

Effect of Socio-Economic Characteristics on the Purchasing Behavior of Green Tea Consumers of Dhaka City

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Abstract

From the very early days, tea has become a popular drink to people of all ages in Bangladesh and worldwide. Many people start their morning with drinking a cup of tea. Along with the tradition of drinking tea, recently the benefits of tea are clinically proven. Though the history of black tea consumption in our country is very old, now-a-days green tea has gained intense popularity among the people of Bangladesh. Now the major tea companies of Bangladesh have started selling and marketing of green tea products in market. Through this study, researcher tried to find out a profile of socio-demographic characteristics of green tea consumers and their effect on the purchasing behavior of the green tea consumers. From the analysis, it is found that young people aged 20-30 years and students have become more interested to drink green tea regularly. Women drink more green tea than male. Highly educated and high income people are more interested to buy green tea. Purchasing factors such as quality, price, quantity, brand name and convenience have different effect on decision making process of green tea consumers. Intensive promotion focusing health benefits can increase long term effect on habit formation of green tea consumption.

Keyword: Green tea, Socio-Economic Characteristics, Purchasing Behavior, Green tea consumers

Introduction

Tea (*Camellia sinensis* L.) is grown on different land elevation which is the oldest and best beverage in the world next to water (Choudhury, 1989). There are three types of tea: green, oolong and black. Black tea and green tea contain caffeine (1 to 5) % of its dry weight (Amra et al., 2006) depending on type, brand (Bennett and Bonnie, 2001) and brewing method (Hicks et al., 1996). The polyphenol contents are one of the major constituents of tea which is reported to account for up to 40 % of the dry weight (Clement, 2009). Green and Oolong tea are the most widely consumed beverages in Asian countries and have been familiar in China and Japan from centuries (Zaveri, 2006). Green tea hails from the two leaves and a bud of the *Camellia Sinensis* plant that have undergone minimal oxidation during processing. Though recently green tea gained high popularity in this sub-continent, both green tea and black tea originate from the same exact plant species. Green tea is made from unfermented leaves and is pale in color and slightly bitter in flavor, originated mainly in China. Recently, different types of green tea are grown and produced all over the world, including China, Japan, India, Sri Lanka, Taiwan, Bangladesh, New Zealand, Hawaii and even South Carolina.

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Not all green tea tastes the same, even though it all comes from the same plant variety. It depends not only on the processing method the tea producer's use, but also on the cultivation practices the tea growers use as it's plucking and pruning system; apply of chemical and heat at the time of drying and its cutting. Organic farming process also makes an impact on the taste of green tea. Black tea is consumed principally in Europe, North America and North Africa while green tea is drunk throughout Asia (McKay & Blumberg, 2002). Though the culture of drinking tea among Bangladeshi people is very old, but most of the people are remained ignorant about the use of green tea, the process of consumption and its effect on health and mind for quite a long time. Now people have become conscious about the healthy properties of green consumption and green tea has gained a special attention to the consumers. The aim of this paper is to get an understanding the socio-demographic characteristics of green tea consumers of Dhaka city and their impact on the factors customers consider at the time of purchasing green tea brands.

Green tea has been gaining popularity due to raising consumer awareness of its health benefits and its medicinal value. Recent studies suggest that green tea contains powerful antioxidants. Green tea is made from unfermented leaves and reportedly contains the highest concentration of powerful antioxidants called polyphenols. As a source of dietary antioxidants tea infusions are also impart various physiological effects such as stimulant, refreshment, pain relief, reducing body mass, anti-cancer, reducing cardiovascular disease and strengthening the immune system [Hsu A et al., 2010]. Green tea has higher concentrations of catechins than in black tea, where catechins is a source of natural antioxidant and causes many health benefits (Jayakeerthana. 2016). Epidemiological studies suggest that consumption of green tea may have a protective effect against the development of several cancers, some oral diseases and solar radiations (Cabrera, 2013). Tea is an important dietary source of flavanols and flavonols (biologically active constituents of tea). According to Hakim et al. (2000) the flavonoid concentration of any particular tea beverage depends upon the type of tea (e.g., blended, decaffeinated instant) and preparation (e.g., amount used, brew time, temperature).

