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A Study on Organic Tea buying behaviour and Consumption among Millennials in India

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ABSTRACT: The consumption of organic tea among millennials in India is witnessing a significant rise driven by a growing awareness of health and environmental concerns. This demographic favors organic tea due to its pesticide-free nature and the sustainable farming practices it promotes. Millennials exhibit distinct buying behaviors characterized by thorough research and a preference for brands that are transparent about their sourcing and production methods. They actively seek out diverse flavors and blends of organic tea, often incorporating it into their wellness routines.

India's organic food industry is poised for substantial growth, supported by shifting consumer preferences towards safer and healthier food options. This transformation reflects a global trend towards organic products, driven by concerns over chemical residues and environmental sustainability. The evolution of India's organic food market is marked by increasing domestic consumption and promising prospects for international exports in the near future.

KEY WORDS: Organic tea, millennials, India, consumption trends, health awareness, environmental concerns, sustainable farming, buying behavior, transparency

I. INTRODUCTION

When it come to organic tea, millennials in India are becoming more conscious about their health and the environment. They tend to prefer organic tea because its free from pesticides and chemicals. They also appreciate the sustainable farming practices that organic tea promotes. In terms of buying behaviour, millennials often research and read reviews before making a purchase. They look for brands that are transparent about their sourcing and production methods. As for consumption, millennials enjoy trying different flavours and blends of organic tea, and many incorporate it into their wellness routines.

India today is on the threshold of an organic revolution. organic food industry in india yet at a nascent stage, will experience steadfast growth in next few years. over the past decade consumption patterns of consumers have been changing especially in food consumption. Consumers eat organic food due to their organic farming techniques i.e., without using any chemical fertilizer, pesticides or growth hormones to ensure you get the healthiest food without using any chemical fertilizer, pesticide or growth hormones to ensure you get the healthiest food without interfering with nature. So consumer behaviour will be shifting to organic food items since the quality and safety in food attract consumer intrest towards organic food that is free from pesticides and chemical residues. the country's budding organic food market is transforming into worlds to which overseas demand/ exports was oxygen to breath will be experiencing a colossal change in the consumption pattern in times to come.

II. REVIEW OF LITURATURE

Razia sultana sumi (2018)

In the establishment tea market, tea is produced by traditional farming methods. marketers face a great challenge is attracting customers with new product concepts such as organically produced method, which is different from the conventional one. Along with different from the conventional one. Along with different intrinsic causes, external factors highly influence the buying intention of consumers. A consumers evaluation process about the value of a product and the service required for their perceived benefit and cost will significantly influence the buying decision. In this study, we based our argument on the fact that today consumers are not only searching for product quality and fair price, they also become conscious about health and environmental issues. Therefore, we have extended our Benefit, environmental concern, and trust of the labelling and certifications, in addition to the tradition means-end model of Zeithaml. Organic tea, which has been produced by natural substances as opposed to chemical ones, motivates customers toward organic



consumption. Therefore, along with product attributes, the influence of health benefits and environmental issues on organic tea consumers are also analysed in this study.

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Journal of management Research and analysis(JMRA) 5 (4), 116-119, 2018

In the modern era of globalization and a rapid urbanization, consumers have become more concerned about their health and use of natural and organic products so as to be healthier. Many researchers have studied about the awareness and the consumption pattern of organic foods and concluded that it is significantly higher in developed ones. In the countries like India, where organic food markets are still in the nascent phase of its growth, the level of awareness and acceptance is relatively low. Tea plays quite a significant economic, social, and cultural role in our daily lives. Today, the global tea trend is majorly driven by the health benefits associated with consuming tea. According to Typhoo India business head, tea market is expected to grow 20-30% annually. the purpose of the present study is to understanding consumer awareness, preference and perception towards organic tea and to know the consumer buying behaviour for organic tea in India.

III. RESEARCH METHODOLOGY

RESEARCH GAP

A survey of literature reveals that previous study on influences on consumer behaviour towards organic tea towards millennials in India, such as impact of social media, price sensitivity, and awareness level to the consumers. The research gap in the study associated between age, income level, education level, and awareness level towards organic tea.

NEED OF THE STUDY

As it may offer marketers to build different strategies to cater to this specific demographic to attract the customers and also to understand the factors influence millennials choices when it comes to tea consumption.

Secondly it provides insights in the growing trend of organic and sustainable consumption among millennials, shedding light on their motivation and preferences.

After COVID 19 many people's mind sets are changed mainly became more health conscious so the study is more helpful to know the consumer behaviour before and after COVID and also helps in the overall understanding of the organic food market in India and its potential for growth.

PROBLEM STATEMENT

This study focuses on understanding the factors that influences millennials choice and behaviour when it comes to purchasing and consuming organic tea. This includes exploring their motivations, preferences, and decision-making processes. By gaining insights into these aspects. The study aims to help tea producers and marketers better understand the needs and expectations of millennials relation to organic tea.

