A Study of Consumers' Preference towards Branded & Loose Tea: With Reference to Indore City

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Abstract

The beverages sector in India has undergone significant transformation in the past 12 years. Within the beverages sector, Tea industry in India is to grow 25-30 % annually and would double or triple times in the size by 2014. This industry is gradually inching its way towards becoming the next booming industry. Tea is available in two broad forms i.e. branded tea and loose tea. A Branded tea meant by those all tea brands which are known at national level and are performing very well in the market, while a loose tea means all tea brands which are known at regional level and are performing very well with competing in local market in every city. Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. Main objective of this paper is to explore the market potential of branded and loose tea. The research has conducted in Indore city between 200 active consumers. The consumer preference were identified by structured questionnaire and captured in 6 factors for branded tea and 5 factors for loose tea of consumer preferences, with the help of these factors we have found the effect of these factors on age and income. The study will help the retailers to understand the underlying consumer preference factors for the branded tea and loose tea and help them to craft their marketing strategies. Profiling option of tea by their choice of consumer preferences provides more meaningful ways to identify and understand various customer segments and to target each segment with more focused marketing strategies.

Keywords:

Consumer preference, Loose tea, Branded tea, Retailers

Introduction

The beverages sector in India has undergone significant transformation in the past 12 years. Within the beverages sector, Tea industry in India is to grow 25-30 % annually and would double or triple times in the size by 2014. This industry is gradually inching its way towards becoming the next booming industry. The consumer's objective is to choose the bundle of goods which provides the greatest level of satisfaction as the consumer defines it. Tea is the most versatile beverage ever discovered by man- a kind of one-drink-for-all reasons-all-seasons. Tea warms when it is cold; cools when it is hot; cheers when depressed; calms when excited; awakens when sleepy- and available at every street corner. In short, tea is therapy- in-a-cup.

Tea is available in two broad forms i.e. branded tea and loose tea. A Branded tea meant by those all tea brands which are known at national level and are performing very well in the market i.e. Taj Mahal tea, Red label, Tetly Tea,

Agni tea, Tata tea etc. While a loose tea means all tea brands which are known at regional level and are performing very well with competing in local market in every city. Branded tea market is expected to double in the next 5 years on consumer's preferences over branded packet of tea over the open weight dominated unbranded products.

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the price levels of utility they give the consumer. Ability to purchase goods does not determine a consumer's like or dislikes.

Consumer preferences are more complex and even more important for retailers today than in past. Individual customer has a set of preferences and values whose determination is outside the realm of economics. They are no doubt dependent upon cultures, education, and individuals tastes, among the plethora of other factors. Preference indicates choices among neutral or more valued options available. Consumer preference is measured in terms of the level of satisfaction the consumer obtains from consuming various combinations of bundles of goods.

In order to become a successful marketer, he must know the liking or disliking of the customers. He must also know the time and quantity of goods and services, a consumer may purchase, so that he may store the goods or provide the services according to the likings of the consumers. Gone are the days when the concepts of market was let the buyer's beware or when the market was mainly the seller's market. In this sense, "consumer is the supreme in the market". A consumer plays a very vital role in the health of the economy local, national or international.

Review of Literature

Dölekoğlu (2008) and Mucuk (2001) According to the report, with the exception of cleaning products, consumers' loyalty to private brand products was found to have increased for products in all categories. Despite the growing demand for private brand products, consumers have different reasons for their preferences that are sensitive to product type and price, and the socio-economic status of consumers.

Jack and Rose, (2000) It would be difficult and almost impossible to create quantitative variables to describe the overall appearances of the main characters combining varying views (e.g., price, taste, quality, hygiene etc.) as well as the dynamic design, colors, and sounds of the machine in that vending solution, which may have a significant impact on consumers' preferences.

Jain M., (2012) discussed about major players offering different types of tea, in different parts of the country, with special focus on quality perception under specific demographic region. Major players are offering different types of tea in different parts of the country with a focus on the quality perception of the particular demography.

Mathur M. K., (2012) explained that most of the companies have tea in all pack size - 2kg, 1kg, 500gm, 250gm, 100gm, 50gm and 25gm packaging. There are also sachets, which are priced as low as Re.1. Various regions have distinctive packaging preference for poly pack and box pack (mono cartons). 250 gm size is the most preferred size. Branded tea penetration is quite high in cities like Delhi and Ahmadabad when compared to other major cities in India.

