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Impact of Training and Development Program on Employee Performance in Pinhill Tea Industrial Cooperation in Nilgiris District

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ABSTRACT: This project studies the marketing strategies of Tamil Nadu Tea Plantation Corporation Limited (TANTEA) in the Nilgiris district. Despite its strong reputation for quality tea, TANTEA faces challenges from changing consumer preferences and growing competition. Using data from 225 respondents and statistical tools, the study examines pricing, distribution, and promotional methods. Findings show that competitive pricing, product quality, and digital marketing are key to boosting sales. The study suggests modernizing marketing approaches, expanding online sales, and improving distribution to strengthen TANTEA's market presence and attract more customers.

KEYWORDS: TANTEA, Marketing Strategies, Tea Industry, Consumer Preferences, Competitive Pricing, Digital Marketing, Distribution Channels, Sales Growth.

I. INTRODUCTION

The Tamil Nadu Tea Plantation Corporation Limited (TANTEA) one of India's largest tea plantation enterprises, established in 1968 by the Tamil Nadu Government. TANTEA operates primarily in the Nilgiris district of Tamil Nadu, which includes areas like Coonoor and Ooty. These regions are known for their favourable climatic condition for Tea cultivator. It has totally 7 branches: where 4 branches in Ooty and 3 branches in coonoor. At present TANTEA has 3741 permanent workers on it roll. About 1041 casual workers mostly dependent or permanent workers are Also getting employment in TANTEA during high cropping period. The eligible casual workers are made permanent every year, under the Permanency Act of 1981. At present, there are 215 of Staff including 3 deputations working in TANTEA. It is involved in tea cultivation, processing, and marketing of tea. It produces high quality black tea known for its strong flavour and aroma which are supplied to both domestic and international markets. It plays a vital role in community development by providing employment and housing to thousands of workers and their family. The corporation protects large areas of forest surrounding its tea plantations, which helps maintain the natural beauty and rich biodiversity of the Nilgiris region. By adopting eco-friendly tea processing techniques, TANTEA actively works to reduce pollution and promote sustainable agricultural practices. Additionally, the organization contributes to local tourism by inviting visitors to explore its tea gardens and witness the tea manufacturing process, which boosts the local economy.

1.1 STATEMENT OF THE PROBLEM

In recent years, TANTEA sales in the Nilgiris district have faced challenges due to changing customer preferences, growing competition from other tea brands, and the popularity of other beverages. Although TANTEA is known for its quality tea, its traditional marketing methods have struggled to keep up with modern market trends. Limited promotions, dependence on old distribution channels, and a lack of strong branding have made it difficult for the company to attract new customers and retain existing ones. This project aims to study TANTEA current marketing strategies in the Nilgiris district, find areas for improvement, and suggest simple and effective solutions to boost its sales and market presence while maintaining its good reputation.

1.2 OBJECTIVES OF THE STUDY

- To understand the marketing strategies of TANTEA.
- To study the pricing and marketing position.



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- To know the channel of distribution followed.
- To understand consumer preference towards quality, pricing and packaging.

1.3 SCOPE OF THE STUDY

This study focuses on understanding the marketing strategies used by TANTEA in the Nilgiris district and how they affect sales and customer engagement. It looks at the current methods, such as promotions and branding, to see how effective they are. The study also examines how changes in customer preferences and competition from private tea brands have impacted TANTEA performance. It will review the company's distribution channels to identify any issues with product availability. Additionally, the study will explore how TANTEA stands out from competitors and what can be done to improve its visibility and appeal. Finally, simple and practical suggestions will be given to help TANTEA improve its marketing efforts, reach more customers, and boost sale.

1.4 LIMITATIONS OF THE STUDY

- This Study is focused with special reference of TANTEA nigriri district.
- The study period for research is from December (2024) to March (2025).
- The study area is limited to Nilgiris's district only.
- The responses given by the employers may be subjective in nature.

II. REVIEW OF LITERATURE

1. Hsinyu Hung (2024) It explores psychological marketing as a key strategy in the competitive milk tea industry. Studies show that brands using this method can create a strong emotional connection with their audience, influencing their purchasing decisions without making them feel forced. Tea has successfully positioned itself in the market through strategic branding, online influence, and aligning its updates with consumer expectations.

2. Feng Jin (2023) focuses on optimizing the marketing strategies of tea businesses in Zunyi, Guizhou, by exploring consumer demographics, preferences, satisfaction levels, and potential strategies for market expansion and expand their market, tea businesses in Zunyi should focus on better promotional activities, more tasting events, and improving the integration of online and offline shopping experiences to enhance consumer engagement and satisfaction.

3. Beatrice Franzolini (2023) This section focuses on the importance of relationship marketing, especially on the reputation of a firm, which is essential for a niche company, and on the risk of competition that naturally arises among these companies. In addition, there is a detailed description of segmentation marketing and mass marketing, in order to point out the differences between these two kinds of market and the market that is at the heart of this study.