Literature Review

Green tea has been used traditionally in China for thousands of years for its health-preserving and revitalizing power. Though the taste of green tea is bitter, now many people have become interested in taking green tea for its healthy properties. Most of the people in developing countries started tea drinking because of its uncommonly good taste and flavor, relatively reasonable price compared with other stimulant drinks available in the market. Now consumers become conscious about the healthy benefit effect of tea drinking along with their habitual consumption and they prefer green tea because of its medicinal properties.

Consumer's demographic characteristics especially age, gender and occupation play a significant role on consumer behavior.

Influence of socio-economic characteristics on consumption pattern

Consumer's socio-demographic characteristics have high influence on the food consumption behavior. Especially green tea which becomes popular as a healthy and sustainable diet requires

changing existing behavioral pattern and lifestyle. It is generally agreed that food-related behaviors are complex and determined by the interplay of many factors, including physiological factors; socio-demographic characteristics such as education, income, ethnicity and availability of food; behavioral and lifestyle factors; and knowledge and attitudes related to diet and health (Terry et al. 1991; Slack, 1996). Among the early adopters characterized relatively high education and income pay more attention on buying green products. Among the socio-economic characteristics, education has a significant influence on choosing healthy dietary habit. According to Irala-Estevez et al. 2000, higher level of education may increase the ability to obtain or to understand health-related information in particular needed to develop health promoting behavior and beliefs in the field of food habit. In a study of Drywien, et al. (2015) it was found that education affects the rates of tea consumption, where those with higher education, daily drank more which may be related to having a higher awareness of the tea's health benefits. In another study, Varun (2008) identified that education was the only major factor significant with respect to the demand for tea and coffee.

Women also decidedly drank more one cup green tea than men. Another study (Naveed, et. al. 2014) explained that use of green tea is more common in professionals than in nonprofessionals. In general, less educated and lower income groups appear to consume a less healthy diet (Smith & Baghurst 1992). In parallel, Sangeeta et al., (2007) studied that income level, occupational structure and the literacy levels showed a positive relationship with the consumption pattern. Along the education other demographic characteristics also influence the consumption pattern of food. According to Yesodha Devi and Kanchana (2007) age, occupation, religion, income level and number of members in the family have significant influence on the purchase quantity in Coimbatore city. Sabur, et. al. (1997) studied the food consumption pattern of people in Mymensigh, Bangladesh and indicated that per capita consumption of food in general increased significantly with per capita income. A positive correlation between food items consumed and monthly income was also found by Noreen (2002). Mmakola et al. (1997) in South Africa found the household size and higher income consumers of urban area had a significant correlation with food items consumption. Among different socio-demographic characteristics, the effect of age, occupation and gender differences on the green tea buyer's brand preferences have been investigated in this present study.

Factors affecting purchasing behavior

A Chinese study published recently in the Archives of Internal Medicine showed a 46%-65% reduction in hypertension risk in regular consumers of oolong or green tea, compared to non-consumers of tea. Including the existence of anti-oxidant properties of green tea, people mostly take green tea for refreshment and for weight loss. For most people, tea is considered as an inexpensive drink and is thus affordable to all social classes worldwide. New trials will benefit from the use of standardized teas and tea extracts (Hakim, 2003). Development of tea-bars encourages out of home consumption which offers a side selection at premium prices and is considered fashionable among a certain age group.

Along with the demographic characteristics, quality of the product, price, availability, brand name, wide selection of product and quantity also create influence on the purchasing decision of consumers. Mullet & Karson (1985) considered that consumer attitude towards a product or brand, coupled with the role of external factors, constitutes consumer's purchase intention. Among different external factors, product itself plays a great influence on purchase decision of customers. The product attributes used in previous studies are quality, price, availability, variety, assortment and value of the products (Gwin and Gwin, 2003). Product quality is an important determinant for the customers for purchasing a brand. Anderson and Mittal (2000) considered product quality as the most influencing product attribute in customer's purchase decision. In developing countries, price of the product plays an important role in evaluating the brands and purchasing decision of consumers. Sharma (1997) conducted a study to determine the factors influencing food consumption in general and found that price was an important factor which influenced the consumers' choice of food items. In another study of Mahajana Shetty et al. (2006), price was given maximum relative importance and brand was of minimum relative importance in the overall decisions regarding the purchase of liquid milk.