Monirul I. & Han J. H., (2012) states the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year.

Sharma M., (2012) Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. This is used primarily to mean an option that has the greatest anticipated value among a number of options.

Shendge, (2012) Preference (or "taste") is a concept, used in the social sciences, particularly economics. It assumes a real or imagined "choice" between alternatives and the possibility of rank ordering of these alternatives, based on happiness, satisfaction, gratification, enjoyment, utility they provide. More generally, it can be seen as a source of motivation. In cognitive sciences, individual preferences enable choice of objectives/goals.

Vakhariya S. And Chopde V., (2011) Private labels in India are on the growth path. With the emerging private players, national brand manufacturers will have to compete with the competition within the sales promotion and distribution channel, which needed to change in marketing strategy, locally.

Virmani R. T., (2011) stated the reasons for preference of the brands ranged from quality to availability. But it was quality that was ranked as the No. 1 parameter for brand preference. Most of the consumers reported that they do get carried away by advertisements sometimes but in the end it is the quality of the product that is a decisive factor for purchase.

Objectives of the Study

- To identify the factors of consumer preference towards branded and loose tea in Indore city.

- To study the consumer preference with special reference to age and income.

Hypotheses

To know the effects of seventeen influencing factors on consumer preference, the following null and alternative hypothesis have framed:

Null Hypothesis H_{01}: There is no significant impact or difference in mean preference of consumers for branded or loose tea with special reference to age.

Alternative Hypothesis H_{01}: There is significant impact or difference in mean preference of consumers for branded or loose tea with special reference to age.

Null Hypothesis H_{02}: There is no significant impact or difference in mean preference of consumers for branded or loose tea with special reference to income.

Alternative Hypothesis H_{02}: There is significant impact or difference in mean preference of consumers for branded or loose tea with special reference to income.

Research Methodology

Data Sources

To design the structured questionnaire the 17 items of consumer preference for tea are taken from extensive study of consumer preference literature viz. journals of marketing, international journals of marketing, various business review and marketing management magazines etc.

The primary data was collected from 200 consumers of different areas across Indore city and having above 20 yrs age and already consuming tea whether purchased from organized outlet or traditional unorganized outlet.

Definition of Variables

After an extensive study of consumer preference for literature following consumer preference factors are considered for this study: Name/Fame, Price, Quality, Packaging, Offer, Taste, Promotion, Availability, Size, Family Liking, Time, Evaluate, Shifting, Product Class, Personal Importance, Choice, and Alike.

Apart from these 17 factors, four categorical variables are also used to know the effects of all 17 consumer preference factors on the consumer preference. Two Categories have been selected for the study are–Age and Income.

Sample and Design

The design of the present study is descriptive as well as empirical in nature. The main purpose of the study is to find the impact of consumer preference regarding the type of tea in Indore city. The sample size is 200 consumers. The sample comprised of the respondent above 20 years age & having experience of preferring tea. The independent variables comprises of age and income. The entire universe has been divided as:

- **Age:** The age group were 20-30, 30-40, 40-50, 50 and above. This was kept so as to cover maximum percentage of universe, grouping in class interval helped in easy tabulation.

- **Income:** It contained the choices of 1-2 lakhs, 2-3 Lakhs, 3-4 Lakhs, and 4 Lakhs and above.

Data Collection

The questionnaire is split into two sections. The first section deals the demographic factors. Second section related to 17 consumer preference factors. The questionnaire has given five point scales rating Highly Dissatisfied to Highly Satisfied and comparative weight one to five, where five is the highest rank. The data collected from consumers of different areas of Indore city on the basis of age and income.

Tools for Data Analysis

Factor analysis and ANOVA test applied to minimize the factors to find their effectiveness & variances. The statistical package like SPSS (version 16) used, MS- Excel also used for analysis. The level of significance was tested of five percent level.

Factor Analysis

The normal varimax solution is not obtained directly from a correlation matrix. It is obtained by rotating other types of factor solutions to the varimax form. In the present study it was considered desirable to use the highest factor loading criterion to select consumer preference included in all group of factors. This criterion was uniformly used in the factor analysis carried out on the total sample of the study.