OBJECTIVES OF THE STUDY

1. To find out the major factors influencing the customers purchasing behavior towards organic tea.
2. To understand the awareness level of millennials towards organic tea.

RESEARCH DESIGN

Researcher usually chooses the research methodologies and techniques at the start of the research. Research is the process of discovering new information and correlating it with previously known information by using the scientific techniques to study the natural or social even.

RESEARCH TYPE: Descriptive in nature

Sampling technique: simple non -random technique is used for the purpose of the study.

Data collection methods

Primary data collection methods can range from surveys and interviews to focus groups and observations. Because you design the process primary data can offer precise, context specific information directly related to research objectives.

Secondary data is derived from the resources that already exists. This can include information gathered for other research projects administrative records, historical documents, statistical database and more.



POPULATION:250
 SAMPLE SIZE: 200
 SAMPLE UNIT: Kandlakoya

QUESTIONNAIRE

A well -structured questionnaire with straight forward questions is employed for data gathering. Close – ended multiple choice items are included in the survey.

Tools used: bar graph, pie charts, percentages

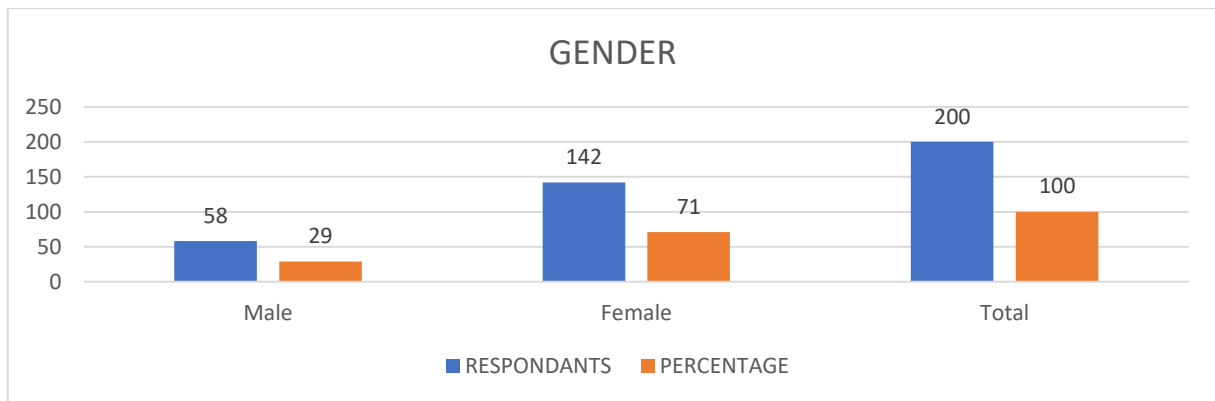
HYPOTHESIS

H0: There is no significant awareness about organic tea irrespective of Gender.

H1: There is significant awareness about organic tea irrespective of Gender.

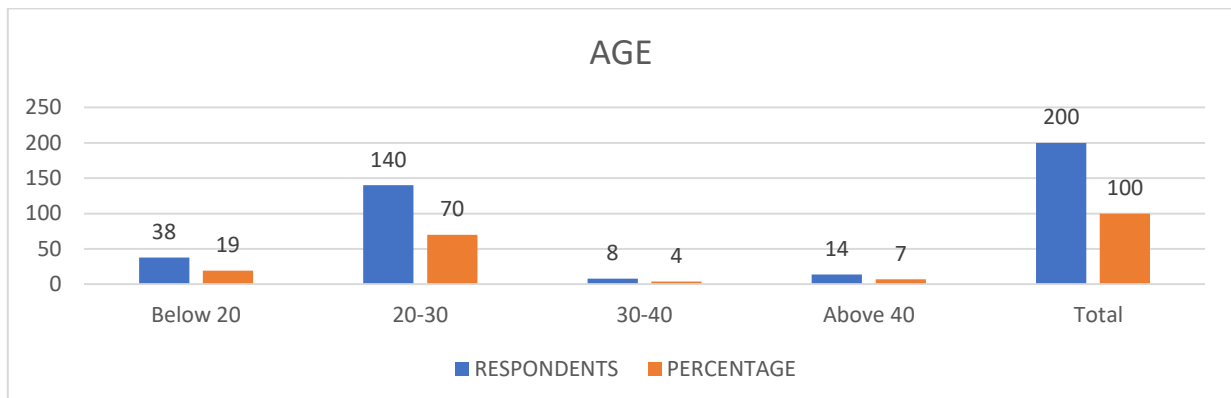
DATAANALYSI

Gender	Male	Female	Total
RESPONDANTS	58	142	200
PERCENTAGE	29	71	100



INTERPRETATION: The total respondents are 200 out of which 29% percent are male and 71% are female.

