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CHAPTER-1

INTRODUCTION TO THE STUDY

INTRODUCTION

Tea is indigenous to India and is an area where the country can take a lot of pride. This is mainly because of its pre-eminence as a foreign exchange earner and its contributions to the country's GNP.

In all aspects of tea production, consumption and export, India has emerged to be the world leader, mainly because it accounts for 31% of global production. It is perhaps the only industry where India has retained its leadership over the last 150 years. Tea production in India has a very interesting **history** to it.

The range of tea offered by India - from the original Orthodox to CTC and Green Tea, from the aroma and flavor of Darjeeling Tea to the strong Assam and Nilgiri Tea-remains unparalleled in the world.

A brand is name , term sign , symbol , or design or a combination of them , intended to identify the goods or service of one seller or group of seller and to differentiate them from those of completions under trademark law the seller is granted exclusive right to the use of the brand name in perpetuity. Brand differs from other assets such as patents and copyright.

The tea industries in Bangalore have invested corers in the market and have invested even more to sustain their position in the market. Mach of the expenditure goes into promotional activities which targets the market through a wide variety of media in the tea industry different brand has to rely status in the market such accurate information can be mode available only through collecting first hand information from consumers and traders.

The whole approach of marketing pivots around is meeting the customer/trader needs. It is essential to understand what the cost. Consumer/trader needs. How the consignor and traders perceives the product. What exactly does consumer/trader needs to derive out of the product and now consumer mails the brand choice decision.

The research attempts to investigate the market positional brand image of tea powder in Bangalore City. Tea companies, which has become now highly competitive in benign more consumer Oriented.

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as how

- The psychology of how consumers think, feel, reason, and select between different alternatives (e.g., brands, products);
- The the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media);
- The behavior of consumers while shopping or making other marketing decisions;
- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome;
- How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and
- How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

BRANDING:

Branding means a name, term, sign, symbol, design or mix there has used to identify the product of one firm and to distinguish it from the competitive products. The major function of branding is to create an identification of product so that it can be easily recognized and Distinguishable by its brands. The consumer has an assurance of quality and consistency in the product attributes being offered.

Brands binds up unique reputation for its owner facilitates new product introduction in terms of easy and immediate recognition and favorable consumer disposition. Sometimes the popularity of the brand renders them out of the common man reach because they command a premium price.

Building up brand recognition and loyalty are very expensive. So the small firms can not afford it. Now a days Indian customers are found more brand loyal.

Main purpose of branding:

- To conform legal protection offered by inventors patented.
- To guarantee the quality and homogeneity after the seller and buyer had lost face to face contact.
- To differentiate their products.

BRAND IMAGE:

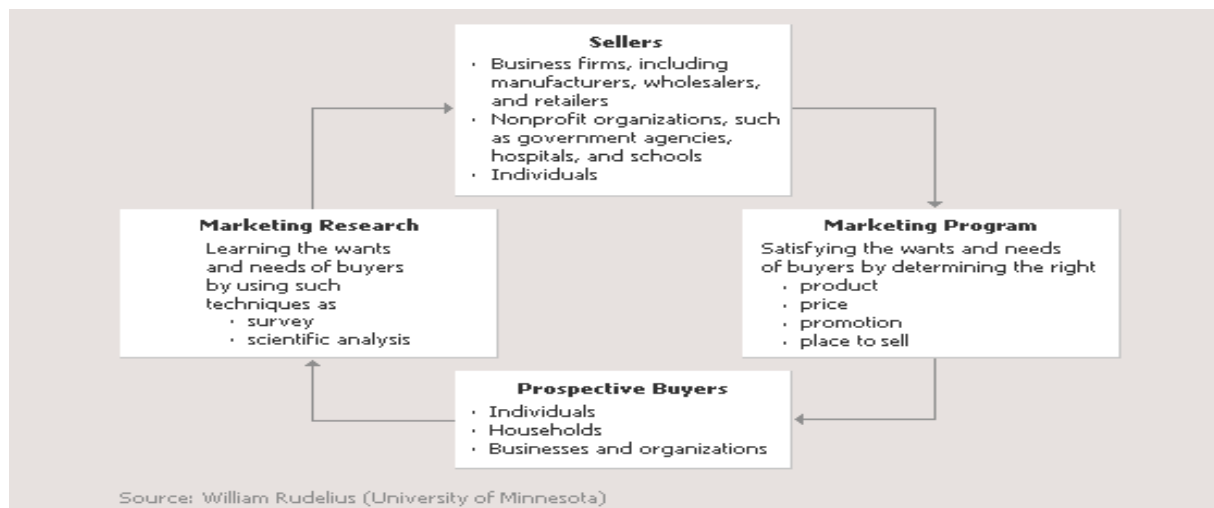
How the brand is perceived is known as Brand Image. In other words, the customers and others perceive is known as Brand Image.

Today brand customer relationship can be based upon a host of positive feelings. Such as admiration, friendship, having fun and being a part of some community.

Now a company or an organization which want to exist in the market must have to create a good and a strong brand image in the mind of consumer. So now all big corporate business houses paying much attention in creating a strong brand image in the heart of society.

As such the use of brand image by advertising function and other marketing programs initiated by the companies.

Marketing research is a pivotal part of the marketing process. By referring to studies of prospective buyers' needs, wants, and tastes, providers of goods and services can tailor their marketing programs. The results of marketing studies suggest to sellers not only what they should sell or provide but also where to offer particular goods and services, how to advertise them, and how to set prices.



“Marketing research is a systematic gathering recording and analysis of data about marketing profiles towards the end of providing information useful in marketing decision making”

-Stiff & Endiff

“Marketing research as the function that links the consumer and public to the market through information used to identify and define marketing opportunities and problems, to generate, define marketing actions to monitor marketing performances and to improve understanding of marketing process.”

- Philip Kotler

Marketing research is a critical part of such a marketing intelligence systems. It helps to improve management decision making by providing relevant, accurate and timely by information. Every decision poses unique needs of information and relevant strategies can be developed based on the information gathered through marketing research.

Research in common parlance refers to a search of knowledge. The man employs for obtaining the knowledge of whatever the unknown can termed as research. The information gathered by research reducing the risk involved in the business decision. Thus a careful research program has a significant role in the success of business organization.

Market Research is defined as objective and formal Process of systematically obtaining, analyzing and interpreting data for actionable decision making in marketing.

In today's world all the business an industries are dynamic. They have to move with the present scenario of particular industries are dynamic. They have to move with the present scenario of particular industry they are in, therefore marketing research is an important tool, which helps them to prepare themselves with better products and services.

The whole approach of marketing pivots around is meeting the customer/trader needs. It is essential to understand what the cost. Consumer/trader needs. How the consignor and traders perceives the product. What exactly does consumer/trader needs to derive out of the product and now consumer mails the brand choice decision.

CHAPTER-2

RESEARCH METHODOLOGY OF THE STUDY

RESEARCH METHODOLOGY

Statement of the problem:

The researcher attempts to investigate the market positional brand image of tea powder in Bangalore City. Tea companies, which has become now highly competitive in benign more consumer Oriented.

The researcher through this study hopes to find a quality and quantity employed by the companies and their effects on customer and retirees satisfaction

Objectives of the study:

To find out the brand image of different tea powder, which includes the following:

- i. Favorite tea of consumers
- ii. Main consumption brand
- iii. Main consumption pattern
- iv. Traders satisfaction
- v. Leading brand in market
- vi. Consumers opinion about advertisement
- vii. Consumers opinion about quality
- viii. Traders opinion about packing, distribution, advertisement commission serve etc.
- ix. Consumers suggestions to enhance the guilty of the tea

Need for the study:

The tea industries in Bangalore have invested corers in the market and have invested even more to sustain their position in the market. Mach of the expenditure goes into promotional activities which targets the market through a wide variety of media in the tea industry different brand has to rely status in the market such accurate information can be mode available only through collecting first hand information from consumers and traders.

Scope of the study

1. The companies can easily regulate the production and manage its sales activities by the behavior of consumers and the tea industry
2. The companies can introduce new schemes and sales promotional programs.
3. The industry can give its advertisement through the most effective media

The research project is mainly processed for the purpose of finding the brand image of different tea powder towards the consumer and traders.

Fundamental of the success of any formal research project is a sound research design is to ensure that the relate data are collected accurately and economically. The research design is purely and simply the frame work or plan for a study that guides the collection and analysis of data.

The process of designing a research study involves many inter related decisions. The most significant decision is the choice of research approach. Because it deformities have the information will be obtained tactical research decisions are made once the research approach has been chosen here the focus is on the specific measurement to be made or questions to be asked

The structure and length of the of the questionnaire, and a procure choosing a sample to be interviewed, The study conducted was exploratory in nature, since it involved a survey of consumers and traders.

Data sources: Both primary &secondary data

Research approach: Survey method

Sample plan: sample size

Contact method: Direct/ personal

Sample process

A few units of population under study are considered for analysis is called sampling method. There are two main categories of Sampling method. There are two main categories of sampling techniques such as;

- (i) Probability sampling
- (ii) Non- probability sampling

Sampling procedure depends upon the research objectives to be accomplished through the investigation. There can be choice between probability and no- probability procedures. It depends upon the nature of the project and accuracy demanded.

Probability sampling:

Probability sampling involves four considerations. First the target population the gripe about which information is being sought-must be specified. Second, the method for selecting the sample needs to be developed. Third, the sample size must determine. The sample size will depend on the accuracy needs. The variation within the population, and the cost family the non-response problem

Definition of the Population:

A population can be defined as the set of all object that posses some common set of characteristic not respect to a marketing research problems. For this research the researcher collected data from consumer and traders.

Sample size:

Simple the world population cannot be surveyed in a single research project the research has to selected a relevant fraction of the population which is a represent active of the entire population.

In this study the sample size taken was 100 consumer and 100 sample from traders.

Sample technique adopted:

For the research has selected cluster sampling method, because it is very useful when there is incomplete information on the composition of population in the era of survey and when it is desirable to save time and costs by limiting the study to specific geographical areas.

Source of Data

Thus research design has made a wide variety of methods to consider either singly or in combination. They can be grouped first according to whether they use secondary or primary data.

Secondary Data

Secondary data are data were collected by persons or agencies for purpose other than solving the problem at hand. They are one of the cheapest and easiest means or uses to information. The most significant benefits secondary data after a researcher are saving in cost and time. Secondary data research involves just spending a few days in the library extracting the data and reporting them.

For the research secondary data information from various books of Published Source and unpublished Source

Primary Data:

Primary data's are those details which are collected directly from consumers there are different methods of Primary data collection.

- (i) Personal Interview.
- (ii) Telephone Interview.

Data Collection Instrument :

For this personnel interview , the researcher has prepared structured questionnaires.

Field Work:

Field work is an important part of a research work for this research the researcher collected data from Bangalore district before giving questionnaire the researcher explained the importance of this survey after this the researcher gave questionnaire , to consumers and traders . They themselves filled it on the spot . Then the researcher collected the filled questionnaire from them.

Questionnaire: It is a data gathering instrument used to collect information from respondents.

Primary Data: Data collected for the first time for a specific study from the field .