Availability of nearby shops, quantity and brand name have been also got importance on consumer preference of choosing brands. A study on coffee consumption pattern in India indicated that average growth of coffee consumption is 2.14 percent from 1951 to 2003 and market development in non-traditional areas was considered as one of the major important factors (Radhakrishnan, 2004). The most important factor influencing the consumer's preference of green tea is quantity among the respondents of Edore city of India (Maheswari & Vishnuvarthani; 2014). Along with these factors, in many products category brand name can perform as a competitive advantage in market. Brand name or brand image was positively related with consumer buying behavior (Shehzad, et al. 2014, Alamgir, et al. 2010). Therefore, the relevant research literatures are guided towards hypothesizing the factors influencing the buying behavior of green tea consumers.

Objectives

The main objective of the study is to examine the purchasing behavior of green tea consumers of Dhaka city. The specific objectives are:

1. to investigate the socio-demographic characteristics of green tea consumers.
2. to understand the consumption behavior of green tea consumers.
3. to measure the effect of socio-economic factors on the buying behavior of green tea consumers of Dhaka city.

Methodology

After reviewing the previous literatures, an exploratory research has been conducted to find out the actual factors that affect the consumer's purchasing decision of green tea brands available in market. As consumption habit of green tea among consumers is relatively new and awareness about its health benefits is limited, initial primary data has been collected from the selected MBA

students who regularly drink and purchase green tea. After investigating the relevant literatures and weighting the factors influence buying behavior of selected students, five important criterions have been chosen for further investigation. Then a descriptive research was conducted by using a self-administered, close-ended structured questionnaire to collect the primary data. Quantitative data has been collected from the respondents through mall-intercept survey method. This study was geographically concentrated in Dhaka City and primary data were collected through face-to-face interviewing method from the major super stores of Dhaka Metropolitan City. Respondents were collected in combination of simple random and judgment sampling method. A total of 315 questionnaires were distributed among the shoppers of super stores from 3rd October till 15th October, 2017. From 315 questionnaires, 180 questionnaires were filled-up and collected. Ten collected questionnaires were not filled up properly, therefore 170 questionnaires were considered as usable for further analysis. Data on socio-demographic features (gender, age, education, profession, family size and family income), green tea consumption behavior and preferential factors that influence purchase decision of green tea consumers were collected. For analysis of the collected data SPSS software has been used. Referencing was done by the publication guidelines of the American Psychological Association (2001).

Analysis and Findings

Socio-Demographic study of the respondents

The result of the analysis (table-01) shows the demographic profile of green tea consumers of Bangladesh. In case of gender, among the respondents women (66%) drink more green tea than male. Though green tea is relatively new healthy diet in Bangladeshi market, it has got an interesting attention among female consumers. In profession category, it has been found that green tea has become popular to the students accounted 53%, where among the other professionals response rate had reflected relatively the same. Among the young consumers green tea has gained enough interest and 80% respondents aged 20-25 and 25-30 years. In terms of education, highly educated respondents (58%) are ware and prefer green tea which is consistent with other research findings (Drywien, et al., 2015; Irala-Estevez, 2000). In the category of family size, most of the respondents (41%) belong to nuclear family ranged 2-4 family members and 39% respondents encompass 5-7 family members. Among 170 respondents, in case of income, 46% (78) respondent's family income ranged from 30000-40000 tk. which indicates high income group from the perspective of Bangladesh drinks green tea regularly.