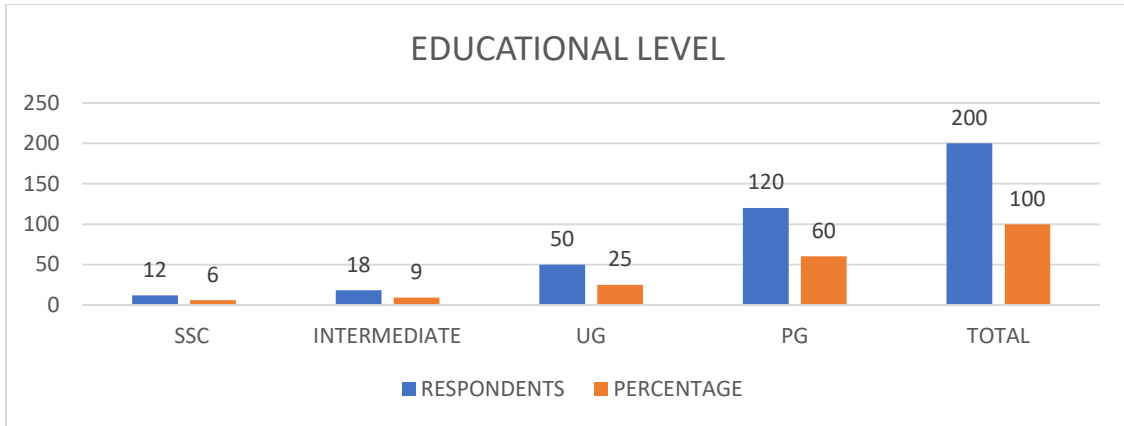
Age	Below 20	20-30	30-40	Above 40	Total
RESPONDENTS	38	140	8	14	200
PERCENTAGE	19	70	4	7	100





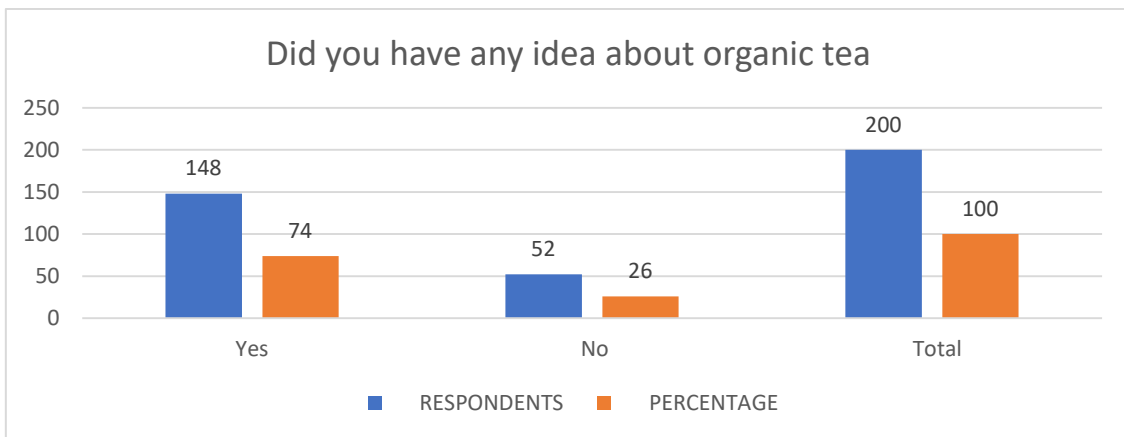
INTERPRETATION:Majority of the respondents are between age 20-30.

EDUCATIONAL LEVEL	SSC	INTERMEDIATE	UG	PG	TOTAL
RESPONDENTS	12	18	50	120	200
PERCENTAGE	6	9	25	60	100



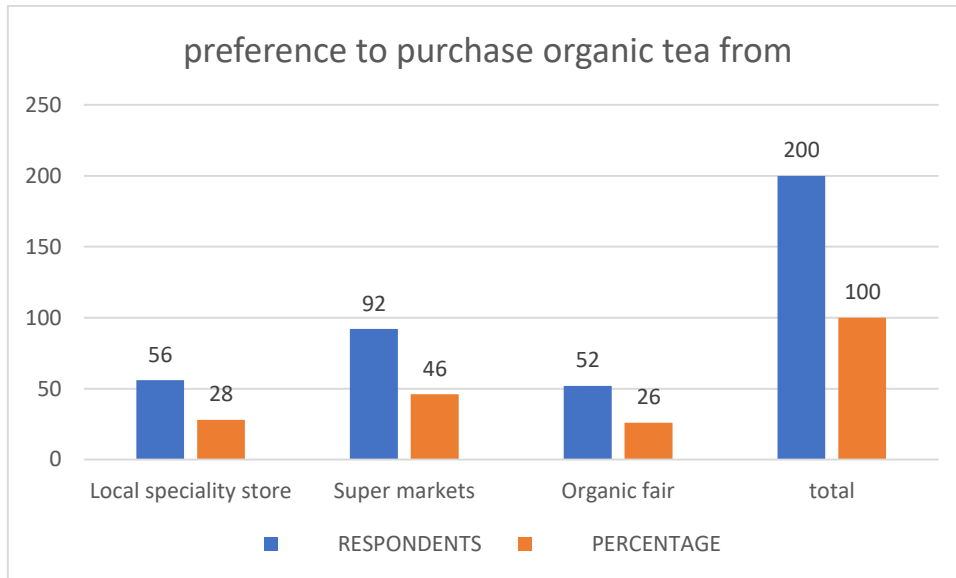
INTERPRETATION:Most of the respondents are currently pursuing their PG degree.

