

BUYING AND CONSUMPTION BEHAVIOUR OF TEA IN COIMBATORE DISTRICT, TAMIL NADU

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ABSTRACT

The purpose of this paper is to analyze the buying and consumption behavior of tea among the rural and urban respondents in Coimbatore district. Data was gathered through personal interviews conducted among three hundred respondents (150 rural and 150 urban). Conventional analysis was employed in data processing. Results revealed that tea was the favourite beverage for majority of the respondents. Majority of the rural and urban respondents explained that the tea was consumed because it was refreshing and energizing. The rural respondents bought tea more frequently which might be because of the small quantities of purchase influenced by the wage type income of the respondents and the brand name was considered much by urban respondents than rural. Tea brands were selected and bought for its taste and flavor and majority of the rural and urban respondents were accustomed to their brand for more than two years

KEYWORDS: Buying Behaviour, Consumption Behaviour, Consumer Awareness, Brand