green tea, Typhoo, Gaia and few other brands are still trying to reach more and more customers and being in their preferred list.

Graph No. 3: Frequency of Consumption



From the above graph it can be seen that 31.9% of respondent's frequency of consumption of green tea is once a daily followed by 21.1% of respondent consume green tea rarely. 20.6% of total respondents consume green tea 2-3 times daily and only 7.5% of total respondents consume green tea greater than 3 times a daily. Study says that still people are not that much adopted to drinking green tea, but yes slowly people are started consuming green tea at least once a daily.

Consumers and the Image of the Green Tea Brands:

Table No. 1: Brand Image

Brand Image	Brand name
Stay Healthy	Lipton
Stay in shape	Tetley
Stay healthy and in shape	Twinning's
Rejuvenating and stress buster	Organic India
Urbane and sophisticated	Taj Mahal

To map the image consumers, carry in their mind for the green tea brands in market, they were asked to click on the image that closely defines the green brands. It was found that the top three brands in Indian market, Lipton, Tetley and Twinning's captures a healthy image in the minds of consumers, for them Lipton green tea signifies health and Tetley steals the very young and shapely image justifying the image created by fitness enthusiast Kareena Kapoor and Anushka Sharma in its ad campaign. Twinning's an established brand in Indian green tea market with bundles of new flavors ,speaks for its health and fitness nature.

Brand Loyalty vs Experimentation

As green tea is a relatively new product in Indian households, therefore Indian consumers don't settle with a single brand much. They are not very brand loyal to any particular green tea brand and prefer experimenting more and more brands and new flavors in market.

Table No. 2: Loyalty to the preferred brand

Brand	Sticking to the current brand	Switching to the other Brand
Lipton Green	26%	22%
Tetley Green	23.07%	29.41%
Twinning's	22.11%	5.80%
Organic India	15.38%	14.70%
Taj Mahal	7.70%	4.40%
Typhoo	4.80%	3%
Himalaya	0.96%	20.50%

From the above table it is seen that, Lipton green tea holds highest loyalty among consumers, followed by twinning green tea brand. Thus, brand loyalty is highest for Lipton brand but 22% of its consumers said, they prefer trying other brands as well. It was found that, the consumers of twinning green tea were comparatively happy, satisfied and loyal towards the brand and don't find need to experiment other brands much

Reasons for Switching:

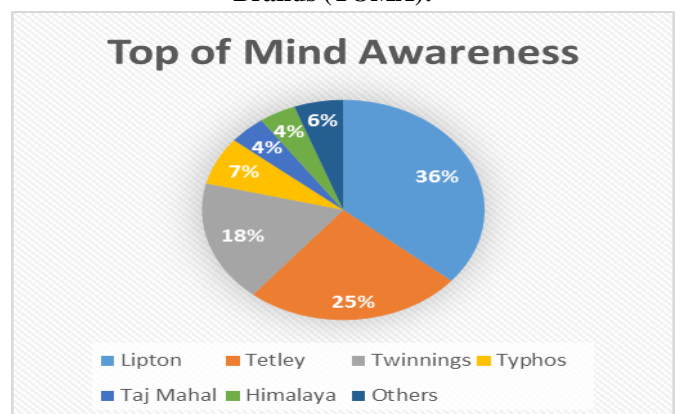
Green tea, not being a very established market in India, consumers are still experimenting and trying to figure out their favorite brand. For them it's not much about the brand, it's about the product, that is Green Tea and its health benefit, mostly the weight loss benefit. So, if they don't find their current brand or gets a better deal on a new brand, they go for the same, ignoring the brand they were consuming.

Table No. 3: Reasons for switching

Reasons for switching	Percentage
Experimentation	27.7%
Unavailability of the current brand	21.3%
Trying new flavor	19.4%
Better offers on other brands	9.5%
Dissatisfaction with current brand	6.1%
Positive word of mouth for other brands	16.3%

Majority of consumers switching reason was found to be trial of different brands of green tea, second reason was unavailability of the particular brand

Graph No. 4: Top of the Mind Awareness of Green Tea Brands (TOMA):



The image, sound, name, brand or attribute that comes to mind immediately when asked about products or brands in a category enjoys the highest 'top of the mind awareness' with the consumer. Top of the mind awareness usually means the consumer is more aware, and hopefully, buys more of the product than alternative products when faced with a vast array of similar products.

From the Figure, it is seen that 36% of respondents said that Lipton Green tea brand comes to their mind first when talked of Green tea followed by 25% of respondent having Tetley as a recall for green tea segment and 18% of respondents said Twinning's brand comes to their mind when they think of green tea.

Considering top three brands: Lipton, Tetley and Twinning's, out of the brands taken for study, the male-female percentage for top of mind awareness for Lipton is equal being 50%. Tetley and Twinning's are seen to be dominated by male category of consumers with 54% and 63.1% respectively.

Table No. 4: TOMA within Gender

Brand	Lipton Green	Tetley Green	Twinning's Green
Gender			
Male	50%	54%	63.1%
Female	50%	46%	36.8%

Most preferred brand of Green Tea

To understand the most preferred green tea brand, respondents were asked to rank the following brand and Friedman test was applied to understand the most preferred brands of the green tea among green tea drinkers.