Secondary Data: Data which already exists has been collected.

Limitation of the Study:

- i) The consumers opinion and different decisions are frequently changing subject to different conditions.
- ii) Because of bias, some traders and customers may not give proper information.
- iii) Limitation of time: Because of the times limit the researcher has collected only few numbers of samples from traders and consumers .

CHAPTER SCHEME:

1. Introduction:

This chapter gives a brief introduction about market research and about the brand , brand image.

2. Research methodology:

This chapter outline the research method employed for the study from where the data obtained what are the sampling size , scope of study , objectives of the study and need for the study limitation of the study and source of data .

3. Profile of the industry:

This chapter contains the details about the tea industry.

4. Data analysis:

This chapter contains the statistical analysis part of the questionnaire data.

5. Conclusions and Recommendation:

This arises from data analysis and highlights its conclusion and finally recommendation.

6. BIBLOGRAPHY

7. ANNEXURE.

CHAPTER-3

PROFILE OF THE INDUSTRY

PROFILE OF THE INDUSTRY



There are various legends surrounding the origins of tea. Perhaps the most famous is the Chinese story of Shen Nung, the emperor and renowned herbalist, who was boiling his drinking water when leaves from a nearby tea shrub blew into the cauldron. He tasted the resulting brew, and the beverage of tea was born. An alternative story claims that links tea drinking to the Indian prince Bodhidharma, who converted to Buddhism and in the sixth century and went to China to spread the word. He believed that it was necessary to stay awake constantly for meditation and prayer, and took to chewing leaves from the tea shrub, which acted as stimulant, helping him stay awake. (An alternative, more macabre version has Bodhidharma accidentally falling asleep, and upon waking cutting off his own eyelids in disgust at himself. He threw the eyelids away, and from them sprouted the first tea shrub.)

Part of the problem in pinpointing the origins of tea stems from the fact that the Chinese character t'u is used in early sources to describe infusions made from several different plants, not necessarily just tea. By the third century AD though a new character, ch'a, was developed to refer specifically to tea. Ch'a is very similar in its calligraphy to t'u, and its development suggests that tea had become such a popular drink that it needed its own character. The word ch'a is now sometimes used in English to refer to China tea.

Tea was certainly known as a beverage in the time of Confucius (c.551-479 BC) and grew in popularity during the Han Dynasty (206 BC - 220 AD). By the time of the Tang Dynasty (618-906 AD) tea was the national drink of China, spreading from court circles to be popular throughout Chinese society. It was during this time that the practice developed of sending finest teas to the emperor's court as a tribute to him. At this time, it was manufactured in brick form: the tea leaves were pounded and pressed into a brick-shaped mold, then dried. To prepare the tea, part of the brick was ground down, and the result was boiled in water. Later, powdered tea was developed from green tea leaves. This gained popularity during the Sung Dynasty (960-1279 AD). Boiled water was poured onto the powder and left to brew, and the resulting liquid was whisked into a frothy tea. It was during this period that tea drinking became popular in Japan,

reintroduced there by a Zen Buddhist monk who had been studying in China. So in Japan, it was the Sung method of preparing tea that took hold

The East India Company was perhaps the most powerful commercial organization that the world has ever seen. In its heyday it not only had a monopoly on British trade with India and the Far East, but it was also responsible for the government of much of the vast Indian sub-continent. Both of these factors mean that the East India Company (or, to call it by its proper name, the British East India Company) was crucial to the history of the tea trade.

Major Brands:-



Tea Facts

Drink your way to the top...



80% of office workers now claim they find out more about what's going on at work over a cup of tea than in any other way.

Big in India...

Apart from tourism, tea is the biggest industrial activity in India.

A long time ago...

Tea was created more than 5000 years ago in China.

The first book...

The first book about tea was written by Lu Yu in 800 A.D

Arrived in Europe...

Tea firstly appeared in Europe thanks to Portuguese Jesuit Father Jasper de Cruz in 1560.

How many cups a day...

The number of recommended cups of tea to drink each day is 4, this gives you optimal benefit.

Bag it up...

96% of all cups of tea drunk daily in the UK are brewed from tea bags.

As you like it...

98% of people take their tea with milk, but only 30% take sugar in tea.

A cup of tea to keep the dentist away...

Tea is a natural source of fluoride that can help protect against tooth decay and gum disease -

And the doctor away...

Tea has potential health maintenance benefits in cardiovascular disease and cancer prevention. -

Good for you...

Tea contains half the amount of caffeine found in coffee.

Everyone's favorite...

By the middle of the 18th Century tea had replaced ale and gin as the drink of the masses and had become Britain's most popular beverage.

Teas from India



India is one of the main tea growers, exporting more than 523,000 hectares under cultivation. Although indigenous to the Assam region, the first commercially produced teas were raised from seeds brought from China.

By the 1840s, India was producing regular shipments for sale at auction in London, and gradually the planting of estates grew throughout the country from Nilgiri in the south to Darjeeling in the north.

The plantations range from low-grown areas (sea level up to 2000ft) to high-grown (more than 4000 ft high). Generally plucked from March to October, each area produces teas of distinctive character. The Tea Board of India has endorsed several speciality blends so that their quality and consistency is assured.

Although India produces mostly black teas, a small amount of green tea (1% of total production) is produced mainly for the Afghanistan market

Media Center - Tea News

New study shows black tea helps with stress relief



Drinking tea can help you recover more quickly from the stresses of everyday life, according to a new study by UCL (University College London) researchers. New scientific evidence shows that black tea has an effect on stress hormone levels in the body.

The study, published in the journal *Psychopharmacology*, found that people who drank tea were able to de-stress more quickly than those who drank a fake tea substitute. The study participants - who drank a black tea concoction four times a day for six weeks - were found to have lower levels of the stress hormone cortisol in their blood after a stressful event, compared with a control group who drank the placebo tea for the same period of time.

In the six week study, participants gave up their normal tea, coffee and caffeinated beverages, then one group was given a fruit-flavoured caffeinated tea mixture made up of the constituents of an average cup of black tea whilst the control group was given a caffeinated placebo identical in taste. Both groups were subjected to challenging tasks, while their levels of stress were measured.

Science calls for more cup



When measured both groups showed evidence of similar stress levels, however, 50 minutes after the task, cortisol levels had dropped by an average of 47 per cent in the tea drinking group compared with 27 per cent in the placebo tea group.

Bill Gorman of The UK Tea Council said; 'This new research adds to the evidence that drinking tea is good for you. Not only does tea hydrate and offer some protection against heart disease and some cancers, it's now proven to de-stress too. It's great to know that a cuppa, one of life's great comforts, can be enjoyed not just for the taste but also for its health benefits.'

Scientists have called for an increase in tea drinking following (advanced online) publication of new research. Data collated over more than ten years found that drinking 4 cups or more every day of Britain's favorite brew could be more beneficial than drinking water!*

The research flies in the face of advice given during the recent hot spell. A number of health 'experts' wrongly spouted that only water should be drunk for hydration - dangerous advice indeed for the elderly population most at risk of suffering.

Dr Carrie Ruxton, principle researcher, confirmed: 'There is now overwhelming evidence that drinking tea every day can be beneficial to heart health. Our bodies need antioxidants to help fight off the attack by free radicals and tea provides the most abundant source in the UK diet. We should also consider the positive benefits that drinking tea has on hydrating Britons - many of whom are elderly and don't drink water.'

Bill Gorman of The Tea Council welcomed the new research: 'This new paper rubber stamps much of what we already know, that the tea we drink every day is good for our health. Our own research has shown that in recent years young women are increasingly drinking tea rather than coffee, although many are shunning tea in favour of water, which they find a chore, rather than something they enjoy. For the good of their health, they should turn back to tea - they'd be a mug not to.'

CHAPTER-4

ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION

Table no: 1

Table showing the types of shops

TYPE OF SHOP	RESPONDENT	%
Provision store	57	57
Department	18	18
Supermarket	11	11
Others	14	14
Total	100	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed, 57% owned provision stores, 18% traders owned departmental stores, 11% traders owned super market and 14 traders owned other.

INFERENCE:

Majority of the respondents here from provision stores, we can infer that sales of the tea is major in provision stores

Graph-1
Types of shops

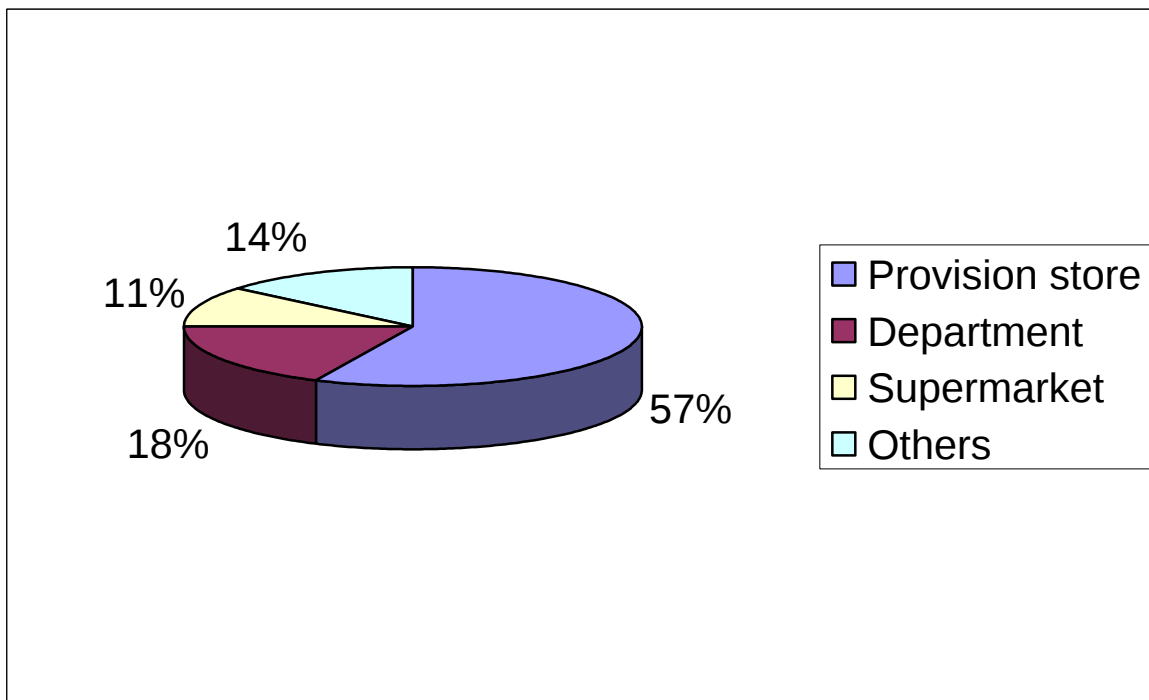


Table no: 2

Table Showing Brands sold by the different shops

BRAND	RESPONDENTS	%
Lipton	42	8
Tajmahal	100	19
Redlabel	100	19
3Roses	85	16
Tatatea	85	16
Tetly	56	10
Agni	26	5
Others	35	7
Totals	529	100

ANALYSIS:

Above table shows out of 100 traders who were interviewed 8% traders were selling Lipton,19% traders were selling Redlabel,16% traders were selling 3Roses,16% were selling Tatatea, 10% traders were selling Tetly, 5% traders were selling agni and7% traders were selling other brands.

