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**AN ANALYSIS OF CONSUMERS PURCHASING BEHAVIOUR ABOUT GREEN TEA, SPECIFICALLY FOCUSING ON THE UDHAGAMANDALAM TALUK**

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Green tea consumption has continuously increased in India, as consumers have become more health conscious and choose natural beverages. This study examines consumer purchasing behaviour for green tea in Udhagamandalam Taluk. The goal of the study is to understand consumers knowledge, perception, purchase motivations, preferred brands, frequency of consumption and the important purchase decisions. A structured questionnaire was distributed to respondents in Udhagamandalam Taluk to obtain primary data. This study's statistical techniques include percentage analysis, a five-point scale and the chi-square test. The results demonstrate that health benefits, taste and preferences, brand image and price which have a big impact on what people decide to buy, with peer recommendations and marketing acting as secondary motivators. Although customers have a generally positive impression, many want to see price, flavour variety, and changes in package. The study suggests that producers and retailers must focus on improving product quality, promotional techniques, and pricing to further boost consumers.

**Key words: Green tea, Consumer buying behaviour, Health benefits, Perception, Udhagamandalam Taluk.****1.2 INTRODUCTION**

The unfermented leaves of the *Camellia sinensis* plant are used to make green tea, which is well known for its antioxidant, medicinal and health benefits. It has recently arisen as a lifestyle beverage in India as people become more conscious of the importance of exercise, obesity reduction, immunity strengthening and preventative healthcare. Dietary habits have shifted, and organic food consumption is on the rise, helping to drive market growth.

Consumer exposure to various kinds of tea is relatively high in Udhagamandalam Taluk, which is a tea-centered part of the Nilgiris district. Green tea compared to traditional black tea, represents a new market sector primarily among educated, health-conscious people and working professionals. Understanding customer purchasing behaviour in this region is critical for determining motivations, expectations, purchase obstacles, and satisfaction levels. Marketers, producers, and retailers will benefit from such information as they build targeted pricing, distribution, packaging, and product marketing strategies. As a result, this study investigates the behaviours and preferences of green tea consumers in Udhagamandalam Taluk in order to provide industry relevant information.

**1.3 THE STUDY'S PURPOSE**

- To research consumer purchase behaviour of green tea in Udhagamandalam Taluk.
- To discover the components that influence green-tea customers purchase decisions and levels of satisfaction.

**1.4 LITERATURE REVIEW**

Kumar & Devi (2018): Studied Consumer Perception towards green tea in South India and found that health consciousness is the primary factor influencing purchase of green tea.

Sharma (2019): Identified that taste and high price of green tea are the major barriers preventing the regular consumption of green tea among Indian consumers.

Singh & Shukla (2019): shows that consumers preference for green tea are significantly influenced by growing health consciousness.

Anitha & Rani (2020): found that brand, price, and availability strongly influence buying decisions, particularly among young working individuals.

Raghavan & Menon (2020): In their study they highlighted that urban consumers prefer green tea more than rural consumers due to better awareness and availability.

Patel (2021): In his study found that brand image and packaging play a significant role in influencing buying motives of young consumers.

Kannan (2022): Concluded that consumers in hilly regions like Nilgiris are gradually adopting green tea due to exposure to tourism and health related campaigns.

**1.5 THE STUDY'S LIMITATIONS**

- The survey covers only the Udhagamandalam Taluk and has a sample size of 150 respondents.
- The results are based on primary data.
- The study focuses mostly on consumers purchasing habits.

**1.6 STATEMENT OF THE PROBLEM**

Even though Udhagamandalam is one of Tamil Nadu's major tea-producing regions, local green tea consumption is still evolving. Consumers preferences are gradually shifting towards healthy beverages, yet there are differences in awareness, perception and purchasing motivations. Taste, affordability, brand trust and accessibility are all factors that influence green tea acceptance and frequent consumption. However, there is insufficient study concentrating especially on consumer view and buying behaviour of green tea in Udhagamandalam Taluk.

As a result, the current study aims to investigate consumers awareness, perception and purchasing motivations regarding green tea, as well as to identify the major determinants that influence consumption in the study area.

**1.7 RESEARCH METHODOLOGY**

The research area for this study is Udhagamandalam Taluk. The study used a descriptive research design. The questionnaire was distributed to green tea users in the Udhagamandalam Taluk. The research's sample technique is convenience sampling or stratified random sampling. A sample size of 150 respondents was used in this investigation. Both primary and secondary sources provide the information required for the investigation. Structured questionnaires were used to collect primary data and journals, articles and reports were used to collect secondary data. The analysis was carried out using percentage analysis, 5-point scale analysis and the Chi-square Test.