Did you have any idea about organic tea?	Yes	No	Total
RESPONDENTS	148	52	200
PERCENTAGE	74	26	100



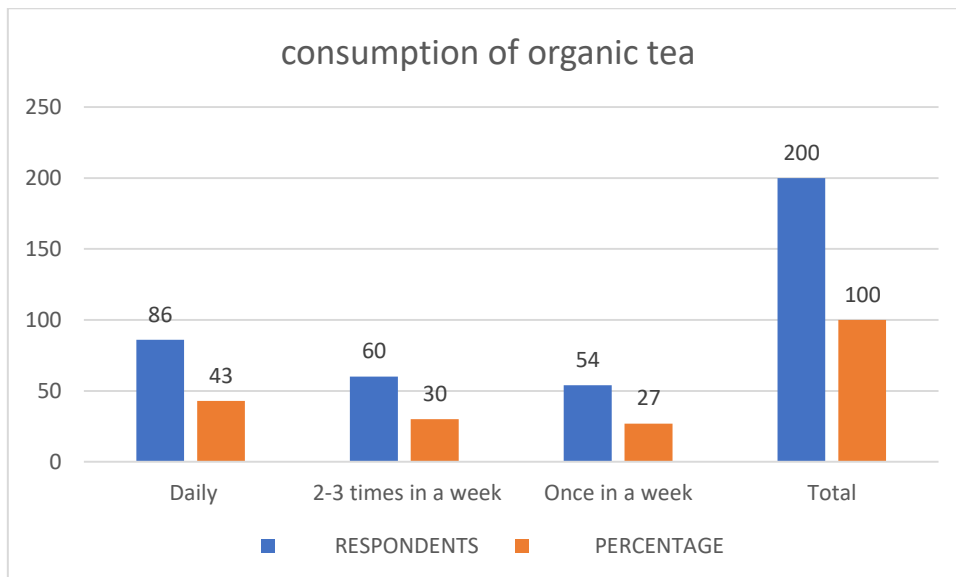
INTERPRETATION:74% have idea about organic tea while26% have no idea about organic tea.

Where do you prefer to purchase organic tea from?	Local speciality store	Super markets	Organic fair	total
RESPONDENTS	56	92	52	200
PERCENTAGE	28	46	26	100



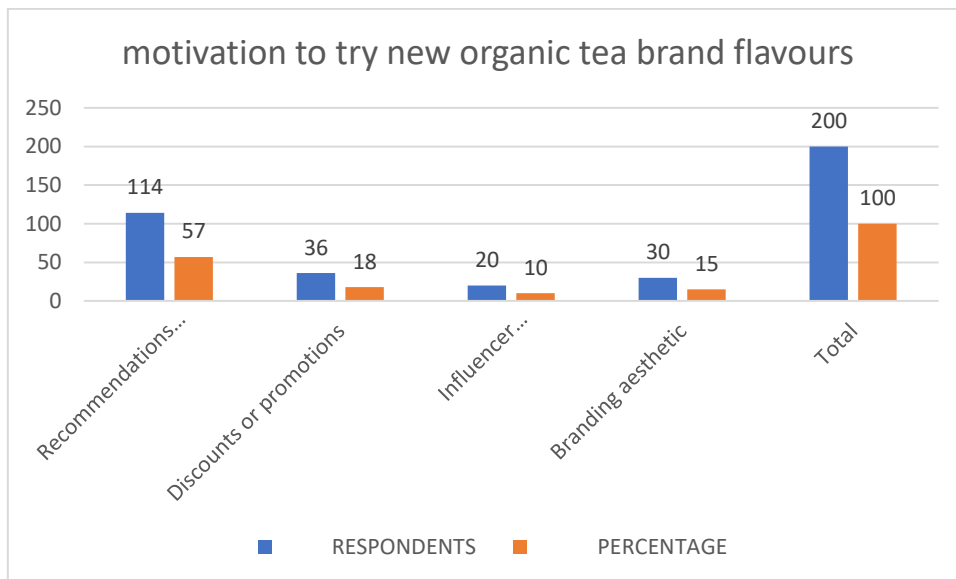
INTERPRETATION: Most of the people are Preference to purchase organic tea from super markets.