INFERENCE:

Majority of the shops selling Redlabel,we can infer the major selling brand is Red label.

Graph-2

Brand Sold by different shops

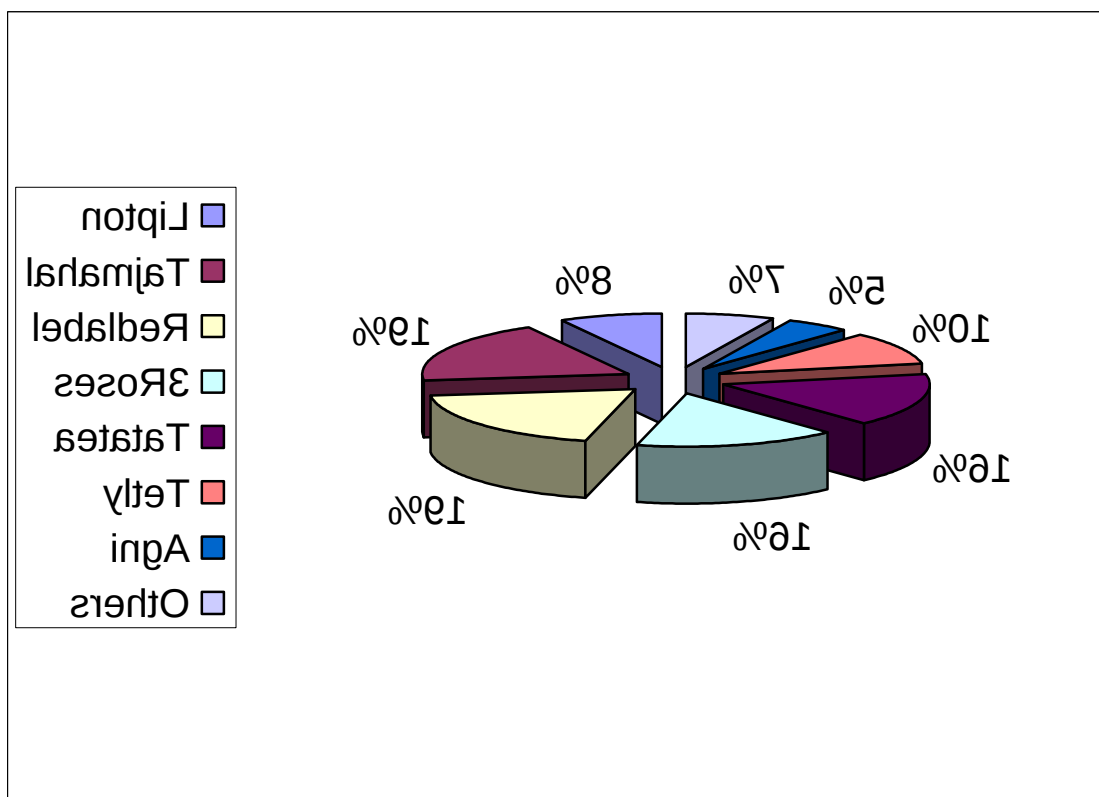


Table no: 3

Table Showing Leading brand

BRAND	RESPONDENTS	%
Tajmahal	18	18
Red label	76	76
3Roses	3	3
Tatatea	3	3
Total	100	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed the brand Taj mahal leads in 18 Shops, the brand Red label leads in 76 shops, the brand 3Roses leads in 3shops and Tata tea leads in 3 shops.

INFERENCE :-

The main leading brand in shop is Red Label. So the company should maintain the brand image to sustain the future competitive market.

Graph-3
Leading Brands

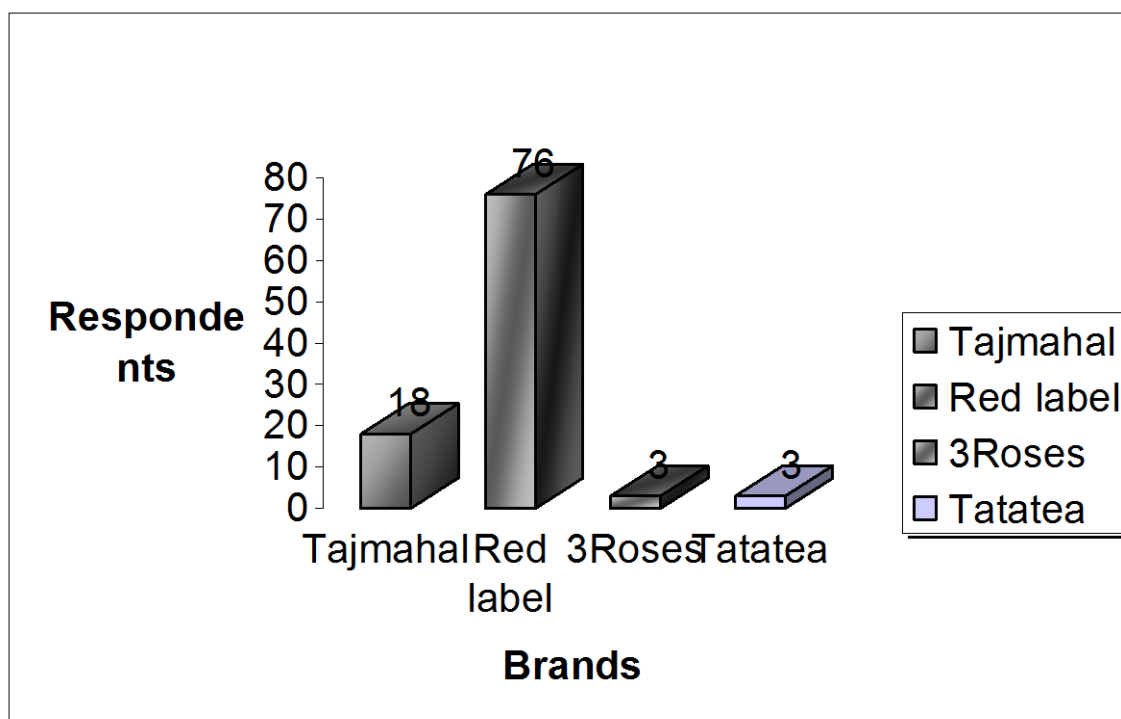


Table no: 4

Table Showing Quality factor

OPINION	RESPONSE	%
Strong ness	51	25
Flavor	29	14
Color	43	21
Taste	81	40
Total	204	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed 25% traders opine is that strong ness is the factor for choosing a particular brand by the consumer ,14%traders opine is that flavor is the factor,21% traders opine is that color is the factor and 40% traders opine is that taste is the factor.

INFERENCE:

Majority of the trader opine is strong ness ,we can infer that strong ness is the quality factor.

Graph-4
QUALITY FACTOR

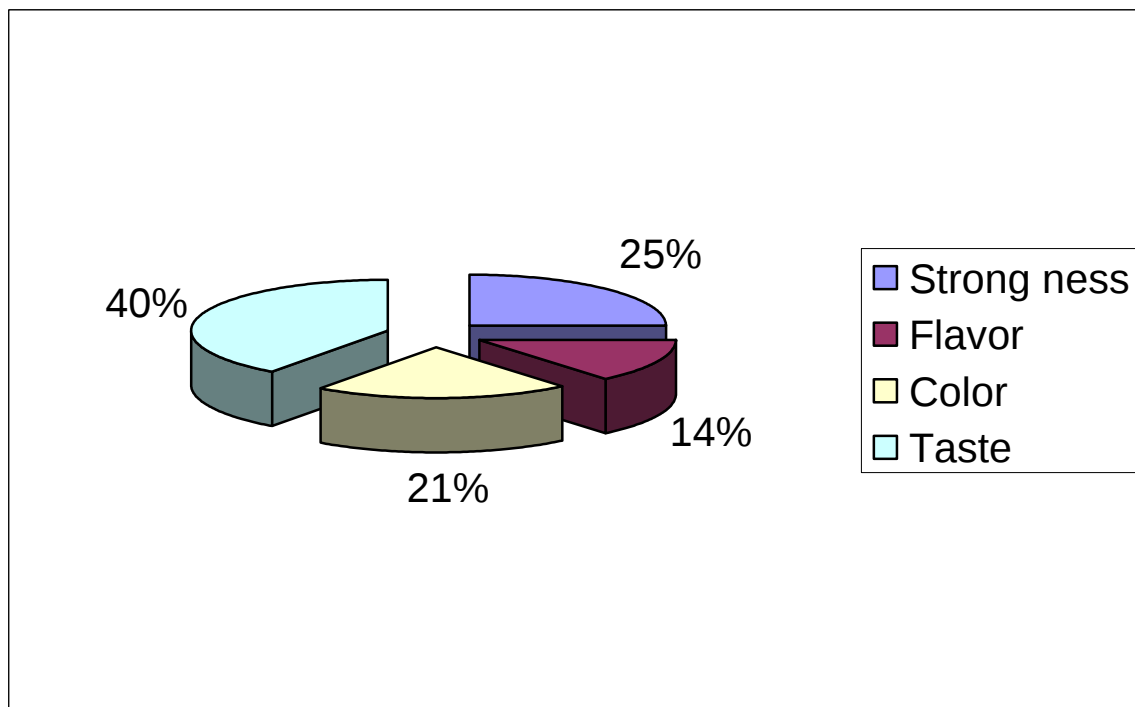


Table no: 5

Table Showing Satisfaction of stock and distribution

RESPONSE	TOTAL	%
Yes	96	96
No	4	4
Total	100	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed 96 traders response is Yes and 4 traders response is No about the satisfaction of stock and distribution.

INFERENCE:

Majority of the traders satisfied with stock and distribution,so the company have to maintain the same.