III. RESEARCH METHODOLOGY

RESEARCH DESIGN - Research design is a conceptual structure within which research should be conducted. Thus, the preparation of such design facilities research to be as efficient as possible and will yield maximum information. Here to meet the research objectives, random sampling research design is used.

INSTRUMENTATION - For the purpose of the study, a structured questionnaire was designed with 27 questions.

SAMPLE SIZE AND TECHINQUE - A sample of 225 respondents was chosen, using simple random sampling technique.

ADMINISTRATION OF THE INSTRUMENT - The schedule has 27 questions for easy administration to the respondents and the responses were collected through google forms.

DATA COLLECTION - This study used both Primary and Secondary data, which was collected using through google forms through various common sources.

PRIMARY DATA - The Primary data which are collected in fresh and for the first time and it to be original. Moreover, the primary data will be collected by means of preparing a questionnaire and getting it filled by a large sample space. This questionnaire will help in drawing conclusion about the case.



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SECONDARY DATA - Secondary data refers to data is collected by someone other than the user. Common sources of secondary data include information collected by organizational records and data that was originally collected for other research proposes.

DATA ANALYSIS - The data collected for the study was analyzed with suitable statistical tools. Some of the statistical tools that are used with the help of SPSS as technique in the study as follows;

- Simple Percentage Analysis
- ANOVA
- Chi-square
- Correlation
- Rank Analysis

IV. DATA ANALYSIS & INTERPRETATION

4.1 SIMPLE PERCENTAGE

Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of Primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study. It is one of the simple forms of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organization.

The simple percentage can be calculated by using the formula,

$$\text{Simple Percentage} = \frac{\text{Actual respondents}}{\text{Total number of repondents}} \times 100$$

TABLE 4.1
SOCIO-ECONOMIC BACKGROUND

Socio-economic Background		Percentage
Gender	Male	52.4
	Female	47.6
Marital Status	Married	81.3
	Unmarried	18.7
Time Period of Working	Less than 1 year	10.2
	1–3 years	22.7
	3–5 years	33.1
	More than 5 years	36

Source: Primary Data, 2025

INTERPRETATION

The above table shows that majority 52.4 % of the respondents are male, 47.6% of the respondents are female. The majority 81.3 % of the respondents are Married, 18.7% of the respondents are Unmarried. The majority of 36% of respondents are working more than 5 years of time period,33.1% of respondents are working under 3 to 5 years of time period,22.7% of respondents are working under 1 to 3 years of time period ,10.2% of respondents are working less than 1 year of time period.

4.2 ANOVA

Analysis of Variance (ANOVA) is a statistical formula used to compare variances across the means (or average) of different groups. A range of scenarios use it to determine if there is any difference between the means of different groups.



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TABLE 4.2

ANOVA BETWEEN TYPE OF DIGITAL MARKETING STRATEGY AND KEY MARKETING STRATEGY

H_0 = There is no statistical difference between type of digital marketing strategy and key marketing strategy.

H_1 = There is a statistical difference between type of digital marketing strategy and key marketing strategy.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.251	3	2.084	1.923	.127
Within Groups	239.412	221	1.083		
Total	245.662	224			

Source: Primary Data, 2025

INTERPRETATION

In the above table, with the agree of freedom 3 and f-value 1.923, sig. (3,1.923) = .127 which is greater than 0.05, so we conclude that there is no significance difference type of digital marketing strategy and key marketing strategy.

4.3 CHI- SQUARE TEST

A chi- square test, also written as χ^2 test is any test statistical hypothesis test where the sampling distribution of the test statistic is squared distribution when the null hypothesis is true, without other qualification, chi- square test is often used as short for Pearson's chi-square test.

The chi- square test is used to determine whether is a significant relationship between the expected frequencies and the observed frequencies is one or more categories.

TABLE 4.3

COMPARISON BETWEEN GENDER AND FLAVOUR OF TEA

H_0 = There is no association between gender and flavor of tea.

H_1 = There is an association between gender and flavor of tea.

						Total
		CARDAMON	Masala	Ginger	green tea	
Gender	MALE	26	38	24	30	118
	FEMALE	26	20	26	35	107
Total		52	58	50	65	225

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.526 ^a	3	.137



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Likelihood Ratio	5.607	3	.132
Linear-by-Linear Association	1.150	1	.283
N of Valid Cases	225		

Source: Primary Data, 2025

INTERPRETATION

In the above table, with the degrees of freedom 3, sig. value (.137) which is greater than significant value (0.05), so we conclude that there is no association between gender and flavour of tea.

TABLE 4.4
COMPARISON BETWEEN MARITAL STATUS AND SPECIFIC TARGET AUDIENCE

H_0 = There is no association between marital status and specific target audience. H_1 = There is an association between marital status and specific target audience.