Table01: Demographic Profile of Consumers

		Frequency	Percentage (%)
Gender	Male	58	34.11
	Female	112	65.9
	Total	170	100.0
Age Group	15-20 years	12	7.1
	20-25 years	57	33.5
	25-30 years	78	45.9
	30-40 years	11	6.5
	40+ years	12	7.1
	Total	170	100.0
Profession	Businessman	22	12.9
	Service	23	13.5
	Student	90	52.9
	Housewife	23	13.5
	Other	12	7.1
	Total	170	100.0
Education	Secondary	29	17.0
	Higher Secondary	31	18.24
	Graduation	60	35.30
	Post-Graduation	39	23.0
	Others	11	6.47
	Total	170	100.0
Family size	2-4	69	40.58
	5-7	66	38.8
	8-10	23	13.5
	10+	12	7.05
	Total	170	100.00
Family Income	20000-30000tk.	33	19.41
	30000-40000tk.	78	45.88
	40000-50000tk.	45	26.47
	50000+tk.	14	8.23
	Total	170	100.00

Source: Primary Data Analysis

Consumption behavior of green tea consumers

Table-02 indicates the results of the consumption behavior of the respondents regarding Green tea such as drinking time, frequency of drinking green tea, sources of awareness, purposes of drinking and factors stimulate the purchasing decision among green tea brands are examined by using Simple Percentage Analysis. Primary data analysis reflects that most of the consumers drink green tea daily in the afternoon. Different consumption behavior has been found on the table statistics (table-02). In terms of reasoning drinking green tea, highest number of consumers prefer green tea because of its health value and at the time of choosing green tea brands they are highly conscious about its price and quality. Friends and relatives are the good

source of awareness about green tea consumption where mass media plays a very insignificant role in awareness building.

Table 02: Simple percentage statistics of the respondent's consumption behavior

Variables		No. of Respondents	Percentage (%)
Drinking time	In the morning	15	8.8
	In the afternoon	45	26.5
	In the evening	20	11.8
	At night	14	8.2
	No specific time	76	44.7
Drinking frequency	Daily	62	36.47
	1-3 times weekly	50	29.41
	4-6 times weekly	26	15.29
	Less than once weekly	18	10.59
	Not regularly	14	8.24
Reasons for drinking green tea	Healthy drink	90	52.9
	Taste	11	6.5
	Stimulant	34	20.0
	Thirst	23	13.5
	Other	12	7.1
	Total	170	100.0
Factors influence purchasing behavior	Price	59	34.70
	Quality	56	32.94
	Availability	30	17.64
	Brand Name	14	8.23
	Quantity	11	6.5
	Total	170	100.0
Source of awareness	Friends	62	36.47
	Relatives	44	25.88
	Marketing executives	38	22.35
	Internet	15	8.82
	Television/ Radio	11	6.47
	Total	170	100.0

Source: Primary Data Analysis

Impact of socio-economic characteristics on purchasing behavior of green tea

The behavior of consumer is very complex and difficult to predict. The decision making process of individual proceeds to purchase after evaluating the criterions of products and services. In this study, among different demographic characteristics age, education level and gender have been taken into consideration to evaluate their impact on the purchasing decision criterions of green tea brands. Therefore, to measure the hypotheses the results of cross-tabulation method has been shown in the following section. A comprehensive interview schedule is given to 170 sample consumers in order to know the factors influence their buying decision.

Table03: Effect of gender on purchasing behavior of green tea consumers

Gender		Purchasing factors					Total
		Price	Quality	Availability	Brand Name	Quantity	
Female	Count	40	18	0	0	0	58
	Expected Count	20.1	19.1	10.2	4.8	3.8	58.0
Male	Count	19	38	30	14	11	112
	Expected Count	38.9	36.9	19.8	9.2	7.2	112.0
Total	Count	59	56	30	14	11	170
	Expected Count	59.0	56.0	30.0	14.0	11.0	170.0

Table 04: Chi-square test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	58.352 ^a	4	.000
Likelihood Ratio	73.736	4	.000
Linear-by-Linear Association	48.183	1	.000
N of Valid Cases	170		

a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 3.75.