Graph-5

Satisfaction of stock and distribution

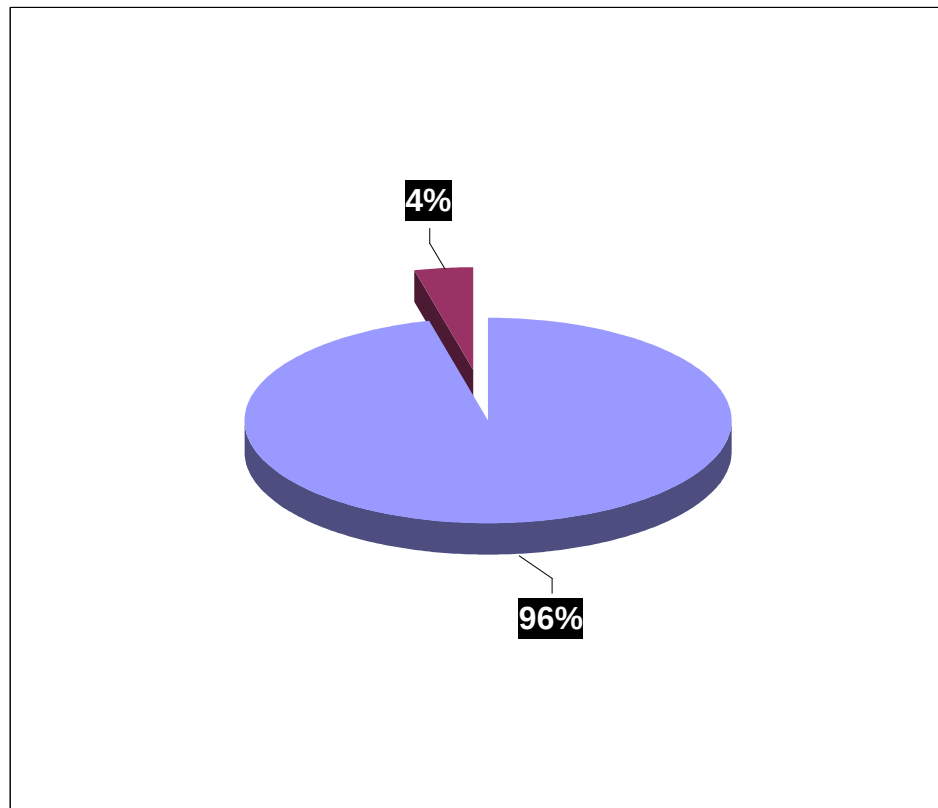


Table no: 6

Table Showing Opinion about packing

OPINION	TOTAL	%
Fair	25	25
Good	48	48
Very good	27	27
Total	100	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed 25 traders opines is that the quality of packing is fair, 48 traders opines is that the quality of packing is good and 27 traders opines is that the quality of packing is very good.

INFERENCE:

Majority of the traders opinion about packing is “good”.so the company have introduce more attractive packing .

Graph-6
Opinion about packing

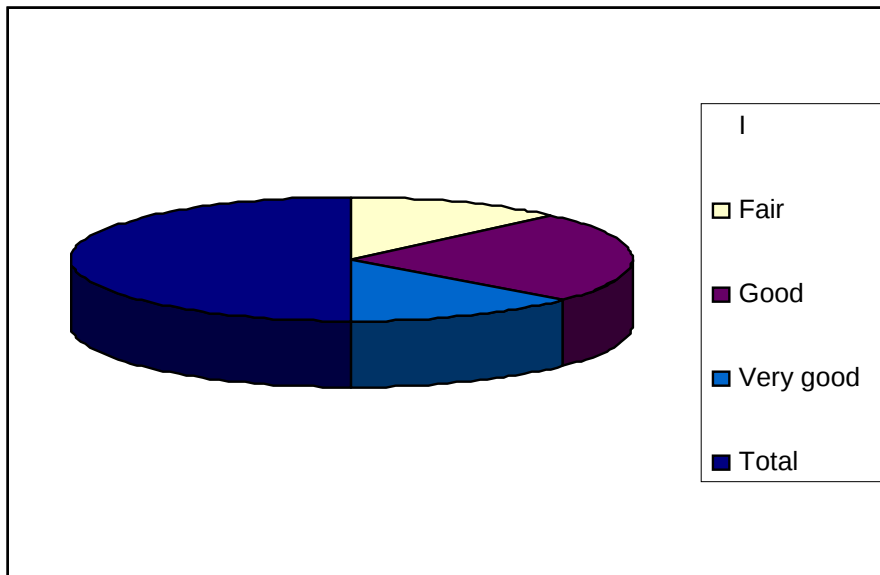


Table no: 7

Table Showing Advertisement satisfaction

RESPONSE	TOTAL	%
Yes	98	98
No	2	2
Total	100	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed 98 said they are satisfied and 2 of them said No.

INFERENCE:

Majority of the traders satisfied with Advertising.so the company keep update the advertising in regular time periode

Graph-7
Advertising Satisfaction

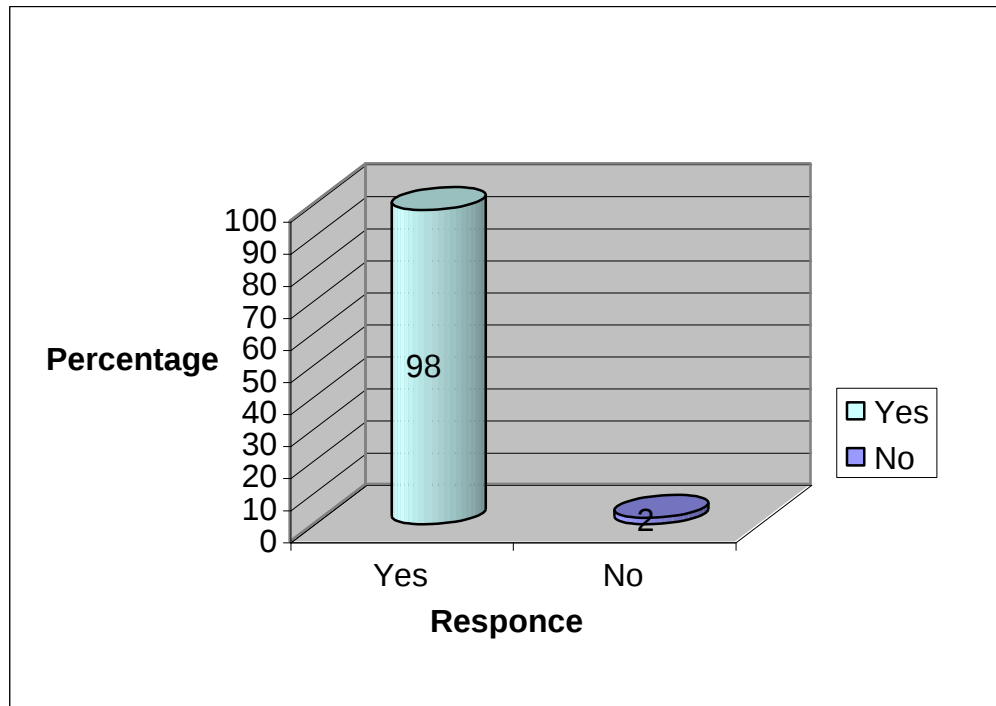


Table no: 8

Table Showing Profit satisfaction

OPINION	TOTAL	%
Not satisfied	76	76
Satisfied	23	23
Good	1	1
Total	100	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed 76 traders are not satisfied with Profit margin that given by the leading brand,21 traders are satisfied and 1 trader opine is that Profit margin is good.

INFERENCE:

Majority of the traders not satisfied with profit, we can infer the company should increase profit margin and more promotional offers.

Graph-8
Profit Satisfaction

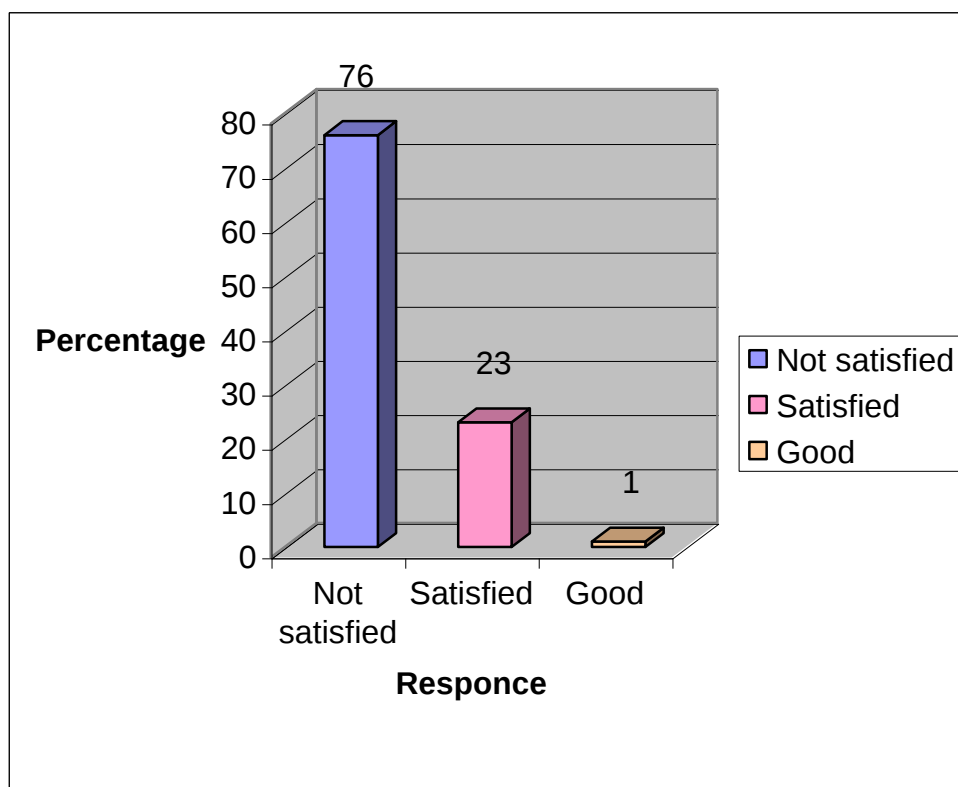


Table no: 9

Table Showing Opportunity to acquire market share from leaders

OPINION	TOTAL	%
Superior quality	39	22
Promotional program	54	30
Price cut	79	45
Others	5	3
Total	177	100

ANALYSIS:

Above table shows that out of 100 traders who were interviewed 22% traders preferred superior Quality as a factor for a acquiring market share from the leading brand, 30% traders preferred Promotional program, 45% traders preferred price cut and 3% traders preferred other methods as a factor.

INFERENCE:

Majority of traders preferring the price cut, we can infer the company should decrease price