How often do you consume organic tea in a week	Daily	2-3 times in a week	Once in a week	Total
RESPONDENTS	86	60	54	200
PERCENTAGE	43	30	27	100



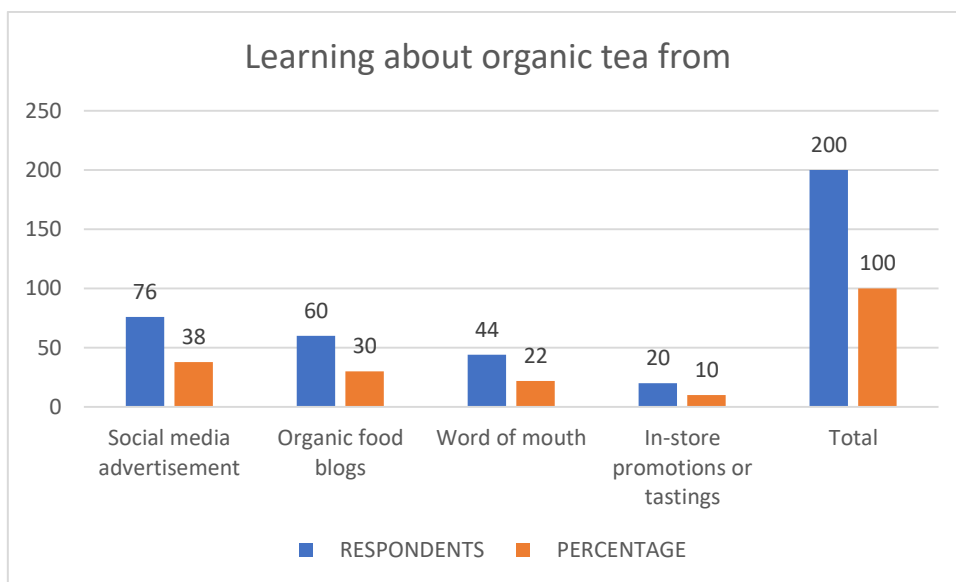
INTERPRETATION: 43% of the respondents are likely to consume organic tea daily.

What motivates you to try new organic tea brands flavours	Recommendations from friends or family	Discounts or promotions	Influencer endorsement on social media	Branding aesthetic	Total
RESPONDENTS	114	36	20	30	200
PERCENTAGE	57	18	10	15	100



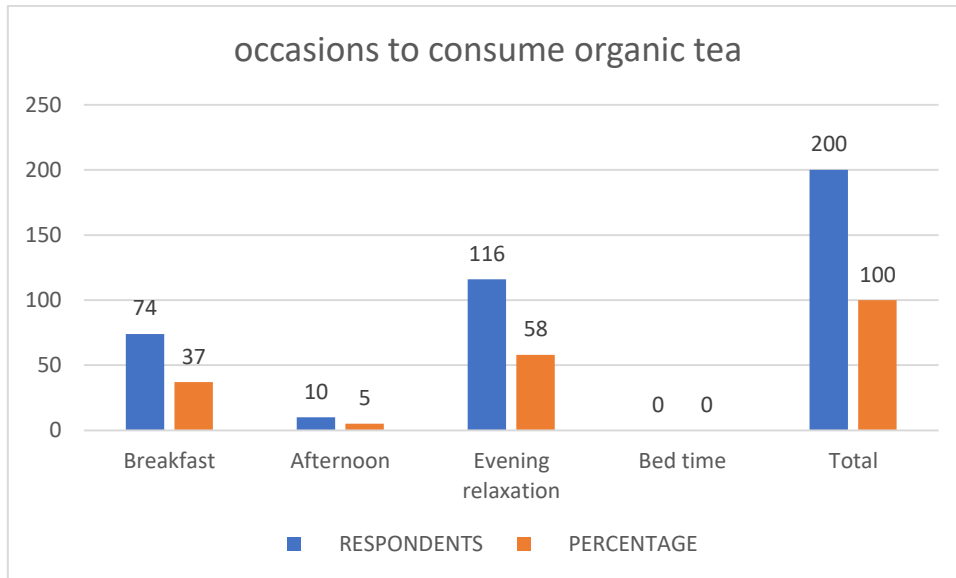
INTERPRETATION:out of 200 respondents 114 people are taking recommendations from friends and family.

