

÷ Chapter-I ÷

∴ Introduction ∴-

CHAPTER I

INTRODUCTION

SELECTION OF PROBLEM	1
IMPORTANCE OF STUDY OF CONSUMER BEHAVIOUR	2
OBJECTIVES OF THE STUDY	2
LIMITATIONS	3
METHODOLOGY	4
CHAPTER SCHEME	4 - 5

Selection of the Problem :

Tea is a consumer product. Besides as far as India is concerned, India is the largest tea-producing, major exporter and consumer country in the world. Tea is a scarce foreign-exchange earner for the country. So the general study of tea industry is undertaken with a view to analyse the performance of the tea industry, its export performance and marketing implications for improving the performance of the tea industry.

At micro level, the study of buyer-behaviour is important to know likes, dislikes and preferences of the customers; This study could help to direct towards the satisfaction of needs and wants of the consumers. The essence of modern marketing concept is that all the elements of business should be geared towards satisfaction of consumers. So the firm must play a more active role in anticipating consumer needs and wants, in shaping their desires and aspirations, and in aiding them in the solution of their numerous day to day problems. The guarantee route to the profits is through consumer satisfaction. So attempt to study consumer behaviour, at three different retail locations is undertaken with a view to know likes and dislikes and preferences of tea buyers. In short, objective of this study is to examine the applicability of marketing concept in retailing of tea. The selection of tea was felt most suitable for the following reasons :

1. Tea is a consumer product. It is becoming essential commodity and day to day necessity of the life. Consumption of tea is increasing with a fast speed.

2. Although tea is convenience goods the purchase of it is influenced by likes and dislikes of the buyer. A significant group of buyers are observed to make a special purchasing effort ~~observed~~ for deciding their brand of tea.

Importance of Study of Consumer Behaviour :

Consumer behaviour is the process whereby individuals decide whether, what, when, where, how and from whom to purchase goods and services. Consumer behaviour is the behaviour that consumers display in searching for purchasing, using and evaluating product, services and ideas which they expect satisfy their needs.

The study of consumer behaviour is an attempt to understand and predict human actions in the buying process. It help us to know how do consumers buy and thus to predict how will this change, if the marketing program is changed.

The success of any business depends not only on the ability to recognise ~~unmet~~ unmet or unsatisfied needs but also to understand whether those needs will be expressed as economically feasible markets and what organisational response is required for success in selling those needs.

Retail outlet is final link and most important for firms successful marketing efforts. It is at the retail level all marketing efforts will either result in sales or pile up an stock inventory.

Objectives of This Study -

This study makes an attempt and presenting informative analysis of the tea industry from marketing point of view on the

basis of the secondary data available. And also an attempt is made to study the consumer behaviour and the applicability of marketing concept in retailing of tea.

The main objectives of this study are as given below :-

1. To study and analyse the performance of tea industry in general.
2. To study how the marketing concept could be applied in retailing of tea. For this purpose study of consumer behaviour is essential.

Limitations :

1. For studying the tea industry researcher has mainly relied on secondary data.
2. The consumer behaviour study is restricted to three retail locations in Sangli-Miraj cities where primary data has been collected.

The study is subject to universal difficulties in study of consumer behaviour.

- i) The speed of human mind is fast because it has multi-dimensional perception which makes human behaviour multi-motivated. His or her likes and dislikes change in no time. Consumer is dynamic and down right difficult. This can at most enable predictions in probablistic terms.
- ii) Each consumer is separate individual with unique personality. Consumer behaviour also changes over a period of time because of change in income, change of life-style, stage and other factors, multiple environmental factors like economic, societal, legal, ethical, political, religious, and cultural, etc, influence consumer behaviour. The difficulty here in also is

that of change. All these external factors are dynamic with reference to time, with reference to space and with reference to causation, communication, whether express or implied, does change attitude.

Methodology :

1. Study of consumer behaviour is based on primary data collected from sample units at three retail tea stores in Sangli and Miraj cities. A random sample of 100 respondents was collected from each specialised tea retail outlets on the basis of random table.

As the study was based on survey technique, intensive data were collected with the help of interview schedule and informal discussions with the customers of tea. For conducting a ~~consumer~~ consumer survey a interview schedule was prepared to answer the management question, research question and investigative questions. The response structure to the questions may be classified as open and closed. In the open response form respondents are free to reply with their own choice of words and concepts. With the closed response, the respondent choose from two or more predetermined response possibilities.

2. Study of tea industry is mainly based on secondary data, collected from published statistics by Tea Board, books, etc.

3. Also observation method is used to know and supplement the responses of customers.

Chapter Scheme :

The present study is divided into five chapters. The first Chapter is the introduction, which states selection of the

problem, importance of the problem, objectives of the problem, limitations of the problem and methodology.

The second Chapter includes the informative analysis of tea industry in India. It covers analysis of tea industry and export performance from marketing point of view.

The third Chapter deals with marketing of consumer goods in general. It deals with application of marketing concept in retailing and various theories of consumer behaviour.

The fourth Chapter deals with consumer behaviour in marketing of tea. It covers the analysis of data collected and observations.

The last one, fifth Chapter, covers the conclusions and suggestions. Appendix includes tables, charts, graphs, questionnaire and bibliography.