Graph-9
Opportunity to acquire market share from leaders

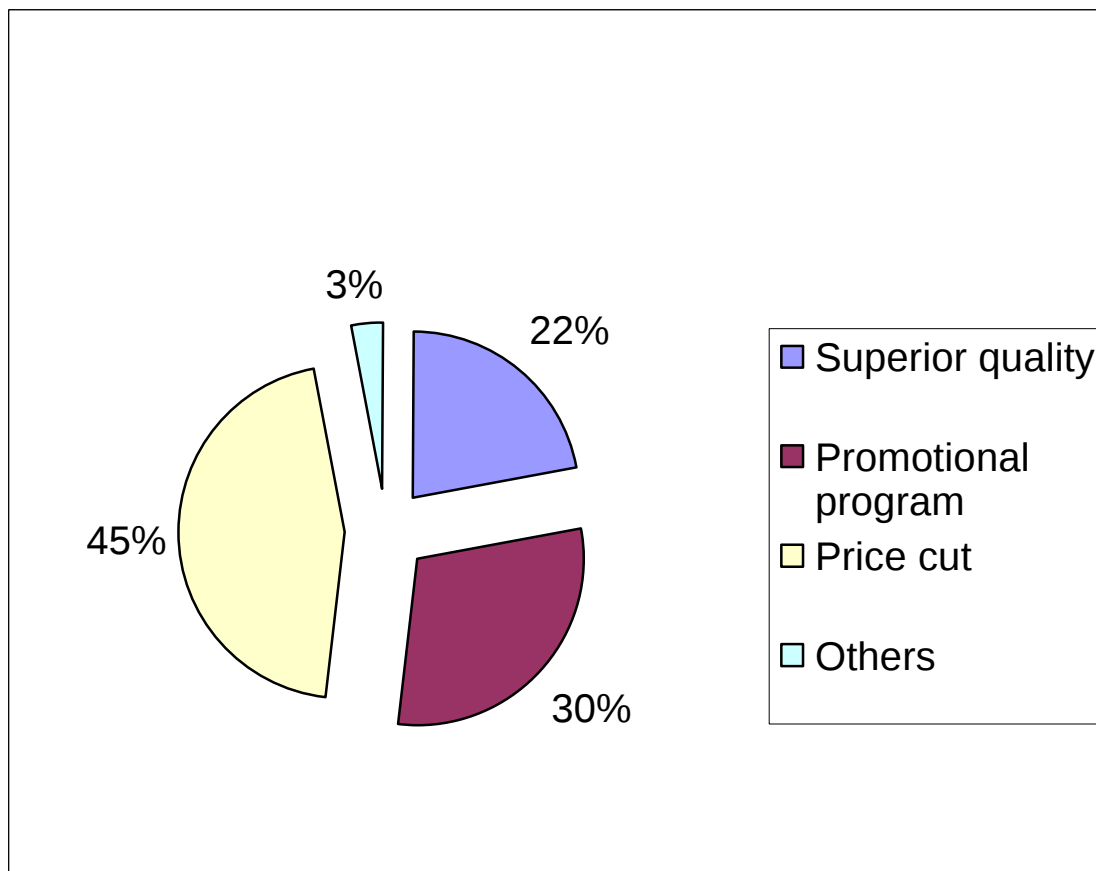


Table no: 1

Table Showing Age of consumers

AGE	RESPONDENTS	%
20-30	59	59
30-40	21	21
40 & above	20	20
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed 59 consumers belonged to age group of between 20-30, 21 consumers belong to 30-40 age group, 20 consumers belonged to the age group of 40 and above.

INFERENCE:

Majority of the consumer included in the age group of 20-30, We can infer the company have to focus on that age group

Graph-1
Age of consumers

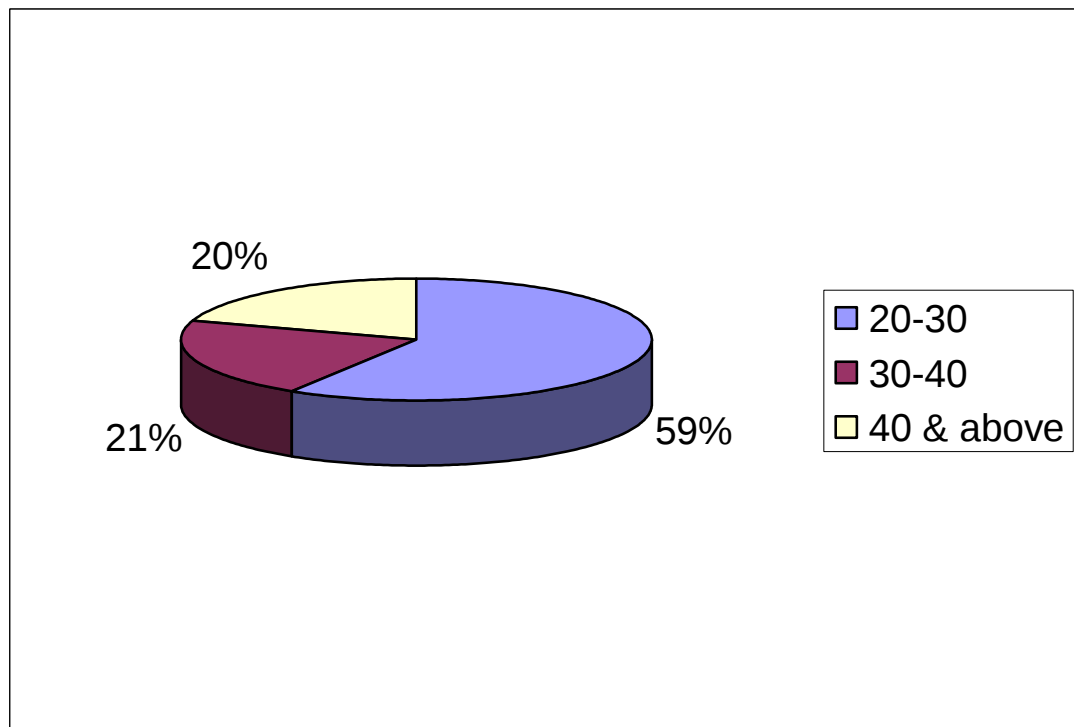


Table no: 2

Table showing Occupation of the respondents

OCCUPATION	RESPONDENTS	%
Salaried	58	58
Self employed	20	20
Dependent	22	22
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed 58 consumers are belonged to salaried, 20 consumers belonged to self employed and 22 consumers belonged to dependent.

INFERENCE:

Majority of consumer belonged in salaried category, We can infer companies focus on that category

Graph-2
Occupation of the respondents

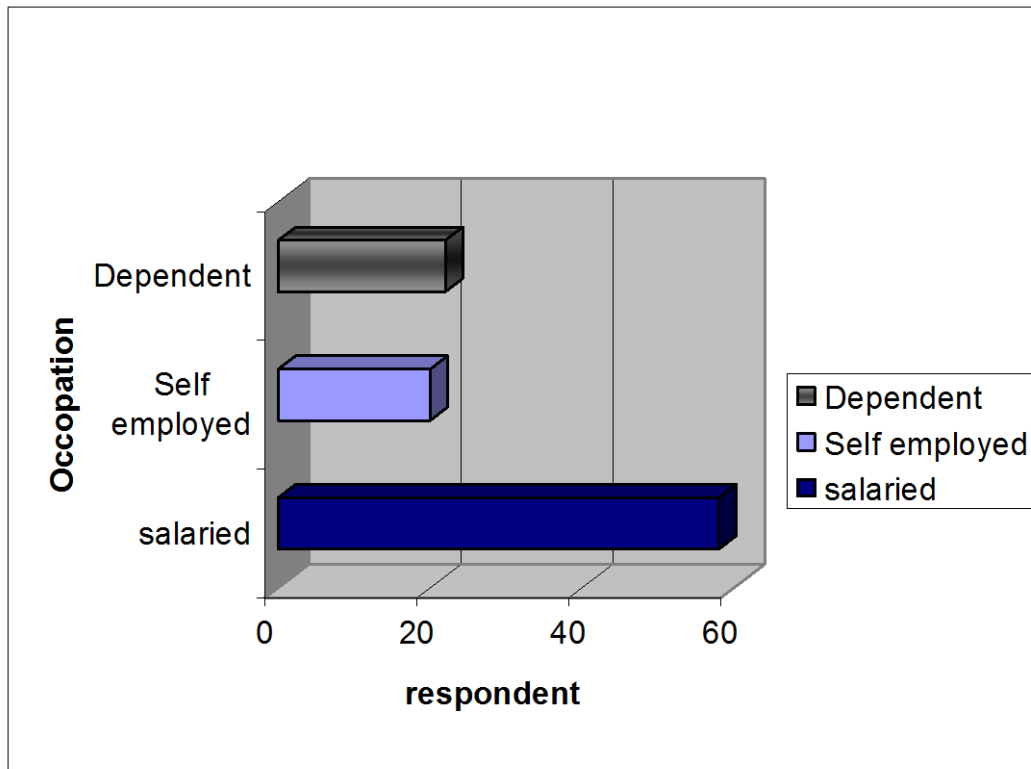


Table no:3

Table Showing Income of the Respondents

INCOME	RESPONDENTS	%
Upto 5000	10	10
5000-10000	35	35
10000 & above	33	33
Others	22	22
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed 10 consumers are belonged to The category of earning an income of 5000, 35 consumers were belonged to the category of earning an income between 5000-10000. 33 consumers are belonged to the category of earning an income of 10000 and above, and 22 consumers are dependent.

INFERENCE:

Majority of the consumer belonging the income group of 5000-1000,we can infer major consumers are average income group.

Graph-3
Income of the respondents

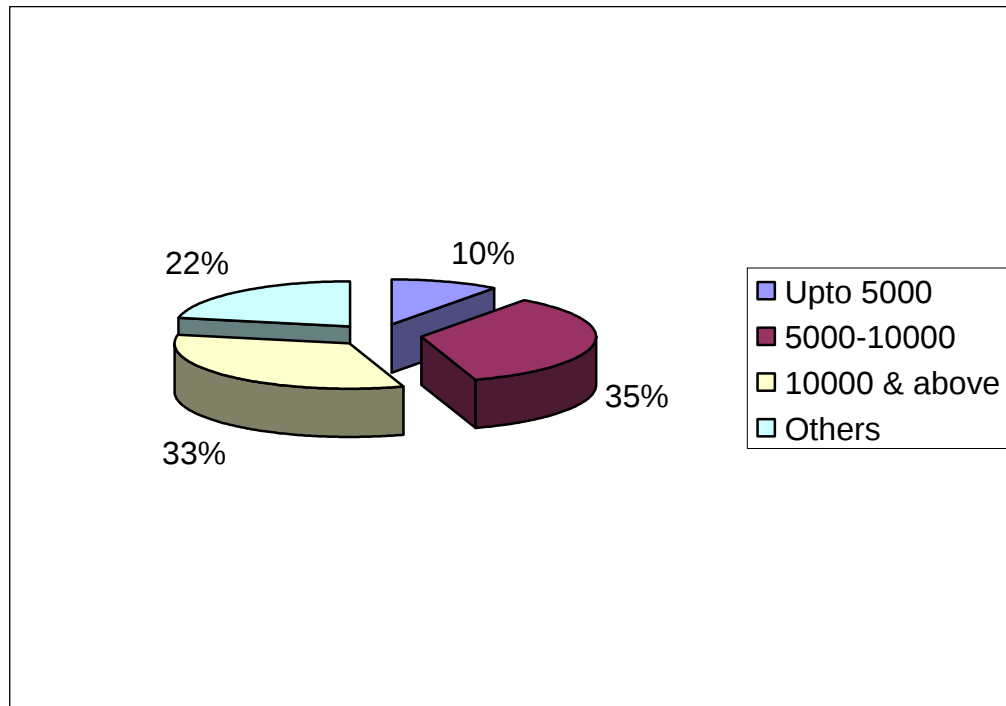


Table no:4

Table showing The brand used by the Respondents

BRAND	RESPONDENTS	%
Lipton	15	15
Taj Mahal	20	20
Red Label	35	35
3 Roses	1	1
Tata Tea	16	16
Tetley	6	6
Agni	2	2
Others	5	5
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, 15 consumers were using Lipton, 20 consumers using Taj Mahal, 35 consumers using Red Label, 1 consumers using 3Roses, 16 consumers using Tata Tea, 6 consumers using Tetley, 2 consumers using Agni, 5 consumers using other brands.