Table No. 5: Friedman Test

Green Tea Brands	Mean Rank
Tetley	3.09
Twinning	3.93
Organic	4.54
Lipton	2.48
Typhoo	5.19
Taj Mahal	4.02
Himalaya	4.75

From above table it can be seen that mean rank of Lipton being 2.48, which is the least. This

Makes it the most preferred brand amongst the consumers of green tea. Tetley is the second most preferred brand,

The four factors (21 items) with their factor loading are shown in below table :

Table No. 6: Rotated Component Matrix

Factors	Component			
	1(HEAL)	2(TASTE)	3(LIFE)	4(WERE)
Reducing weight	.081	.214	.160	.735
Controlling diabetes	.637	.084	.298	.537
Burning body fat	.155	-.076	-.074	.809

followed by, Twinning and Taj Mahal being the third and fourth preferred brands. Typhoo having the highest mean rank is the least preferred brand amongst the green tea drinkers.

Motivation Factors for the Consumption of Green Tea

Consumption of green tea has widely increased taking into consideration the Indian scenario. Hence to understand the motivation behind increased consumption factor analysis is carried out During the first phase of data analysis, in order to provide a multivariate perspective on the 21 variables that motivates the respondents to consume green tea. Particularly, a principal components factor analysis with varimax rotation was conducted to extract a number of linear combinations of the original variables. Further analysis was performed to show the size and order of importance of factors, based on the percentages of variance explained by each factor. The four factors explained 65.61 per cent of the variance of the data. For the purpose of this study, the influence of these four independent variables on the choice of consumption of green tea will be focused on, as the research focuses on the factors that motivate the users to consume green tea. Therefore, the influence of health and refreshing drink, taste, urban trend/lifestyle, weight reduction on the motivation on consumption of green tea will be discussed. Only items that loaded significantly (above 0.6) on the factors were used for further statistical analyses.

Factor one was named Health and Wellness (HEAL) because all the seven items expected to measure health benefits loaded significantly on this factor. The loading of first seven items onto the HEAL factor can be explained through their relationship with health and wellness. All the items that significantly loaded on factor two were expected to measure taste component. Therefore, factor two was named Taste (TASTE), three items loaded significantly on this factor and all of them were expected to define the taste perception and preference of the users . Factor three was named Urban and stress buster (LIFE), eight variables representing the sophistication and the people around the users to motivate them to drink green tea. Fourth factor was expected to measure the weight reduction therefore was named, Weight Reduction (WERE) as the three statements loaded were talking about the motivation to remain in shape.

Stress buster	.594	.297	.736	.321
Low caffeine content	.620	.400	.050	.316
Family and friends	.592	.150	.660	-.001
Enhances mood	.549	.309	.822	-.015
Alternative to burn calorie and keep in shape	.566	.495	.052	.797
Increasing immunity	.684	.254	.040	.396
Reducing blood pressure	.782	.442	.180	.424
Fighting against cancer	.609	.137	.275	.442
Doctor recommendation	.729	-.011	.508	.199
Relaxing effect	.509	.566	.710	-.058
Anti-ageing	.687	.377	.201	.202
Tastes good	.317	.651	.260	-.154
Flavored green tea is desirable	.206	.768	.233	.032
Convenience to make brew	.319	.580	.657	.240
Healthier option compare to tea and coffee	.136	.767	.037	.160
Urbane and sophisticated	-.036	.172	.786	.022
People around me motivate	.233	.149	.842	.103
Convenient beverage option at workplace	.150	.454	.688	.182

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

To assess the internal reliability of the measuring instrument used to test the variables in the model. This was done by calculating Cronbach's alpha coefficient scores, using the statistical software SPSS version 19.0.

The Cronbach's alpha values for all the 21 scales (four principal components) are shown in below table:

Table No.7: Cronbach Alpha Reliability Tests

Factor	No of Items	Cronbach alpha value
Health and wellness	7	0.856
Taste	3	0.742
Urbane and stress buster	8	0.73
Weight reduction/ in shape	3	0.64

It is recommended that Cronbach's alpha coefficient scores are above the 0.6 cut-off value. Table above shows that all the values are above 0.6, therefore the measuring instrument and items can be regarded as reliable.

V. RESEARCH LIMITATION

- While interviewing customers, it was found that understanding of health and fitness was very different from individual to individual.
- These results cannot be generalized to any other geographical location as the results are with regards to Mumbai region.

VI. CONCLUSION

The green tea is one of the most sought after beverages in India, where almost every region has created its own distinctive tea brewing technique and recipes for preparation. The size of the Indian tea market is very large of which the share of green tea is growing drastically, signifying the growing consciousness among Indians towards wellness. It is not just the youngster, people from all age group are adding green tea in their beverage basket. Green tea is not a substitute to a traditional black tea for many Indian but, it's a very healthy companion of it. It is concluded that main motivational factors were health and wellness, Taste, Stress busters specially in urban metro regions and consciousness towards weight reduction. It's a very sought over beverage at work places reducing the intake and frequency of traditional black tea and adding the goodness of its health benefits.

The key driver for consuming green tea is its bundle of health benefits, though meaning of health not same for everyone. It was found that, among Gen Y customers, being in shape is being healthy and that's the benefit they look forward to from the green tea brands. Lipton Green tea and Tetley Green are the two brands, leveraging from this image of being the "Fitness Mantra". Though the same mantra cannot work for entire market, so markets have to very closely understand their customers to tap the very fast growing green tea market.

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