ANOVA Test

The generated factors which have got with factor analysis by using SPSS software (16) version, with the help of these factors we have applied ANOVA test by using SPSS software (16 version) to measure the variance among different variables. Tukey Karner multiple comparison has been used to get the mean difference and analyzing the results. It has been applied on 5% level of significance, to test the variance between different demographic variables on consumer preference.

Method for Data Analysis

Data was analyzed using statistical techniques (at 5% level of significance), ANOVA.

Reliability Test

After the testing of questionnaire we have tested reliability of whole data on all factors. Reliability test has been made on whole 200 samples for testing the reliability of consumer preference. With the help of Coefficient (Cronbanch Alpha); we have tested the reliability of factors. Reliability of 200 samples for consumer preference has Cronbach's Alpha (.762) (see Annexure 1) which is excellent, according to different theory of reliability value above 0.6 is appropriate, low value below the 0.5 implies that reliability may not be appropriate. No items have been removed from the questionnaire.

Results and Discussion

Impact of Age and Income on Consumer Preference with reference to Brand Tea

Factor analysis was adopted to capture the consumer preference in different areas of Indore city. (Annexure 2) It summaries the result of the factor analysis, that was run using the Principal Component Approach with a varimax rotation.

Bartlett's test of sphericity and Kaiser- Olkin (KMO) measure are adopted to determine the appropriateness of data set for factor analysis. High valued (between 0.5to 1) of KMO indicates that the factor analysis is appropriate, low value below the 0.5 implies that factor analysis may be appropriate. In this study, the result of Barteltt's test of sphericity (0.00) and KMO (0.751) indicates that the data are appropriate for factor analysis.

In this study, factor analysis was carried out in two stages. In stage one; known as the factor extraction process, objective was to identify how many factors to be extracted from data. Using principal component analysis, 17 items were extracted by four factors. Only the factors having latent roots or eigen value greater than 1 were considered significant' all factors having eigen value less than 1 were considered insignificant and were discarded. All the six factors together accounted 66.81% of the total variance.

In the second stage, all the factors were interpreted and labeled. Items having factor loading more than 0.4 were included in the interpretation. More detailed description of the factors is presented in the next section.

Impact of Demographic Factors on Consumer Preference as discussed above, different items have been extracted (Annexure 3) with the help of factor analysis and ANOVA was used to study the variation in the consumer preference across demographic variables. The six factors are summarized in the Annexure 3.

Factor 1: Personal & Family influence

The factor measures the personal importance and family liking influence in choosing the brand tea. It measures the brand loyalty of a consumer in Indore city, and also measures that if preferred brand tea is not available at the store, how much is they loyal to that brand whether they shifts towards loose tea or not. Consumer who scores high on this factor is very choice conscious that they received the information which is contrary to choose his brand tea in that product class prefers brand tea. The highest loading (.716) item in this factor is "choice".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 3) indicates that the significance value of F for age and income all are greater than 0.05. So Indore city's consumer does not have significant impact on personal importance and family liking for brand tea preference with respect to these demographic variables. Only education has impact on choice of brand tea preference in Indore city. In our sample in Indore city post graduate (mean=16.18), are more conscious of choice for brand tea preference other than any post graduate in Indore city.

Factor 2: Quality Consciousness

The factor measures the quality and taste influence in choosing the brand tea in Indore city. Taste is the main concern for purchasing the tea and consumer of Indore city who scores high on this factor is very quality conscious that they prefer brand tea also for its taste. The highest loading (.799) item in this factor is "Taste".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 3) indicates that the significance value of F for age and income all are greater than 0.05. So Indore city's consumer does not have significant impact on quality consciousness for brand tea preference with respect to these demographic variables.

Factor 3: Price Pay & Availability

The factor measures the duration of recognition about the brand, product class, and price that a consumer pays for it and also the availability of product at nearby store. Quality and taste influence in choosing the brand tea in Indore city. Consumer who scores high on this factor is very conscious about duration of recognition of the chosen brand that they have preferred. The highest loading (.830) item in this factor is "Time".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 3) has revealed that the significance value of F for age and income is greater than 0.05. So Indore city's consumer of brand tea does not have significant impact on price, availability and product class for brand tea preference with respect to these demographic variables.