INFERENCE: Majority of the customer using the Red Label,so the company have to maintain the same brand image than competitor

Graph-4
The brands used by respondents

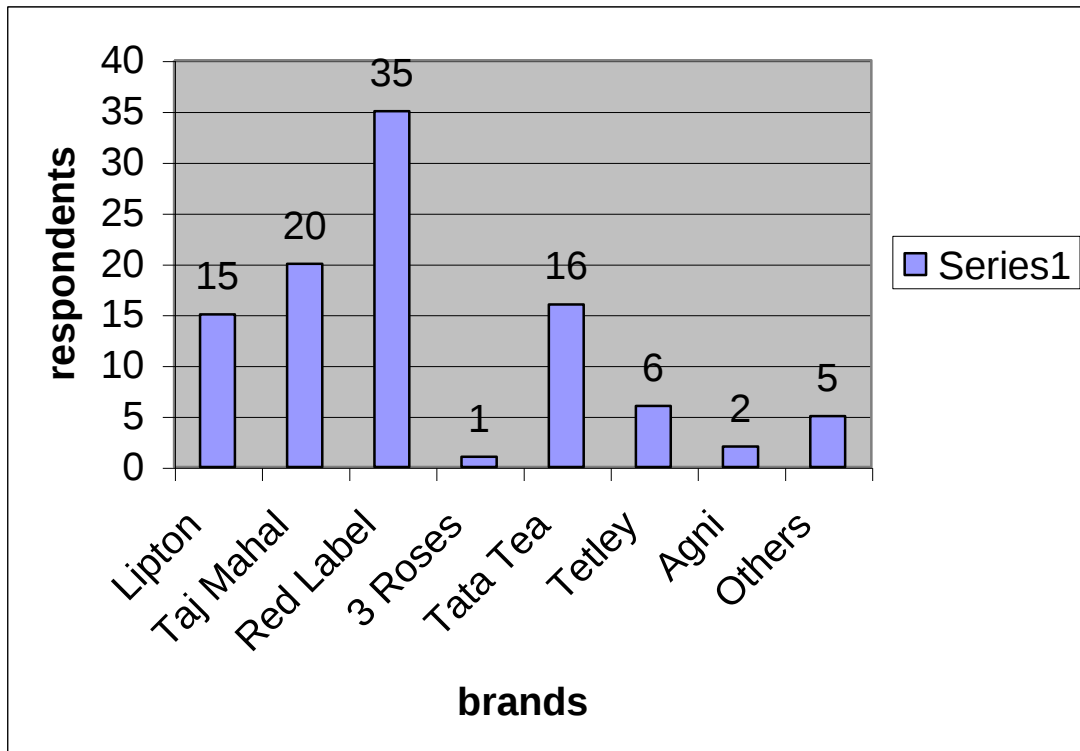


Table no:5

Table showing Main factors for choosing the brand.

FACTORS	RESPONDENTS	%
Traders	6	6
Family	37	37
Advertisement	19	19
Self decision	38	38
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, 6 consumers choose traders as a factor, 37 consumers choose family as a factor, 19 consumers choose advertisement as a factor, 38 consumers choose self decision as a factor for choosing the brand.

INFERENCE:

Majority of consumer choose self decision factors,we can infer the company should focus on customer decision making factors,ie,price,quality.etc.

Graph-5
Main Factors for Choosing the brands

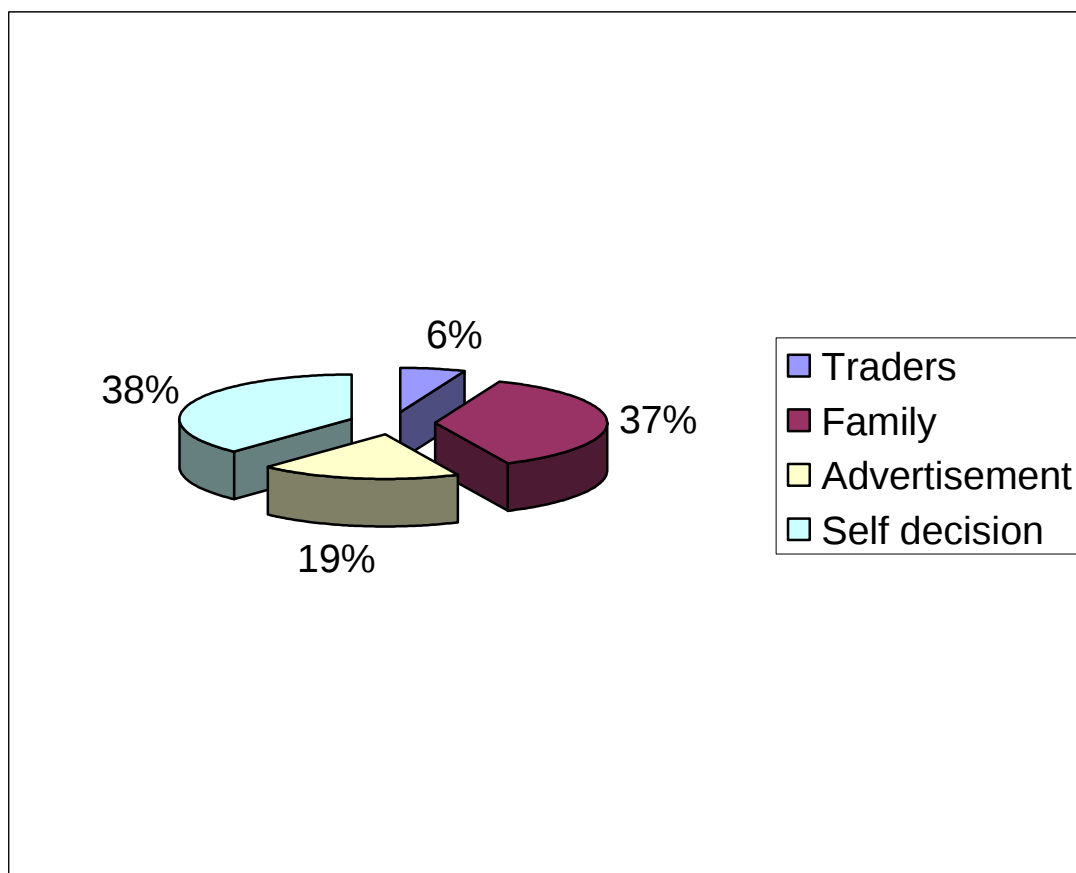


Table no:6

Table showing Consumers frequency in buying.

FREQUENCY	RESPONDENTS	%
Once in a week	11	11
Once in 15 days	42	42
Once in a month	47	47
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, the frequency of purchasing the tea powder by 11 consumers is 'once in a week', the frequency of purchasing the tea powder by 42 consumers is 'once in 15 days' and the frequency of purchasing the tea powder by 47 consumers is 'once in a month'.

INFERENCE:

Majority of consumer purchasing once in a month, we can infer the company have to supply more compo packets

Graph-6
Consumer frequency in buying

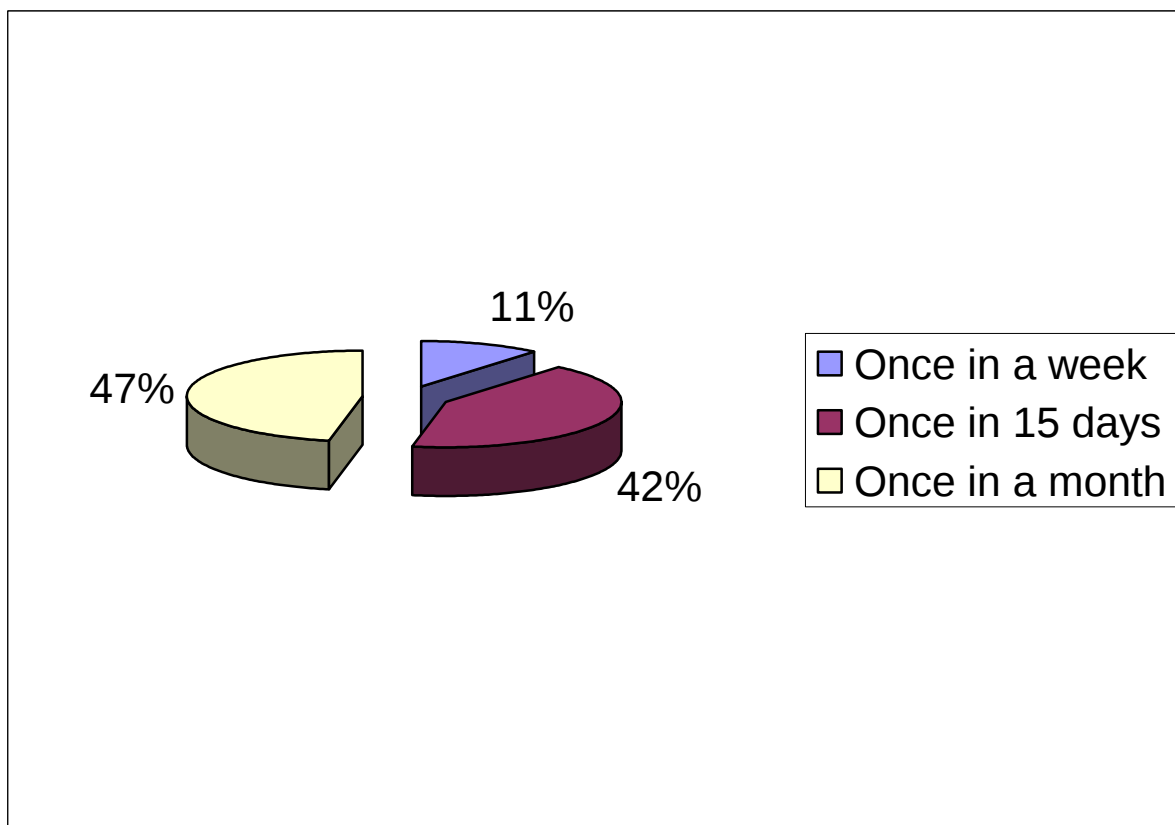


Table no:7

Table shows Consumers buying quantity

QUANTITY	RESPONDENTS	%
50 gms	2	2
100 gms	29	29
500 gms	54	54
1 Kg and more	15	15
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, the quantity purchased by 2 consumers was 50 gms, the quantity purchased by 29 consumers was 100 gms, the quantity purchased by 54 consumers was 500 gms and the quantity purchased by 15 consumers was 1 Kg and more.