				Total
		Yes	No	
Marital Status	MARRIED	121	62	183
	UNMARRIED	26	16	42
Total		147	78	225

	Value	Df	Asymptotic Significance (2- sided)	Exact Sig. (2- sided)	Exact Sig. (1- sided)
Pearson Chi-Square	.268 ^a	1	.605		
Continuity Correction	.114	1	.735		
Likelihood Ratio	.265	1	.607		
Fisher's Exact Test				.595	.364
Linear-by-Linear Association	.267	1	.605		
N of Valid Cases	225				

Source: Primary Data, 2025



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INTERPRETATION

In the above table, with the degrees of freedom 1, sig. value (.605) which is greater than significant value (0.05), so we conclude that there is no association between marital status and specific target audience.

4.4 CORRELATION

Correlation is a statistical measure that expresses the extent to which two variables are linearly related (meaning them together a constant rate). It's a common tool for describing simple relationships without making a statement about cause and effect.

TABLE 4.5

CORRELATION BETWEEN POSITION ITS TEA PRODUCT AND PROMOTIONAL STRATEGIES

H₀= There is no relationship between position its tea product and promotional strategies

H₁= There is a relationship between position its tea product and promotional strategies

How does TANTEA position its tea products in the market?	Pearson Correlation	1	.114
	Sig. (2-tailed)		.087
	N	225	225
What promotional strategies TANTEA uses?	Pearson Correlation	.114	1
	Sig. (2-tailed)	.087	
	N	225	225

Source: Primary Data, 2025

INTERPRETATION

In the above table, the Sig .value (.087) which is greater than the significant value (0.05), so we can conclude there is no relationship between position its tea product and promotional strategies.

TABLE 4.6

CORRELATION BETWEEN KEY MARKETING STRATEGY AND DIFFERENTIATE ITS TEA PRODUCTS FROM ITS COMPETITORS

H₀= There is no relationship between key marketing strategy and differentiate its tea products from its competitors.

H₁= There is a relationship between key marketing strategy and differentiate its tea products from its competitors.

How long have you been working with TANTEA?	Pearson Correlation	1	-.091
	Sig. (2-tailed)		.176
	N	225	225
What distribution channels does TANTEA use to sell its tea products?	Pearson Correlation	-.091	1
	Sig. (2-tailed)	.176	
	N	225	225

Source: Primary Data, 2025



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INTERPRETATION

In the above table, the Sig .value (.176) which is greater than the significant value (0.05), so we can conclude there is no relationship between key marketing strategy and differentiate its tea products from its competitors.

4.5 RANK ANALYSIS

Rank analysis is a statistical method used to compare and evaluate data by ranking values instead of using their absolute numbers. It helps in reducing the impact of outliers and it is widely used in fields like economics, psychology and decision-making process.

TABLE 4.7

STATEMENT	I	II	III	IV	V	TOTAL	RANK
PRODUCT QUALITY	29 145	7 35	10 50	25 50	10 55	548	1
PRICING STRATEGY	15 60	31 124	17 68	20 80	25 100	524	3
BRAND REPUTATION	49 147	57 171	69 207	50 150	57 171	526	2
DISTRIBUTION CHANNELS	64 128	64 128	72 144	86 172	57 114	511	5
DIGITAL MARKETING EFFORTS	68 68	66 66	57 57	59 59	75 75	515	4

Source: Primary Data, 2025

INTERPRETATION

From the above analysis product quality is the highest ranked factor followed by pricing strategy, Brand Reputation, Distribution Channel, and Digital Marketing Efforts.

Overall, the results highlight product quality is the most important factor in tea product sales.



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V. FINDINGS

1. Majority (52.4%) of respondents are male, and 81.3% are married, showing a workforce dominated by experienced family individuals.
2. 31.1% of respondents identified discounts and promotional offers as the most commonly adopted marketing strategy by TANTEA.
3. 65.3% of respondents agreed that TANTEA focuses on a specific target audience, indicating targeted marketing efforts.
4. 59% of respondents highlighted competitive pricing as the key factor that differentiates TANTEA's products from competitors.
5. WhatsApp (29.8%) is the most used digital marketing platform, followed by websites and Instagram, showing the growing role of digital channels in marketing.

VI. SUGGESTIONS

1. TANTEA can strengthen its presence by actively engaging with customers through promotions, updates, interactive content, and feedback-driven improvements to enhance products and services.
2. Introduce an official e-commerce website and partner with platforms like Amazon, Flipkart, and Big Basket to reach a broader audience beyond the Nilgiris district.
3. Collaborate with hotels, cafes, restaurants, and corporate offices to supply TANTEA products in bulk, ensuring consistent demand.
4. Develop instant tea sachets for quick preparation, targeting office workers and travelers.

VII. CONCLUSIONS

The study highlights that product quality, branding, pricing strategies, and digital marketing efforts play a crucial role in the sales of TANTEA products. While TANTEA enjoys a strong reputation for quality, its traditional marketing approach and distribution channels need modernization to compete with well-established brands like Tata Tea. By leveraging digital platforms, offering competitive pricing, enhancing branding, and optimizing distribution, TANTEA can improve its market presence in the Nilgiris district. Implementing these strategic changes will help attract new customers, retain existing ones, and boost overall sales while maintaining the brand's legacy of quality tea production.

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