Factor 4: Design & Promotion

The factor measures the design, packaging, promotion, and size influence in choosing the brand tea in Indore city. Consumer who scores high on this factor is very design & promotion conscious that they prefer brand tea for its design. The highest loading (.717) item in this factor is "Packaging".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 3) indicates that the significance value of F for age and income is greater than 0.05. So Indore city's consumer of brand tea does not have significant impact on packaging, promotion, size, and alike for brand tea preference with respect to these demographic variables.

Factor 5: Offer

The factor measures the offer influence in choosing the brand tea in Indore city. Consumer who scores high on this factor is very offer conscious that they prefer brand tea for its offer. The highest loading (.862) item in this factor is "Offer".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 3) indicates that the significance value of F for age and income and is greater than 0.05. So Indore city's consumer of brand tea does not have significant impact on offer for brand tea preference with respect to these demographic variables. It reveals that the consumers in Indore city of brand tea are not offer conscious.

Factor 6: Brand Consciousness

The factor measures the evaluation and name or fame influence in choosing the brand tea in Indore city. Consumer who scores high on this factor is very naming i.e. brand conscious that they prefer brand tea for its brand name. The highest loading (.625) item in this factor is "Name/ Fame".

It (Annexure 2 and Annexure 3) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 3) indicates that the significance value of F for age and income is greater than 0.05. So Indore city's consumer does not have significant impact on quality consciousness for brand tea preference with respect to these demographic variables.

Impact of Age and Income on Consumer Preference with reference to Loose Tea

Factor analysis was adopted to capture the consumer preference in different areas of Indore city. (Annexure 5) It summaries the result of the factor analysis, that was run using the Principal Component Approach with a varimax rotation.

Bartlett's test of sphericity and Kaiser- Olkin (KMO) measure are adopted to determine the appropriateness of data set for factor analysis. High valued (between 0.5to 1) of KMO indicates that the factor analysis is appropriate, low value below the 0.5 implies that factor analysis may be appropriate. In this study, the result of Barteltt's test of sphericity (0.00) and KMO (0.702) indicates that the data are appropriate for factor analysis.

In this study, factor analysis was carried out in two stages. In stage one; known as the factor extraction process, objective was to

identify how many factors to be extracted from data. Using principal component analysis, 17 items were extracted by four factors. Only the factors having latent roots or eigen value greater than 1 were considered significant' all factors having eigen value less than 1 were considered insignificant and were discarded. All the five factors together accounted 56.79% of the total variance.

In the second stage, all the factors were interpreted and labeled. Items having factor loading more than 0.4 were included in the interpretation. More detailed description of the factors is presented in the next section.

Impact of Demographic Factors on Consumer Preference as discussed above, five items have been extracted (Annexure 6) with the help of factor analysis and ANOVA was used to study the variation in the consumer preference across demographic variables. The five factors are summarized in the Annexure 6.

Factor 1: Personal & Family influence

The factor measures the size, evaluation, personal importance, shifting i.e. brand loyalty, choice influence in choosing the loose tea in Indore city. Consumer who scores high on this factor is very size conscious that they prefer loose tea for its size. The highest loading (.748) item in this factor is "Size".

It (Annexure 5 and Annexure 6) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 6) indicates that the significance value of F for age which is greater than 0.05. So Indore city's consumer does not have significant impact on personal & family influence for loose tea preference with respect to this demographic variable. Only income has impact on choice of loose tea preference in Indore city. In our sample of Indore city's consumer having income between 3 to 4 lakhs (mean=19.00), are more conscious of personal importance & family influence for loose tea preference other than any income group in Indore city

Factor 2: Quality Promotion

The factor measures the quality, fame, name, offer and promotion influence in choosing the loose tea in Indore city. Consumer who scores high on this factor is very quality conscious that they prefer loose tea for its taste. The highest loading (.782) item in this factor is "Quality".

It (Annexure 5 and Annexure 6) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 6) indicates that the significance value of F for age which is greater than 0.05. So Indore city's consumer does not have significant impact on quality promotion for loose tea preference with respect to these demographic variables. Only income has impact on choice of loose tea preference in Indore city. In our sample of Indore city's consumer having income of 4 lacks and above (mean=16.34), are more conscious of quality & promotion for loose tea preference other than any income group in Indore city.