INFERENCE:

Majority of consumer purchasing 500gms packets, we can infer the company have to increase the supply of 500gms packets

Graph-7
Consumer buying quantity

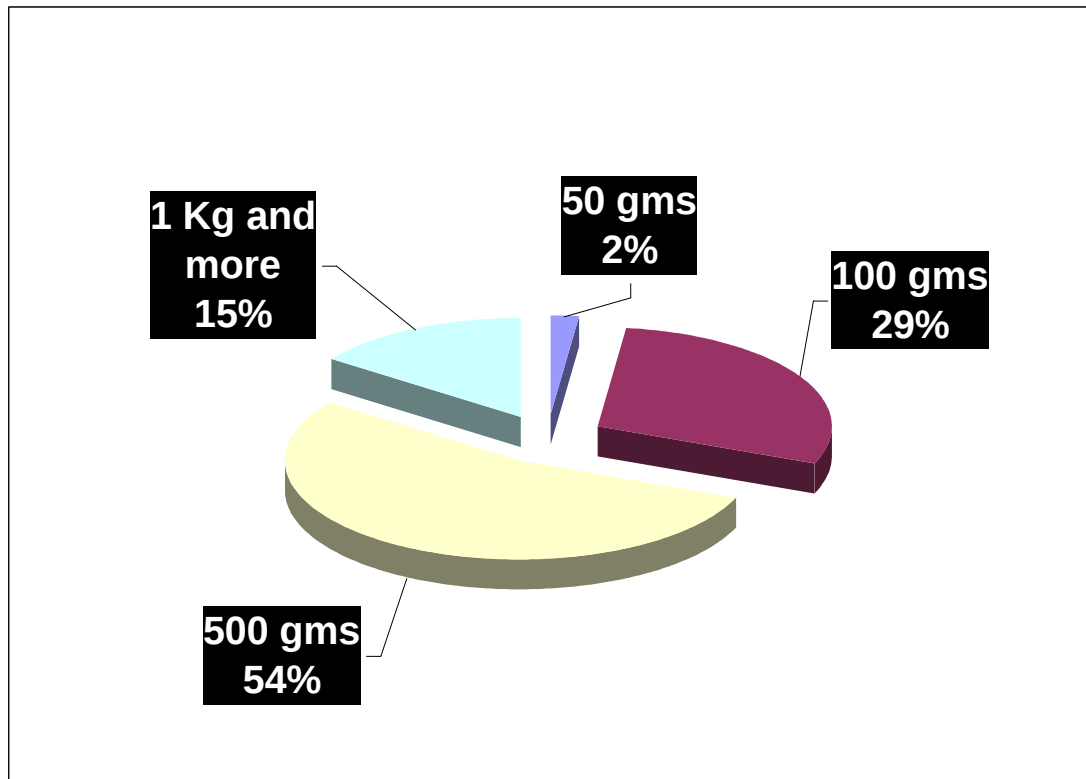


Table no:8

Table showing The Packing Consumers prefer.

OPINION	RESPONDENTS	%
Refill Jar	41	41
Plastic pouches	46	46
Glass jar	13	13
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, 41 consumers preferred refill jar packing, 46 consumers preferred plastic pouches and 13 consumers preferred glass jar.

INFERENCE:

Majority of consumer preferring plastic pouches, we can infer the company have supply more plastic pouches .

Graph-8
The packing consumer prefer

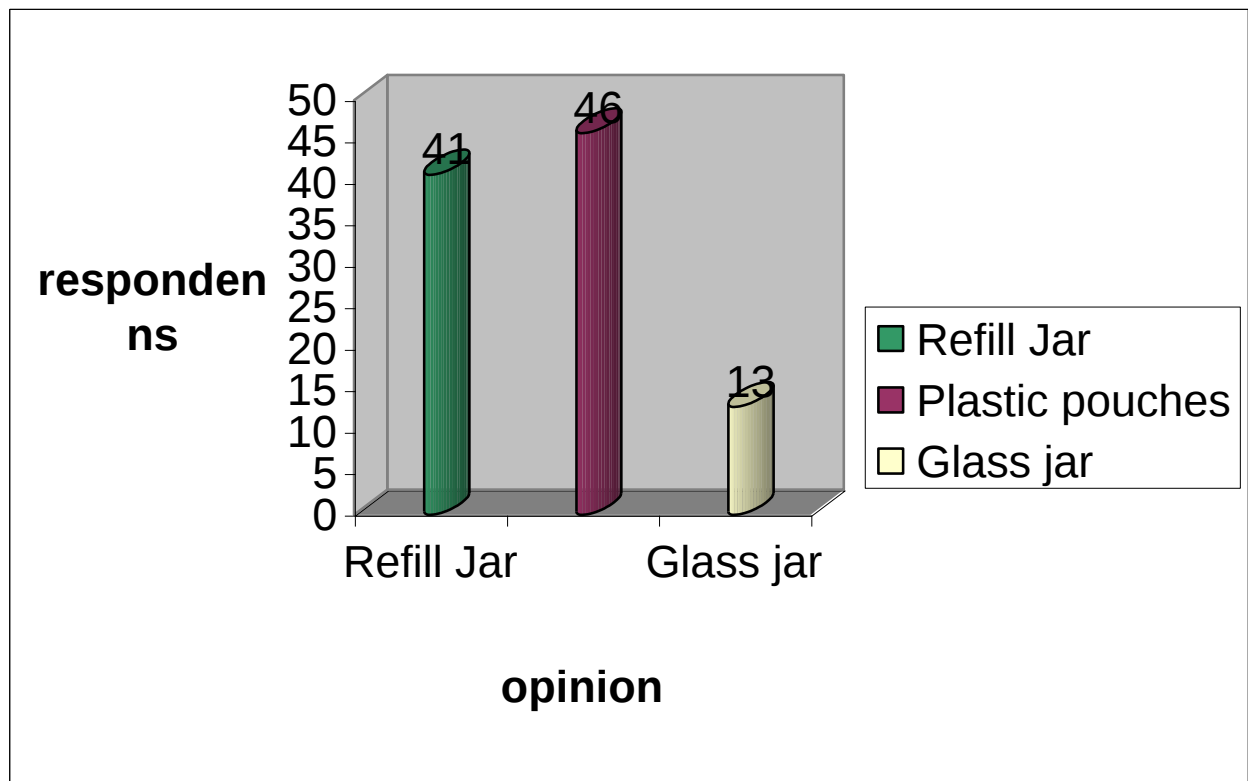


Table no:9

Table showing Consumers response for their favorite brand pricing.

OPINION	RESPONDENTS	%
High	20	20
Appropriate	77	77
Low	3	3
Total	100	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, 20 consumers opine price is high, 77 consumers opine price is Appropriate, 3 consumers opine price is low .

INFERENCE:

The company should moderate the price to sustain the competitive market.

Graph-9
Consumer response to their favorite brand pricing

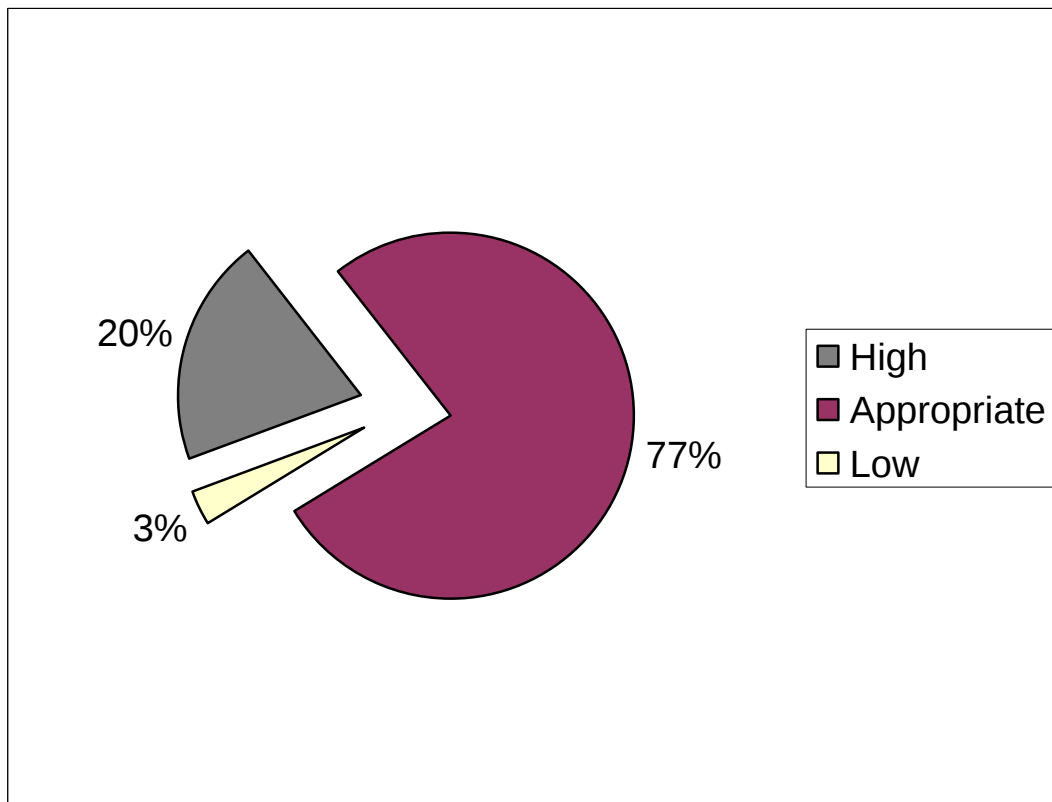


Table no:10

Table showing Response about the quality factor.

OPINION	RESPONDENTS	%
Strong ness	42	28
Flavor	46	31
Color	20	13
Taste	43	28
Total	151	100

ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, 28 % response is favorable for strong ness, 31% response is favorable for flavor, 13% response is favorable for color, 28% response is favorable for taste.

INFERENCE:

Majority of consumer response towards flavor, we can infer company have to maintain good flavor

Graph-10
Response about the quality factor

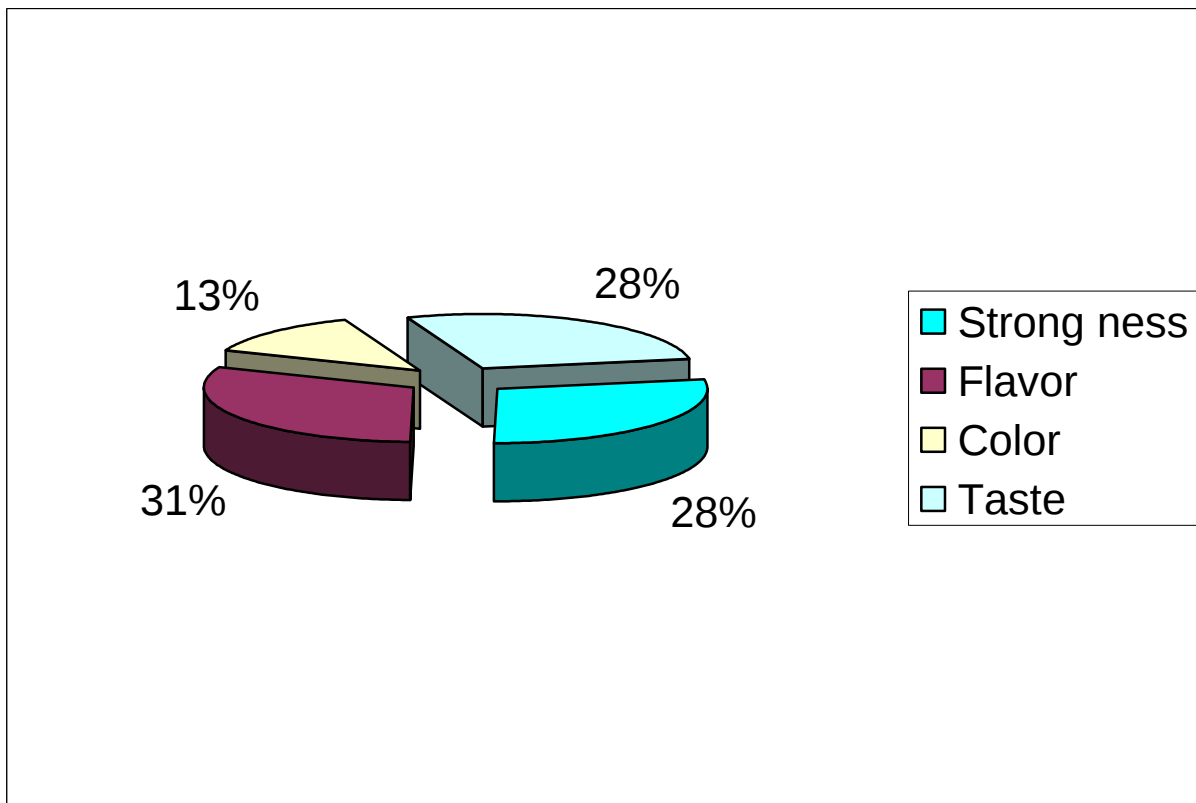


Table no:11

Table showing Consumers response for Appropriate Advertising media

OPINION	RESPONDENTS	%
News paper	33	33
Television	52	52
Bill boards	11	11
Others	4	4
Total	100	100