How do you typically learn about new organic tea products or brands?	Social media advertisement	Organic food blogs	Word of mouth	of	In-store promotions or tastings	Total
RESPONDENTS	76	60	44		20	200
PERCENTAGE	38	30	22		10	100



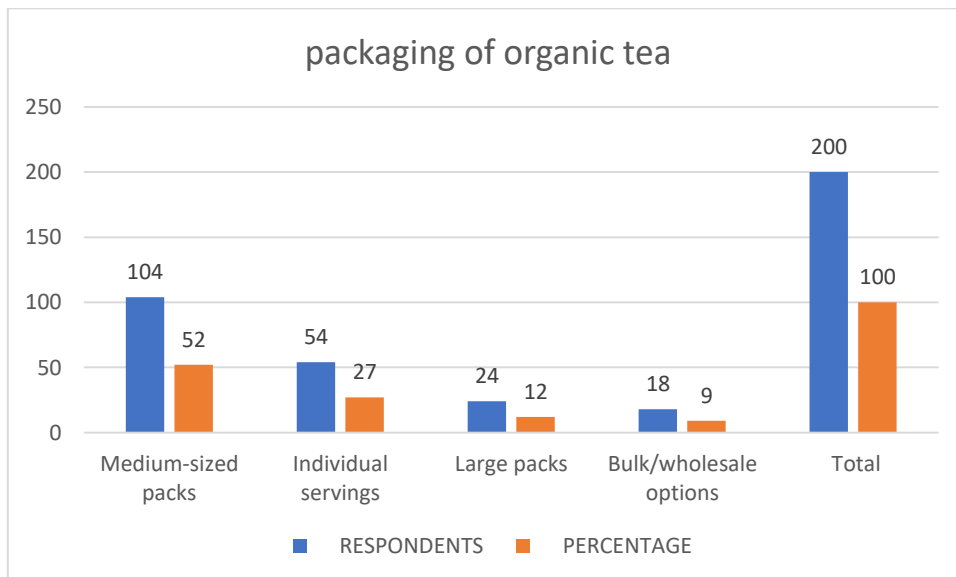
INTERPRETATION:Most of the people learn about organic tea from social media advertisements.

Which of the following occasions do you typically consume organic tea?	Breakfast	Afternoon	Evening relaxation	Bed time	Total
RESPONDENTS	74	10	116	0	200
PERCENTAGE	37	5	58	0	100



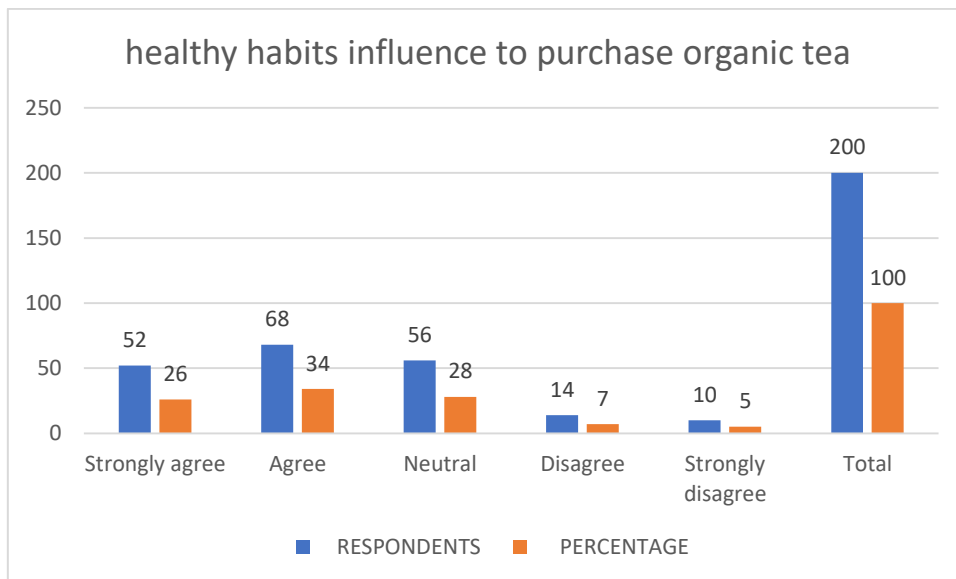
INTERPRETATION:out of 200 respondents 116 people like to consume organic tea for evening relaxation.

