A Study on Customers Perception and Satisfaction towards Green Tea with Special Reference to Coimbotore City"

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ABSTRACT: *Tea is one of the most widely consumed beverages in the world, next to water and well ahead of coffee and carbonated soft drinks. Tea was first discovered in China around 2700 BC; Tea has long been promoted for having variety of positive health benefits. There are varieties of tea available like these days like green tea, black tea and organic tea etc. The people across the world are consuming tea from thousands of years and it is a leading beverage.*
KEY WORDS: *customer, organic, soft drink, health benefits, satisfaction.*

Green tea is consumed as a popular beverage worldwide, particularly in Asian countries like China, Korea and Japan. Green tea is non-fermented and it contains more catechins than black tea (Cabrera, Artacho, &Gimenez, 2006) The consumption of green tea had a positive impact on oral health but still there is need for more clinical and biological studies to prove this (Narotzki, Reznick, Aizenbud, & Levy, 2012). Nearly 80 percent of the global consumption of tea is black tea but in the recent years the interest towards green tea had increased. The green tea had many health benefits for example the antioxidants in green tea lowers the risk of cancer, diabetes and obesity etc. There are many brands of green tea in the present market.

I.   STATEMENT OF THE PROBLEM:
At present there are various beverages which consumers prefer, but green tea has become one of the most popular health drinks. People prefer green tea due to health, taste, habit, low calories etc. The purpose of the study is to identify and analyse the factors which influence the consumers' perception and their satisfaction towards green tea. The study also covers the problems faced by the consumers while using green tea.

II. OBJECTIVE OF THE STUDY:
* To know the awareness and brand preference among the customers about the green tea.
* To study the factors influencing to purchase green tea.
* To know the satisfaction level of customers towards green tea.

III. RESEARCH METHODOLOGY
The study conducted for a period of 6 months.The research area of this study is Coimbatore City. The questionnaire is been collected among the customers users of green tea in Coimbatore City. The sampling technique used for the study is purposive sampling. Purposive sampling also known as judgment. Therefore it is used since the sample of study mainly concentrates only on green tea users. The sample size used in this study is 150 respondents.The data required for the study is collected from both primary data and secondary data.Questionnaire is main tool for collecting primary data. Questionnaire is designed in a systematic manner covering adequate and relevant questions which covers all aspects of the study. The critical background of the present study is collected from various sources   which includes books. Magazines, journals, website and other related research work.The statistical tools used for the analysis are simple percentage, descriptive analysis and chi-square.

IV. LIMITATIONS OF THE STUDY:
* The study covers respondents in Coimbatore city only.
* The sample size being limited to 150 respondents.

- Results based on primary data.

Analysis and interpretation of data

Table 1: Respondents Demographic Profile

Profile Factors	Particulars	No.	Per cent
Gender	Male	62	41.3
	Female	88	58.7
Age	Below 20 Years	23	15.3
	21-30 Years	83	55.3
	31-40 Years	23	15.3
	Above 40 Years	21	14.0
Occupation	Student	62	41.3
	Employed	49	32.7
	Retired person	12	8.0
	House wife	27	18.0
Educational Qualification	No formal education	2	1.3
	School level	11	7.3
	College level	103	68.7
	Professionally qualified	34	22.7
Residential area	Urban	68	45.3
	Semi urban	57	38.0
	Rural	25	16.7
Marital status	Married	70	46.7
	Unmarried	80	53.3
Nature of family	Joint family	46	30.7
	Nuclear family	104	69.3
Size of family	Up to 2 Members	7	4.7
	3-4 Members	96	64.0
	5-6 Members	36	24.0
	Above 6 Members	11	7.3
Monthly income	Below 10000	9	6.0
	10001-20000	31	20.7
	20001-30000	52	34.7
	Above 30001	58	38.7
TOTAL		150	100.0

Source: Primary Data

It is inferred from the above table that 58.7per cent of the respondents are female, 55.3 per cent of the respondents are in the age group of 21-30 years, 41.3 per cent of the respondents are students, Most 68.7per cent of the respondents are having college level education, 45.3per cent of the respondents are from urban area, 53.3per cent of the respondent's marital status is Unmarried, 69.7per cent of the respondents are belonging to nuclear family, 64per cent of the respondents have 3-4 members in their family, 38.7per cent of the respondents have monthly income of above 30000.