Factor 3: Product Availability

The factor measures the product class and availability influence in choosing the loose tea in Indore city. Consumer who scores high on this factor is very product class conscious that they prefer brand tea for its product class and its availability. The highest loading (.780) item in this factor is "Product class".

It (Annexure 5 and Annexure 6) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 6) indicates that the significance value of F for age and income is greater than 0.05. So Indore city's consumer does not have significant impact on product availability for loose tea preference with respect to these demographic variables.

Factor 4: It's time to pay for design

The factor measures the price, packaging, time, and alike influence in choosing the loose tea in Indore city. Consumer who scores high on this factor is very price conscious that they prefer loose tea for its price. The highest loading (.627) item in this factor is "Price".

It (Annexure 5 and Annexure 6) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 6) indicates that the significance value of F for age and income is greater than 0.05. So Indore city's consumer does not have significant impact on time and packaging for loose tea preference with respect to these demographic variables but it was observed that these types of consumers are more prices sensitive and since income has significant impact on the price factor. Only income has impact on choice of loose tea preference in Indore city. In our sample of Indore city's consumer having income of 1lakhs to 2 lakhs (mean=16.34), are more conscious of price factor for loose tea preference other than any income group in Indore city.

Factor 5: Family Taste

The factor measures the taste and family liking influence in choosing the loose tea in Indore city. Consumer who scores high on this factor is very taste conscious that they prefer loose tea for its taste. The highest loading (.678) item in this factor is "Taste".

It (Annexure 5 and Annexure 6) indicates the effects of various demographic variables on consumer preference in accordance to Indore city. It (Annexure 6) indicates that the significance value of F for income is greater than 0.05. So Indore city's consumer does not have significant impact on family taste for loose tea preference with respect to these demographic variables. In our sample of Indore city's consumer having age between 40-50 yrs (mean=8.38), are more conscious of family liking and taste for loose tea preference other than any age group in Indore city.

Conclusion

When consumers buy a product they normally consider different types of attributes which we saw the same in case of both type of tea i.e. brand as well as loose also. The product examined in this research study was branded and loose tea offers by various marketers. This paper focused on consumers' preference towards branded and loose tea.

Consumers had an overall more positive attitude and preference towards their respective preferred brand in the product class over other. Findings from this study should assist in filling the substantial knowledge deficit that exists regarding tea research in marketing or business field.

According to this research 110 consumers prefers Loose Tea out of 200 & only 90 prefers branded tea. One of the reasons is that people like loose tea as its taste is very good. Another reason is that loose tea is available in all variety and size to our sample which influence

on them to preferred loose tea. Price and income are also very important factor that influence to choose their preferred tea. Frequency of advertisement is also important factor for branded tea customer to choose their brand. It is also noticed in our study that promotion scheme & discount are also important to purchase their preferred brand.

Mostly people come to know about their preferred tea through market information and sales person. So those who had interaction with sales person or get updated with market information are more aware of their preferred loose tea as compare to other medium of advertisement & promotional medium. Availability of convince is also important factor to choose the preferred brand. The customers of branded tea gave importance to the brand ambassador while loose tea customers have no influence on brand ambassador. Both brand customer think that design, feature, and cost is very important so that they proffered there tea according to their perspective. Thus brand tea marketer has to work more to compete with loose tea merchant & to lead the market. In addition to this loose tea merchant must keep their quality, services on track as such no major differences are found in consumer preference for both brands but brand conscious consumer may easily switch towards branded tea.

Market brands that have provided utilities and presented alternatives to consumers, manufacturer and marketer must be evaluated accurately. In addition, because of low per capita income and faltered distribution of income in Indore, it is estimated that the share of loose tea merchant will be increased in the future in respect of Indore city.

Suggestions

For Marketer

1. Marketer can concentrate more on price and quantity of the product. According to study, consumers want more quantity of tea in lesser price.

2. For promotional offers, company can go for free gifts rather than going for other ways.

3. It is suggested that loose tea merchant can concentrate more on advertisement and can maintain quality of the product as compare to the competitors.

4. Local loose tea trading companies can concentrate on its packaging of loose tea as consumers are not convinced with it.

5. Companies can concentrate more on television advertisement, as the respondents get attracted through television.

6. From this study I come to know that the brand tea trading company should make use of Discount coupons, promotional strategy with a view to reach large number of customers and to increase the sales in the market.