**1.8 EXAMINING AND INTERPRETING****Analysis by Percentage**

Table No: 1 Gender Of The Respondents

S. No	Gender	Quantity of Responders	Percentage (%)
1	Male	63	42
2	Female	87	58
	<b>Total</b>	<b>150</b>	<b>100</b>

The respondents genders are shown in the accompanying table. The most (58%) of responses are female, while the least (42%) are male. This indicates that female respondents consume more green than male respondents

Table No: 2 Age Of The Respondents

S. No	Age	Quantity of Responders	Percentage (%)
1	Below 20	9	6
2	21-30	57	38
3	31-40	42	28
4	41-50	30	20
5	Above 50	2	8
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table indicates the respondents ages. Most of respondents (38%) are between the ages of 21-30, with the smallest proportion (6%) being under the age of 20. This reveals that respondents aged 21 to 30 intake more green tea than other age groups.

Table No: 3 Education Level Of The Respondents

S. No	Education Level	Quantity of Responders	Percentage (%)
1	School Up-to SSLC	0	0
2	+2	24	16
3	UG	36	24
4	PG & Above	69	46
5	Professional	21	14
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table indicates the respondents education levels. Almost half (46%) of responders have a postgraduate degree or higher, whereas only 14% are professionals. This demonstrates that many responders have the necessary literacy and understanding to absorb the information about green tea.

Table No: 4 Occupation Of The Respondents

S. No	Occupation	Quantity of Responders	Percentage (%)
1	Government Employee	18	12
2	Private Employee	69	46
3	Business	15	10
4	Homemaker	3	2
5	Professional	21	14
6	Others	24	16
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table indicates the respondents occupations. The majority (46%) of responders are private employees, whereas only 2% are homemakers. This shows that respondents in the private sector may be more health-conscious or exposed to lifestyle-related products.

Table No: 5 Monthly Earnings Of The Respondents

S. No	Monthly Earnings	Quantity of Responders	Percentage (%)
1	Below ₹10,000	45	30
2	₹10,001-₹25,000	66	44
3	₹25,001-₹50,000	33	22
4	Above ₹50,000	6	4
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table indicates the respondents monthly income. Most of them (44%) earn between ₹10,001-₹25,000 while only 4% earn more than ₹50,000. This demonstrates that green tea consumption is not limited to the wealthy, but is increasingly being accepted by people of all socioeconomic background.

**Table No: 6 Awareness Of Green Tea**

S. No	Awareness	Quantity of Responders	Percentage (%)
1	Yes	138	92
2	No	12	8
	<b>Total</b>	<b>150</b>	<b>100</b>

The level of awareness regarding green tea has been demonstrated in the previous table. The majority (92%) of respondents are familiar with green tea, whereas only 8% are unfamiliar with it. This demonstrates a significant potential market for green tea products, particularly as health consciousness grows.

**Table No: 7 Source Of Information Relating To Green Tea**

S. No	Source	Quantity of Responders	Percentage (%)
1	Friends/Family	51	34
2	Social Media	63	42
3	Advertisements	24	16
4	Health Professionals	12	8
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table displays the source of information regarding green tea. Among the various mediums, social media is the most influential source with (42% of respondents), while health professionals are the least prominent with 8%. This demonstrates that channels such as You Tube, Facebook, Instagram and online health communities play an important role in sharing green tea-related knowledge.

**Table No: 8 Perception Of Green Tea**

S. No	Perception	Quantity of Responders	Percentage (%)
1	Healthy Beverage	72	48
2	Weight-loss drink	54	36
3	Stress Reliever	6	4
4	Luxury Product	15	10
5	Others	3	2
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table depicts the perception of green tea. Most (48%) of the respondents believe green tea is a healthful beverage. This demonstrates that health consciousness and nutritional awareness are important driving forces influencing consumption.

**Table No: 9 Buying Place Of Green Tea**

S. No	Buying Place	Quantity of Responders	Percentage (%)
1	Supermarket	63	42
2	Local Shop	57	38
3	Online	12	8
4	Direct from tea estates	9	6
5	Other	9	6
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table shows where you can buy green tea. According to the data supermarkets are the most popular purchase channel with 42% of respondents. This demonstrates that consumers prefer organized retail shops that provide access to a large range of brands, product comparison opportunities and better packaging styles.

**Table No: 10 Respondents Monthly Expenditure On Green Tea**

S. No	Monthly Expenditure	Quantity of Responders	Percentage (%)
1	Below ₹200	54	36
2	₹201-₹500	66	44
3	₹501-₹1,000	27	18
4	Above ₹1,000	3	2
	<b>Total</b>	<b>150</b>	<b>100</b>

The accompanying table displays the Respondents Monthly Expenditure on Green Tea. Approximately 44% of respondents spend ₹201-₹500 per month on green tea. This shows that this price range may represent the most economical and preferred purchasing level for most households.