What packaging size do you prefer when purchasing organic tea?	Medium-sized packs	Individual servings	Large packs	Bulk/wholesale options	Total
RESPONDENTS	104	54	24	18	200
PERCENTAGE	52	27	12	9	100



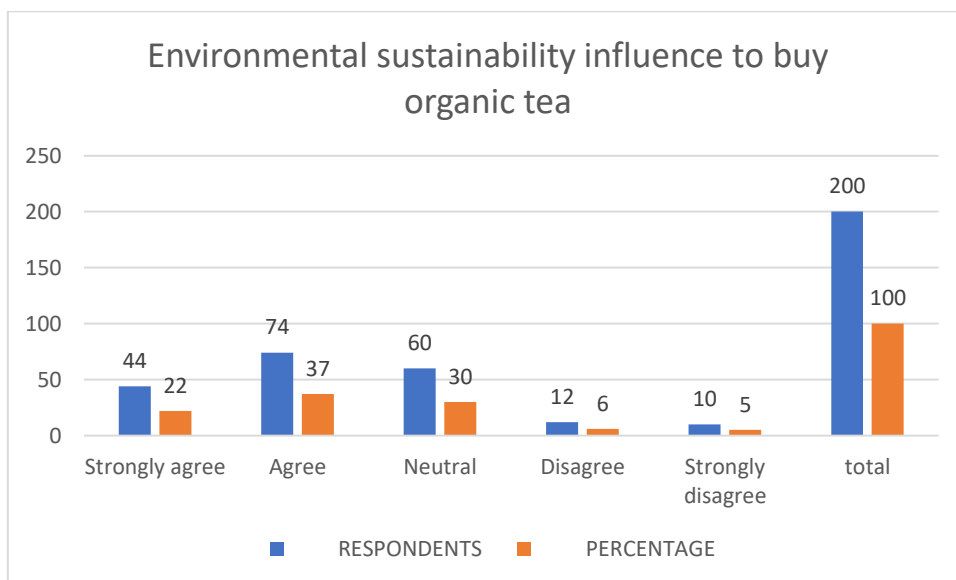
INTERPRETATION:Most of the people are preferring to purchase medium sized package of organic tea.

Do you think that healthy habits influence you to purchase organic tea	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
RESPONDENTS	52	68	56	14	10	200
PERCENTAGE	26	34	28	7	5	100



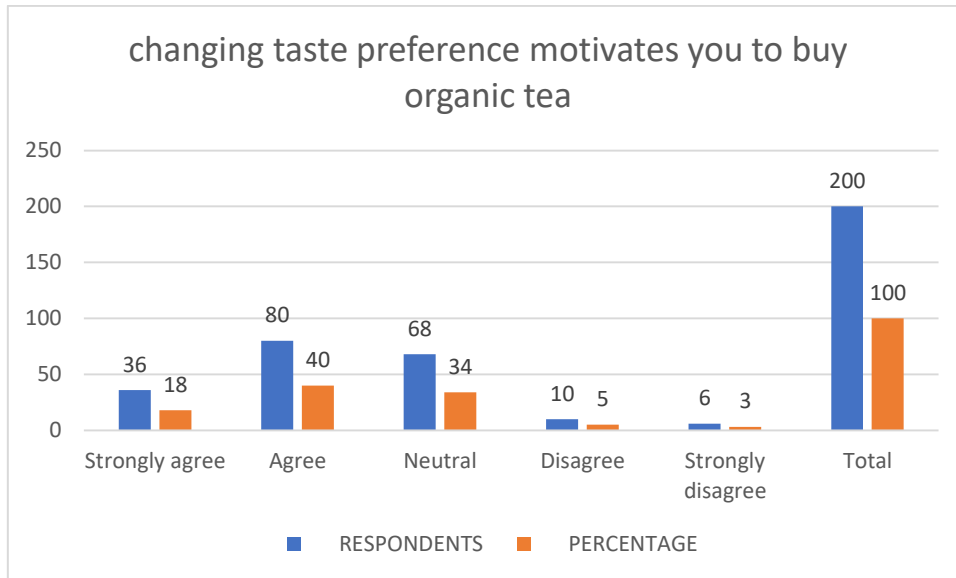
INTERPRETATION:34% of people agree that healthy habits influence them to purchase organic tea.

Does environmental sustainability influence you to buy organic tea	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	total
RESPONDENTS	44	74	60	12	10	200
PERCENTAGE	22	37	30	6	5	100



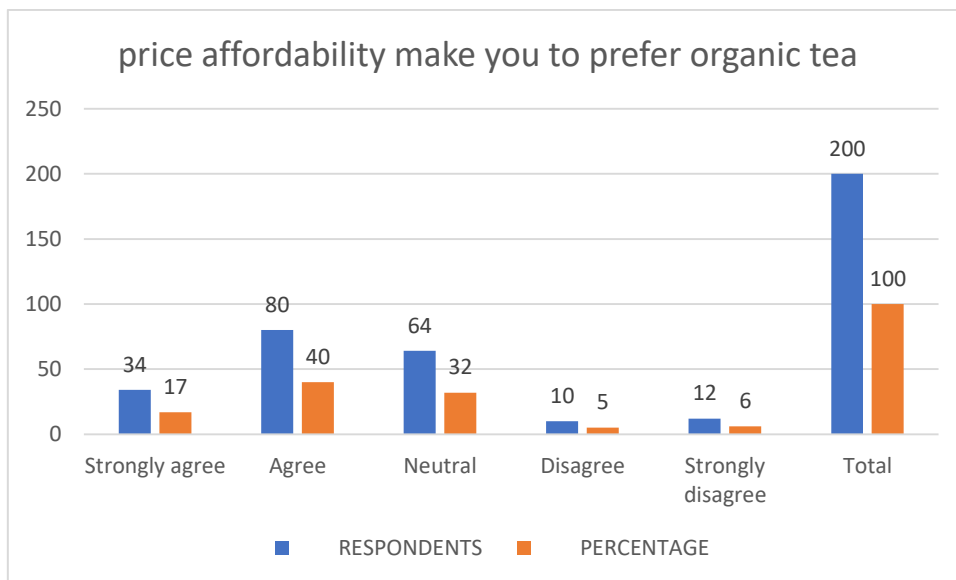
INTERPRETATION:Most of the respondents Agree that environmental sustainability influence them to buy organic tea.

