

C O N T E N T S

| | <u>PAGE NO.</u> |
|---|-----------------|
| DECLARATION | I |
| CERTIFICATE | II |
| ACKNOWLEDGEMENT | III |
| CONTENTS | IV |
| LIST OF TABLES | V |
| LIST OF FIGURES | VI |
| LIST OF GRAPHS | VII |
| CHAPTER NO. I : <u>INTRODUCTION</u> | 1 - 6 |
| Selection of Problem | 2 |
| Importance of Study of Consumer Behaviour | 3 |
| Objectives of the Study | 3 |
| Limitations | 4 |
| Methodology | 5 |
| Chapter Scheme | 5 |
| CHAPTER NO. II : <u>PROFILE OF TEA INDUSTRY</u> | 7 - 43 |
| A) | |
| Tea and Tea Growing for the Non-planter | 8 |
| Origin and Development of the Tea Industry | 11 |
| Importance of Tea Industry | 12 |
| Tea Industry - Immense Growth Potential | 16 |
| Growing Internal Market | 17 |
| Need to Boost Output | 19 |
| B) | |
| Marketing of Indian Tea & Analysis of Export Performance | 22 ✓ |
| Trends in Domestic Demand | 23 |
| Demand Trends in Export Market | 23 |

| | | |
|---|-----|------------------|
| Elasticity of Demand | 24 | |
| Export Performance - Marketing Implications | 25 | ✓ |
| India's Export Strategy | 37 | ✓ |
| CHAPTER NO. III : <u>MARKETING OF CONSUMER GOODS</u> | | 44 - 78 |
| Marketing Concept in Retailing | 45 | |
| Developing a Retailing Strategy | 47 | |
| Developing Appropriate Marketing Mix | 53 | |
| Consumer Behaviour | 54 | |
| Consumer Buying Process | 56 | |
| Economic Theories' Explaining Consumer Behaviour | 63 | |
| Psychological Determinants - Learning Theory | 65 | |
| Marketing Implications | 67 | |
| Motivation Theory | 68 | |
| Psycho-analytical Theory | 69 | |
| Conclusion | 77 | |
| CHAPTER NO. IV : <u>CONSUMER BEHAVIOUR IN MARKETING OF TEA</u> | | 79 - 95 |
| Data Analysis and Observation | 80 | |
| CHAPTER NO. V : <u>CONCLUSIONS AND SUGGESTIONS</u> | | 96 - 109 |
| Conclusions and Suggestions | 97 | |
| Summary | 107 | |
| APPENDIX | | 110 - 125 |
| Interview Schedules | 111 | |
| Consumer Profile | 115 | |
| Graphs, Tables | 117 | |
| Bibliography | 123 | |