**Table No: 11 Amount Of Purchases At Once**

S. No	Amount Of Purchase	Quantity of Responders	Percentage (%)
1	Below 100 grams	45	30
2	101-250 grams	57	38
3	251-500 grams	45	30
4	Above 500 grams	3	2
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table indicates the quality of purchase made at one time. The bulk of responders (38%) purchased between 101-250 grams. This demonstrates a modest level of consumption and a preference for buying green tea in regular packaged quantities available on the market.

Table No: 12 Factors Affecting the Decision to buy

S. No	Factors	Quantity of Responders	Percentage (%)
1	Price	15	10
2	Brand	45	30
3	Quality	69	46
4	Availability	12	8
5	Recommendation	9	6
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding outlines the factors that influencing purchase decisions. The majority (46% of responders) are influenced by quality. This demonstrates that customers favour quality benefits, particularly those related to health and wellbeing, over other commercial features.

TABLE NO: 13 Checking Of Organic Certification Or Green-Label

S. NO	anic Certification or Green-Label	Quantity of Responders	Percentage (%)
1	Yes	120	80
2	No	30	20
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table depicts the checking of Organic Certification or Green Label. According to the above table, (80%) of responders search for organic certification or a green label before purchasing. This suggests that the majority of responders are concerned with the authenticity and health benefits of green tea.

Table No: 14 Buying Behaviour During Price Increase

S. No	Opinion	Quantity of Responders	Percentage (%)
1	Yes	54	36
2	No	96	64
	<b>Total</b>	<b>150</b>	<b>100</b>

The accompanying table depicts Buying Behaviour during Price Increase. The majority of responders (64%) say they would not buy green tea if the price increased. This shows that price has a substantial impact on their purchasing decision.

Table No: 15 Method Of Purchase

S. No	Method Of Purchase	Quantity of Responders	Percentage (%)
1	Offline	99	66
2	Online	6	4
3	Both	45	30
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table indicates the Mode of Purchase of Green Tea. The majority (66%) of responders prefer to purchase green tea offline. This demonstrates that traditional retail venues such as supermarkets, grocery stores and specialized shops are still preferred choice for the majority of responders.

Table No: 16 Switched From One Brand To Another

S. No	Brand Loyalty	Quantity of Responders	Percentage (%)
1	Yes	84	56
2	No	66	44
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table depicts the transition from one brand to another. (54% of responders) had switched from one brand to another, demonstrating that consumers engage in moderate brand flipping. This demonstrates that a large fraction of consumers are brand loyal, while the majority of responders are willing to try new brands.

Table No: 17 Challenges In Buying Green Tea

S. No	Challenges	Quantity of Responders	Percentage (%)
1	Yes	48	32
2	No	102	68
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table depicts the difficulties in purchasing green tea. The majority responders (68%) do not encounter any difficulties when purchasing green tea. This demonstrates that for the majority of consumers, the availability, price, and purchasing process for green tea are straightforward and convenient.

Table No: 18 Recommendations Of Green Tea To Others

S. No	Recommendations	Quantity of Responders	Percentage (%)
1	Yes	120	80
2	No	30	20
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table provides Green Tea Recommendations for others. The majority of responders (80%) would recommend green tea to others. This demonstrates that respondents have a positive perception and satisfaction with the product.

Table No: 19 Difficulty In Identifying Authentic Green Tea

S. No	DIFFICULTY	Quantity of Responders	Percentage (%)
1	Yes	78	52
2	No	72	48
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table depicts the difficulty in identifying authentic green tea. According to the research, 52% of respondents had difficulties distinguishing authentic green tea, while 48% do not. This demonstrates that the vast majority of buyers are unable to distinguish authentic green tea from adulterated or low-quality goods.

Table No: 20 Packaging And Labelling Of Green Tea

S. No	Details	Quantity of Responders	Percentage (%)
1	Very informative & Clear	75	50
2	Somewhat Clear	57	38
3	Confusing/Inadequate	18	12
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table depicts the packaging and labeling of green tea. The majority of respondents (50%) regarded the green tea packaging and labeling to be extremely informative and simple to grasp. This demonstrates that the majority of consumers value the clarity of information provided, such as ingredients, health benefits, and usage directions.

Table No: 21 Improvements Needed In Green Tea

S. No	Improvements	Quantity of Responders	Percentage (%)
1	Price Reduction	54	36
2	Packaging	30	20
3	Taste/Flavour	30	20
4	Availability	6	4
5	Awareness of health benefits	30	20
	<b>Total</b>	<b>150</b>	<b>100</b>

The preceding table demonstrates the necessary improvements in green tea. The majority of responders (36%) see the price of green tea as a barrier. This demonstrates that pricing has a significant impact on purchasing decisions. Companies may consider offering promotional discounts or smaller pack sizes to make green tea more affordable and accessible.