According to changing taste preferences motivates you to buy organic tea	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
RESPONDENTS	36	80	68	10	6	200
PERCENTAGE	18	40	34	5	3	100



INTERPRETATION:Most of the respondents agree that the changing taste preference motivates them to buy organic tea.

Does price affordability make you to prefer organic tea	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
RESPONDENTS	34	80	64	10	12	200
PERCENTAGE	17	40	32	5	6	100



INTERPRETATION:out of 100% respondents 40% of the people agree that price affordability makes them to prefer organic tea.

STATISTICAL TOOLS FOR ANALYSIS

H0: There is no significant awareness about organic tea irrespective of Gender.

H1: There is significant awareness about organic tea irrespective of Gender.



Gender	Aware	Not Aware	Marginal Rows Total
Male	48(42.92)[0.60]	10(15.08) [1.71]	58
Female	100(105.08) [0.25]	42(36.92) [0.70]	142
Marginal columns Total	148	52	200

The chi-square statistic is 3.2571. The p-value is.071113. The result is not significant at $p < .05$. Since p is less than 0.05. we reject H_0 and accept H_1 . So there is an significant awareness about organic tea irrespective of Gender

RESULT						
	Aware	Not Aware				Row Total
Below 20	32(28.12)[0.54]	6 (9.88) [1.52]				38
20-30	100(103.60)[0.13]	40(36.40) [0.36]				140
30-40	6(5.92)[0.00]	2 (2.80) [0.00]				8
Above	10 (10.36) [0.01]	4 (3.64) [0.04]				14
Column Totals	148	52				200(Grand Total)

The chi-square statistic is 2.5925. The p-value is 0.458806. The result is not significant at $p < .05$.

IV. FINDINGS

The total respondents are 200 out of which 29% percent are male and 71% are female. Majority of the respondents are between age20-30. Most of the respondents are currently pursuing their PG degree. 74% have idea about organic tea while 26% have no idea about organic tea. Most of the people are Preference to purchase organic tea from super markets. 43% of the respondents are likely to consume organic tea daily. out of 200 respondents 114 people are taking recommendations from friends and family. Most of the people learn about organic tea from social media advertisements. out of 200 respondents 116 people like to consume organic tea for evening relaxation. out of 100% respondents 38% of the people somewhat depend on online reviews and ratings. Most of the people are preferring to purchase medium sized package of organic tea. 34% of people agree that healthy habits influence them to purchase organic tea. Most of the respondents agree that the changing taste preference motivates them to buy organic tea. Most of the respondents agree that the changing taste preference motivates them to buy organic tea. out of 100% respondents 40% of the people agree that price affordability makes them to prefer organic tea.

V. SUGESTIONS

From the above findings I would like to suggest that after COVID-19 many people are becoming more health conscious especially in their food intake and diet to increase their immunity power. Organic tea has been gaining popularity among health-conscious individuals. It's a great choice for a natural and sustainability growth. I would suggest that consumption of organic tea is very good for health and also it helps in reducing stress. According to the research most of the people are somewhat depend on online reviews while choosing the organic tea brands and favours. So reviews should be given genuinely in social media. And most of the people prefer to buy organic tea from super markets in a medium sized package, so stock should be make available at all the time for the customers to gain more customer satisfaction. There are many organic tea brands available according to the customers taste and preferences.

VI. CONCLUSION

The study sheds light on the evolving preferences and consumption patterns of millennials in India towards organic tea. With an increasing awareness of health and sustainability, coupled with a desire for authentic experiences, millennials



are demonstrating a growing inclination towards organic tea products. understanding these buying behaviours and consumption habits is crucial for business to effectively cater to this segment and capitalize on the expanding market for organic tea in India.

Nowadays social media and digital marketing have a significant influence on millennials purchasing decisions, as they seek information, recommendations, and reviews from their peers and online communities.

Millennials in India are experimenting with different flavours and blends of organic tea, embracing diversity and exploring new taste experiences.

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