Source: Primary Data Analysis

According to the table-03, most of the female consumers consider price while male consider quality at the time of choosing green tea brands. Pearson chi-square tests for independence (categorical variables) or t-tests for independent samples (continuous variables) were used to examine the differences in demographic characteristics among the preferential factors of choosing tea brands. Here the null hypothesis is rejected since significance level is less than .05 which explains that gender of consumers has an effect on the preferential criterions of choosing tea brands (table-04).

Table 05: Effect of education on purchasing behavior of green tea consumers

Education level		Purchasing factors					Total
		Price	Quality	Availability	Brand Name	Quantity	
Secondary	Count	0	1	3	14	11	29
	Expected Count	10.5	9.6	5.1	2.4	1.9	29.0
Higher Secondary	Count	0	4	27	0	0	31
	Expected Count	10.8	10.2	5.5	2.6	2.0	31.0
Graduation	Count	15	45	0	0	0	60
	Expected Count	20.8	19.8	10.6	4.9	3.9	60.0
Post-graduation	Count	39	0	0	0	0	39
	Expected Count	13.5	12.8	6.9	3.2	2.5	39.0
Other	Count	5	6	0	0	0	11
	Expected Count	3.8	3.6	1.9	.9	.7	11.0
Total	Count	59	56	30	14	11	170
	Expected Count	59.0	56.0	30.0	14.0	11.0	170.0

From table-05, high educated consumers are searching for quality and price at the time of choosing green tea brands. Chi-square test shows that the null hypothesis is rejected as the education of consumers has an influence on the purchasing behavior of green tea consumers at <.05 significance level (table-06).

Table 06: Chi-square tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	355.357 ^a	16	.000
Likelihood Ratio	314.919	16	.000
Linear-by-Linear Association	124.436	1	.000
N of Valid Cases	170		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .71.
 Source: Primary Data Analysis

Table-07 reflects the influence of age group on the preferential factors and identified that young people with the age limit between 20-25 years search for price whereas consumers ranged between 25-30 years look for quality at the time of purchasing green tea brands. Table-08 indicates that the null hypothesis is rejected at .05 significance level and the factors affecting the purchasing decision of green tea consumers vary according to the different age group.

Table 07: Effect of age on the purchasing behavior of green tea consumers

Age		Purchasing factors					Total
		Price	Quality	Availability	Brand Name	Quantity	
15-20	Count	12	0	0	0	0	12
	Expected Count	4.2	4.0	2.1	1.0	.8	12.0
20-25	Count	47	10	0	0	0	57
	Expected Count	19.8	18.8	10.1	4.7	3.7	57.0
25-30	Count	0	45	30	3	0	78
	Expected Count	27.1	25.7	13.8	6.4	5.0	78.0
30-40	Count	0	0	0	11	0	11
	Expected Count	3.8	3.6	1.9	.9	.7	11.0
40+	Count	0	1	0	0	11	12
	Expected Count	4.2	4.0	2.1	1.0	.8	12.0
Total	Count	59	56	30	14	11	170
	Expected Count	59.0	56.0	30.0	14.0	11.0	170.0

Table 08: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	416.823 ^a	16	.000
Likelihood Ratio	297.254	16	.000
Linear-by-Linear Association	131.717	1	.000
N of Valid Cases	170		

17 cells (68.0%) have expected count less than 5. The minimum expected count is .71
 Source: Primary Data Analysis

Discussion and Conclusion

Green Tea is an aromatic beverage which is the most widely consumed beverage in the world and it has a cooling, slightly bitter, and a stringent flavor that many people enjoy. Awareness about healthy-diet increases green tea consumption among different level of people. The present study reflects that female consumers prefer to drink green tea rather than male. In parallel, among the highly educated people and young generation green tea has become more popular than other sections of the society. In terms of purchasing behavior, significance of purchasing factors is changing according to the difference in the socio-demographical characteristics of consumers of green tea. Quality and price of the green tea products influence more on consumption behavior of green tea. Therefore, to achieve competitiveness in the tea market the market leaders and policy makers can initiate to reduce the cost of green tea to the final customers.