V. DESCRIPTIVE STATISTICS

Descriptive statistics has been used to find the mean scores for the various green tea brands aware by the customers

Table -2

Descriptive Statistics for awareness of various green tea brands					
BRANDS	**N**	**Minimum**	**Maximum**	**Mean**	**Std. Deviation**
Lipton	150	1	3	2.89	0.339
Tetley	150	1	3	2.75	0.463
TajMahal	150	1	3	2.63	0.584
La plant	150	1	3	1.91	0.723
Tata premi um	150	1	3	2.42	0.637
Golden tips	150	1	3	2.11	0.738
Happy valley	150	1	3	2.21	0.788
Twinings	150	1	3	2.15	0.748
Organic India	150	1	3	2.60	0.666
24 Mantra	150	1	3	2.20	0.724
Total	**150**	**10**	**30**	**23.87**	**6.41**

Personal profile	Classification	Influencing Factors Of Green Tea		TOTAL	Value	Df	Asymp.sig (2-sided)	sig
		Low	High					
Gender	Male	8	54	62	.555ª	1	.456	NS
	Female	8	80	88				
Age	Below 20 Years	5	18	23	1.956ª	3	.582	NS
	21-30 Years	9	74	83				
	31-40 Years	5	18	23				
	Above 40 Years	5	16	21				
Residential Area	Urban	5	63	68	4.075ª	2	.130	NS
	Semi urban	7	50	57				
	Rural	5	20	25				
Marital Status	Married	8	62	70	.080ª	1	.777	NS
	Unmarried	8	72	80				
Nature Of Family	Joint family	5	41	46	.003ª	1	.957	NS
	Nuclear family	11	93	104				
Monthly Income	Below 10000	11	17	28	2.516ª	3	.472	NS
	10001-20000	22	21	43				
	20001-30000	13	21	34				
	Above 30001	16	29	45				

Source : Computed

It is observed from the above that the total mean rating for the factors of awareness towards green tea brands is 23.87.The highest mean score (2.89) has been found for 'The awareness of Lipton green tea brand with a standard deviation of 0.399 and the lowest mean score (1.91) has been 'The awareness of La plant brand' with the standard deviation of 0.723. The respondents are aware by the various green tea brands.

Chi-Square Analysis
Source: Computed

From the table it is clear that among 150 respondents 88 respondents are female of which 80 respondents feel that the influencing factors in green tea is high and 8 respondents feel that it is low. Out of 62 respondents of male of which 54 respondents feel that the influencing factor in green tea is high and remaining 8 respondents feel that it is low, 83 respondents are 21-30 years of age in which 74 of them are highly influenced with the green tea and 9 respondents are not influenced with green tea and 21 respondents are Above 40 years in which 16 respondents are highly influenced with green tea and 5 respondents are not influenced with green tea, 68 respondents are from urban area of which 63 respondents feel that the influencing factors in green tea is high and 5 respondents feel that it is low. and Out of 25 respondents are from rural area of which 20 respondents feel that the influencing factors in green tea is high and 5 respondents feel that is low, 80 respondents are unmarried in which 72 respondents feels that the influencing factors in green tea is high and 8 respondents feel that it is low. Out of 70 respondents are married in which 62 respondents feel that the influencing factors in green tea is high and 8 respondents feels that it is low, 104 respondents are from of nuclear family in which 93 respondents are highly influenced with the green tea and 11 respondents are not influenced with green tea and 46 respondents are from joint family in which 41 respondents are highly influenced with green tea and 5

respondents are not influenced with green tea, 45 respondents are earning above Rs.30001 in which 29 of them are highly influenced with green tea and 16 are not influenced and 28 respondents earning are below Rs.10000 out of which 17 are highly influenced with green tea and 11 are not influenced with green tea.

SUGGESTIONS
❖ The companies can reduce the cost of green tea and increase the quantity to attract more customers
❖ The companies should spread awareness among people about benefits of green tea
❖ The companies must make availability of green tea at all shops since most of respondents purchase only at department stores
❖ The companies should try to satisfy all the customers by producing green tea varieties depending on age and body weight

VI. CONCLUSION
The present research was concentrated on customer's perception and satisfaction towards green tea. From the study it can be concluded that green tea has been gaining its popularity due to its high concentration of antioxidants, immune boosting powers, reduction of sugar level and so on. Green tea is emerging has the natural remedy to almost all the health related issues. With the latest advancement in technologies, various potentials of green tea have been explored. Most of the respondents prefer green tea for health purpose. After the analysis it is concluded that the overall satisfaction of the green tea among the customers situated in Coimbatore city is very good.

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