5 POINT SCALE:

Table No: 22 Consumers Buying Behaviour About Green Tea:

Statement	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	No. of Response	%	No. of Response	%	No. of Response	%	No. of Response	%	No. of Response	%	No. of Response	%
I frequently purchase green tea for my family members healthconscious.	18	12%	27	18%	15	10%	81	54%	9	6%	150	100%
I usually buy green tea from supermarkets rather than local shops.	3	2%	15	10%	21	14%	66	44%	45	30%	150	100%
I am influenced by other in buying green tea	9	6%	15	10%	51	34%	66	44%	9	6%	150	100%
I check discounts and offers before purchasing green tea.	9	6%	9	6%	27	18%	72	48%	33	22%	150	100%
I tend to remain loyal to a particular brand of green tea.	3	2%	24	16%	30	20%	63	42%	30	20%	150	100%
My purchase decision is influenced by the price and quality of green tea.	3	2%	6	4%	21	14%	72	48%	48	32%	150	100%
I buy green tea because of its availability and convenience.	0	0%	21	14%	30	20%	84	56%	15	10%	150	100%
Online shopping influence my buying behaviour of green tea.	9	6%	27	18%	39	26%	36	39%	39	26%	150	100%

The preceding table indicates that 54% of the respondents agree that they frequently purchase green tea for their family members who are health conscious and 44% of the respondents agree that they usually buy green tea from supermarkets rather than local shops and 44% of the respondents agree that they are influenced by others in buying green tea and 48% of the respondents agree that they check discounts and offers before purchasing green tea and 42% of the respondents agree that they tend to remain loyal to a particular brand of green tea and 48% of the respondents agree that their purchase decision is influenced by the price and quality of green tea and 56% of the respondents agree that they buy green tea because of its availability and convenience and 39% of the respondents agree that online shopping influence their buying behaviour of the green tea.

### 1.9 Chi-Square Test For Relationship Between Income And Green Tea Purchasing Method:

Hypothesis:

H<sub>0</sub> - There is no significant association between the respondents monthly income and their method of purchasing green tea.

H<sub>1</sub> - There is a substantial association between the respondents monthly income and their method of purchasing green tea.

Table No: 23 Relationship Between Income And Green Tea Purchasing Method

	VALUE	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	<b>13.67</b>	<b>6</b>	<b>.034</b>
Likelihood Ratio	14.22	6	.028
Linear-by – Linear Association	6.91	1	.009
N of Valid Cases	<b>150</b>	-	-

The estimated chi-square value (13.67) is greater than the table value (12.59) at 6 degrees of freedom and a 5% level of significance. The p-value obtained from SPSS (0.034) was less than 0.05, indicating statistical significance. As a result, the alternative hypothesis is accepted and the null hypothesis is rejected. This indicates that respondents favourite way of buying green tea and their monthly income are significantly correlated.

### 1.10 FINDINGS OF THE STUDY

- Most of the responders are aware of green tea's health benefits.
- Health consciousness, brand availability and price strongly influence purchase decisions.
- A majority of responders prefer flavoured green tea over plain green tea.
- Most respondents spend a moderate amount monthly on green tea.
- Price and taste are the most common barriers preventing regular consumption.
- Social media and peer recommendations play a crucial role in influencing the consumers.

### 1.11 SUGGESTIONS

- Green tea manufacturers should concentrate on improving taste and flavor characteristics in order to improve acceptability.
- Price reduction tactics or economical pack sizes should be implemented for cost-conscious customers.
- More advertising and awareness campaigns should emphasize the long-term health benefits.
- To enhance interest, retailers could provide a greater range of flavors and brands.
- Attractive packaging and promotional incentives may increase purchase intentions.

### 1.12 CONCLUSION

The study on consumers buying behaviour for green tea in Udthagamandalam Taluk suggests that consumers knowledge of green tea as a healthy beverage is growing dramatically. Most responders believe green tea is good for weight loss, immunity and overall health, which influences their decision to buy. However, despite positive opinions, taste, price sensitivity, and a lack of product variety remain hurdles to frequent usage. The data also show that education level, income, source of information and accessibility all play an important influence in affecting customer behaviour. Social media, supermarkets, and internet platforms have emerged as key influencers and purchasing sites. While health advantages continue to be the primary motivator for purchasing, price and brand reputation have a significant impact on purchase decisions, particularly during cost changes. Overall, the study suggests that the green tea market in Udthagamandalam Taluk has a high potential for expansion. Enhancing product flavor, lowering costs, expanding product choices, and boosting promotional efforts can all considerably increase acceptance and consumption. With ongoing awareness and innovation, customer perception is anticipated to improve, resulting in higher market demand in the future.

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