For Consumer

1. Consumers may go with branded tea as our study results shows that brand tea is more hygienic than loose tea, if consumers are hygiene conscious.

2. Consumers may go with loose tea as our study results shows that loose tea has better taste and quality than branded tea, if consumers are taste and quality conscious

3. Consumers may go with loose tea if consumers want more quantity of tea in lesser price as our study shows that loose tea is available at lower price that branded tea and thus it is offered at lesser price than branded tea.

Implication

The research conducted is useful to many people, aspects, on which Indore city's consumer prefer branded / loose tea, will help the marketer to make the strategies according and will also help and focus on particular aspects at time of advertisement, promotion etc. Today as market has become very crucial for any company to sell its products researchers are taking interest in this area and need in –depth knowledge about the subject. As questionnaire was used for taking opinions it would also help the consumer to increase their awareness. It will be also useful to retailers to know what they can focus on having retail strategy in market.

This study can be implied and helpful to those all who want to know about the consumer's preference towards brand /loose tea and want to go for further detailed research or who are facing the competition in the same product line.

This study is helpful to carry out the various decisions like marketing strategy, branding, market penetration, identifying the potential customer and also to develop the strategy for retaining the customer with improving in the quality of both product and services.

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Annexure

Annexure 1: Reliability Test for Brand Tea
Reliability Statistics

Cronbach's Alpha	No. of Items
.794	17

Annexure 2: Result of Factor Analysis for Brand Tea

Factors Label and Items	Rotated factor Loading
Factor 1 : Personal & Family Influence Choice Family Liking Personal Importance Shifting	**.716** **.676** **.669** **.656**
Factor 2 : Quality Consciousness Taste Quality	**.799** **.776**
Factor 3 : Price Pay & Availability Time Product Class Price Availability	**.830** **.763** **.469** **.452**
Factor 4 : Design & Promotion Packaging Promotion Size Alike	**.717** **.627** **.621** **.481**
Factor 5: Offer Offer	**.862**
Factor 6 : Brand Conscoiusness Evaluate Name / Fame	**.564** **.625**

Annexure 3: Effect of Various Demographic Factors on Consumer Preference With Respect to Brand Tea

	Age		Income	
	F	**Sig**	**F**	**Sig**
Factor 1: **Choice** **Family Liking** **Personal Importance** **Shifting**	1.125	.348	1.075	.368
Factor 2: **Taste** **Quality**	.385	.765	1.677	.184
Factor 3: **Time** **Product Class** **Price** **Availability**	2.251	.094	.212	.436
Factor 4: **Packaging** **Promotion** **Size** **Alike**	.389	.762	.072	.975
Factor 5: **Offer**	.814	.492	.406	.947
Factor 6: **Evaluate** **Name / Fame**	.753	.053	2.040	.121

Annexure 4: Reliability Test for Loose Tea

Reliability Statistics

Cronbach's Alpha	N of Items
.747	17

Annexure 5: Result of Factor Analysis for Loose Tea

All the five factors together accounted for 56.79% percent of the total variance.

Factors Label and Items	Rotated factor Loading
Factor 1 : Personal & Family Influence	
Size	.748
Evaluate	.633
Personal Importance	.672
Shifting	.605
Choice	.594
Factor 2 : Quality Promotion	
Name/Fame	.577
Quality	.782
Offer	.638
Promotion	.589
Factor 3 : Product Availability	
Product class	.780
Availability	.625
Factor 4 : It's Time To Pay For Design	
Price	.627
Packaging	.584
Time	.642
Alike	.474
Factor 5 : Family Taste	
Taste	.678
Family Liking	.633

Bartelt's test of sphericity = 0.00
Kaiser- Meyer – Olkin KMO = 0.702

Annexure 6: Effect of Various Demographic Factors on Consumer Preference Wi th Respect to Loose Tea

	Age		Income	
	F	Sig	F	Sig
Factor 1: Size Evaluate Personal Importance Shifting Choice	.765	.515	.309	**.019***
Factor 2: Name/Fame Quality Offer Promotion	1.715	.167	.496	**.026***
Factor 3: Product class Availability	.905	.440	.716	.441
Factor 4: Price Packaging Time Alike	1.082	.359	1.194	.314
Factor 5: Taste Family Liking	1.712	**.016***	.521	.668