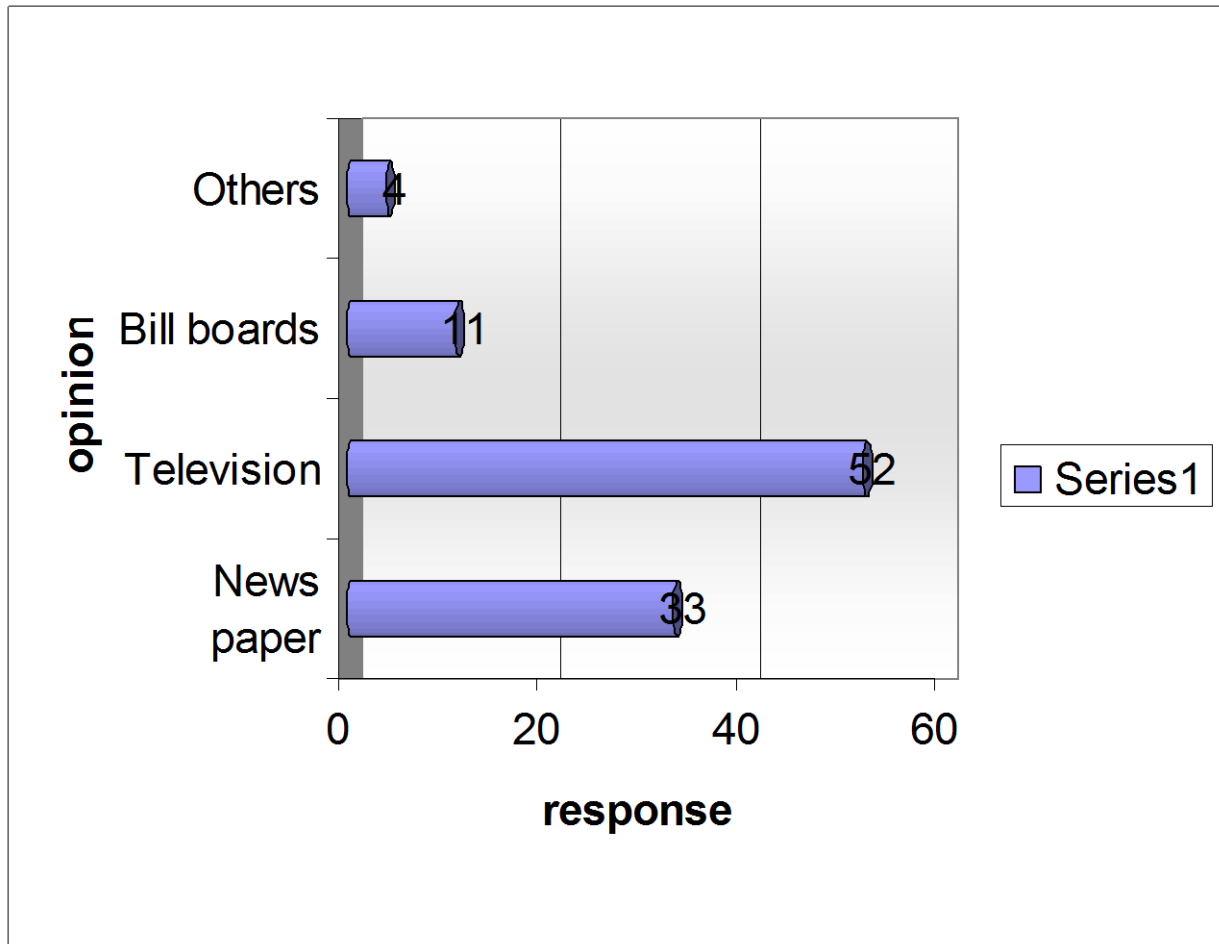
ANALYSIS:

Above table shows that out of 100 consumer who were interviewed, 33 consumers preferred news paper as a Appropriate advertising media. 52 consumers preferred television as a Appropriate advertising media. 11 consumers preferred bill boards as a Appropriate advertising media and 4 consumers preferred others as a Appropriate advertising media.

INFERENCE:

Majority of consumer proffering TV advertinsing, We can infer the company have to increase TV advertising than other media

Graph-11
Consumer response for appropriate advertising media



CHAPTER-5

SUMMARY OF FINDINGS, RECOMMENDATIONS & CONCLUSION

SUMMARY OF FINDING

FINDING FROM CONSUMERS:

1. Red label tea have a very high popularity among the consumer of tea.
2. Majority of consumers selected Television for the appropriate advertising media for his favorite brand.
3. From the analysis of overall consumption we can understand that Red label is the most favorite tea of about 35% of surveyed consumers.
4. Self-decision had a very good influences upon the consumers buying decision regarding tea.
5. 47% of the consumers buying heir favorite tea in once in a month
6. 54% of the consumer's buying their favorite tea in 500 gms.
7. 46% of the consumers prefer plastic pouch pacing.
8. 77% of the consumers opinion is price of their favorite brand is appropriate.
9. 31%of the consumers have taken flavor as a factor for choosing a particular tea.

FINDING FROM TRADERS:

1. 100% of surveyed trader are selling Red label tea
2. from the analysis of overall sales, we can understand that Red label is the leading brand in 76% shops.
3. From the analysis of overall sales, we can understand that the TajMahal is the second leading brand in 49% shoes.
4. 39.70% of the traders opine is that, taste is the factor for choosing a particular brand by the consumer.
5. 5. 48% of the traders opine is packing is good 25% of the traders opine is packing is fair and 27% of the traders opine is packing is very goods.
6. 98% traders says that advertisement of the leading brand is good enough. Only 2% traders says that advertisement of the leading brand is not good.
7. 78% traders says that leading brands profit margin is not satisfactory.
8. 47% traders says that price cut is the only way to acquire market store from the leaders from the market
9. 96% traders are satisfied with the stocks and distributions.

RECOMMENDATIONS AND CONCLUSION:

RECOMMENDATIONS:

- i) The company has to improve the quality of advertisement self-division has very good influence up on the buying decision of consumers. So the advertisement should get the attention of the people.
- ii) Traders also have very good influence up on the buying decision of consumers. So the company have to introduce new sales promotional program for trader especially for salesmen.
- iii) Most of the consumers are satisfied plastic pouch. So the company has slightly improve the quality and attraction of Jar or glass jar without increasing the price.
- iv) If the leading company introduce a special gift program exclusively for jar without increasing the price, that will encourage and rise the demand and sales of jar packing.
- v) Most of the traders and consumers suggested that the company has to improve the quality of RED LABEL TEA.
- vi) The leading company has to introduce more seasonal sales programs and promotional programs, that will enable the company to tap the market of other tea brands very easily.
- vii) The leading company has to give more advertisement through Television and Newspapers.

CONCLUSION

The research was conducted among the seven available brands, that is Lipton ,Taj Mahal,Red Label,3Roses ,Tata tea, Tetley and Agni.The research as found that Red label Tea has a very good and strong image in the minds of the consumers. This study also reveals that Red label tea is the brand leader in the market and the consumers in Banglaore city. The Brand image of Red Label is higher the other brands prevailing in the market . Most of the traders and consumers suggested that the company has to improve the quality of Red label tea.So the company have to improve the quality of the product to maintain the same position in the market.

CHAPTER-6

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BIBLIOGRAPHY

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CHAPTER-7

ANNEXURE

QUESTIONNAIRE FOR TRADERS

1.Name of the retailer

2.Place

3.Type of shop:

☐ provision store.

☐ Department store

☐ Super market

☐ others

4.what are the brands of tea powder that you generally produce and sell?
(multiple tick permitted)

☐ lipton

☐ Tajmahal

☐ Redlabel

☐ 3Roses

☐ Tetley

☐ Agni

☐ Others _____(please specify)

5.which brand is leading in your shop?

6.What are the quality factors in the tea that persuade the consumer to go for a particular brand?

(multiple tick permitted)

☐ Strong ness

☐ Flavours/Fragance

☐ Colours

☐ taste

7.Are you satisfied with the availability of stocks and distribution services?

☐ yes ☐ no

8.Are you satisfied with the packaging of leading brands ?

☐ bad ☐ fair ☐ good ☐ very good

9.Are you satisfied with the advertisement of leading brand?

☐ yes ☐ no

10.If you tick the Question no 9 as 'No' then what would be your suggestion for improvements?

11.How satisfied are you with the profit margin provided by the leading brand?
(single tick expected)

☐ Not satisfied ☐ satisfied ☐ good ☐ very good

12.what according to you do the other brands have an opportunity to acquire / capture the market share from the leaders ?

☐ Superior quality ☐ Promotional programs ☐ Price cut ☐ Others

13.Being a retailer, what do u think it takes to become a market leader in tea industry?

QUESTIONNAIRE FOR CONSUMERS

1.Name

2.Gender : ☐ male ☐ female

3.Age : ☐ 20-30 ☐ 30-40 ☐ 40 & above

4. Occupation : ☐ self employed ☐ salaried ☐ dependent.

5. income : ☐ up to 5000 ☐ 5000-10000 ☐ 10000 & above

6.Of the following brands which do you currently use?
(single tick expected)

☐ lipton

☐ Tajmahal

☐ Redlabel

☐ 3Roses

☐ Tetley

☐ Agni

☐ Others _____(please specify)

7. Which of the factors (listed) according to you who is the major one that helps you in choosing your brand?

☐ traders ☐ family members ☐ advertisement ☐ self decision

8.How frequently do you buy the tea powder?

☐ once in a week ☐ once in 5weeks ☐ once in a month

9.what is the quantity that you buy?

☐ 50 grms ☐ 100 grms ☐ 500 grms ☐ 1kg & more

10.Which kind of packing do you prefer?

☐ refill jars ☐ plastic pouch ☐ glass jars

11. Do you think your favorite tea (brand) is rightly priced?

☐ high ☐ appropriate ☐ low

12. What is the quality factor make you choose your brand?

☐ strong ness ☐ flavor ☐ colour ☐ taste

13. What kind of media would be appropriate to advertise the tea powder?

☐ newspaper ☐ T.V ☐ billboards ☐ others

14. Give suggestions to enhance the quality of your favorite brand?

THANK YOU