Green tea has been historically promoted for having a variety of positive health benefits being easy available, tasty and affordable beverage than other alternative drinks. Green tea contains less caffeine than black tea, coffee and carbonated soft drinks available in the market, and is rich in antioxidant and additives. In a study of Drywien et al. (2015), it has been suggested that due to the proven health benefit of drinking green tea, it seems reasonable and appropriate to promote and popularize this custom. The study also revealed that health had a greater influence on tea consumption which led the Group to recommend strengthening consumer awareness of the health benefits of tea consumption through an international generic promotion program (Klonaris, S. (2011). Promotion through retailers and authentic advertisement can play a significant role in generating attention among all sections of people. Certification and labeling should be maintained strongly by the marketers as customers are more conscious about the quality of green tea.

To attend the beneficial results of drinking green tea preparation and types of tea are very important. Frequency and timing of intake should be suggested by the authentic source, as these factors directly affect the health benefit. Best use of additives and merits should be revealed to the customers. Different consumer research findings suggest that consumers become motivated to buy green food when they perceived it to be healthier, more nutritious, and better tasting than other foods. If the consumers of Bangladesh become more interested in consuming green tea, then tea gardeners and traders will give more attention on green tea production.

Limitation of the study

This study suffers some limitations. The major limitation was the respondents of this study are geographically concentrated in Dhaka city which may not provide the complete picture of the whole nation's purchasing behavior. Additional number of socio-demographic characteristics of consumers may reflect different behavioral facets of the population. Though the beneficial effect of green tea has been explored in different studies, but no single item of food can be predictable to provide significant effect on public health like green tea. Along these limitations, the researcher believes that the findings of this study will provide guidelines to predict the behavioral aspects of potential green tea customers and for strategy formulation by green tea marketers and retailers.

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- The demand for green tea is constantly growing therefore it is essential to understand the consumer behavior towards green tea especially in India. The manufacturers and marketers in tea industry can offer appropriate green tea for attaining customer satisfaction. At present there is no specific study with regard to customer satisfaction towards green tea especially in Hyderabad in India.
- The present research is a sincere effort to establish relation between consumer behaviour and consumption pattern and to statistically establish the interrelation between consumer behaviour and consumption

pattern with respect to t(18) *Consumer Buying Behaviour in Relation to Consumption of Tea – A Study Of Pune City*. Available from: https://www.researchgate.net/publication/236172487_consumer_buying_behaviour_in_relation_to_consumption_of_tea_-_a_study_of_pune_city [accessed May 14 2018].

Tea report (2006) discussed briefly about the consumption pattern of tea in the country and consumer's insight towards the consumption of the beverage. It focused on the aspect of brand loyalty and individual perception while buying and consuming tea. It also emphasized on impact of advertisement on consumer and retailer and the availability of different brands in the market. Reference: Tea Digest of Tea Board, 2006.

The entire study is made to find out whether all these factors like popularity of particular tea brand, colour, aroma, price and brand loyalty really influences tea consumption behaviour of a consumer. All these attributes/traits are highly responsible with tea consumption.

Consumer Buying Behaviour In Relation to Consumption of Tea – A Study of Pune City. Munmun Ghosh & Arindam Ghosh, International Journal of Sales & Marketing, Management Research and Development (IJSMMRD) Vol.3, Issue 2 Jun 2013, 47-54 Available from: https://www.researchgate.net/publication/236172487_consumer_buying_behaviour_in_relation_to_consumption_of_tea_-_a_study_of_pune_city [accessed May 14 2018].

From the findings, price is considered as one of the major determinant influences the buying intention of green tea. Therefore, to achieve competitiveness in the tea market the market leaders and policy makers can initiate to reduce the cost of green tea to the final customers.

These findings are in complete agreement with results of Noreen (2002), who reported that household size had a positive correlation with food items consumed, in her study. Therefore, the rate of increase in food consumption was dependent on household size and population growth (Salama, 1995; Begum et. al., 2010). Therefore, from the literatures