

Study on Consumer Satisfaction Level towards Branded and Unbranded Items in Indore City

(With Special References to Tata Agni ,Brooke-Bond & Unbranded Tea)

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Abstract: The comparative study in respect of measuring satisfaction level of consumer after use of branded and unbranded tea is showing an increasing trend of consumption of branded tea as compared to unbranded. Among high income groups in rural areas there is huge scope for branded tea company to capture the markets by increasing the supply of tea. The marketing agencies are advised to organise awareness programs by educating the people about the need to use the health care tea leaf to arrest hyper tension and diabetes. significant difference between the price of Tata Agni and Brooke Bond tea is , difference in mixed ingredients and promotional schemes are significantly different from each other. different is significance in relevance to Brooke Bond ,Tata Agni and unbranded tea is price of tea, packaging ,smell of tea, freshness of tea,colour,test,availability and advertise of tea. The most effective and acceptable variables to take the decision while purchasing the particular brand of tea from the market is its test ,smell colour and feeling of freshness after its use. The result of overall study says that most popular brand of tea among the customer is Brooke-Bond.Tata-Agni-Tea stands after Brooke-bond and satisfaction level of customers of unbranded tea is very less as compared to these two of the Branded tea.

Keywords : satisfaction level of consumer, branded and unbranded tea.

Introduction: Consumer Satisfaction

Level: Customer satisfaction, like any other aspect of a business, is a practiced art that takes time and effort to develop. Taking the time to build trust and developing a good image of product in the mind of buyers is the foundation towards building a relationship with them. While the factors determining customer satisfaction differ per product and or service, per industry, per sector and per country, there are a few factors that are specifically responsible for difference in customer satisfaction level .In this study the difference between the satisfaction level of customer for same kind of branded and unbranded product is assessed. The tea is the most common thing which is utilised by most of the Indian customer. So satisfaction of customer towards branded and unbranded tea is measured.

Tea industry

The tea industry in India is about 172 years old. It occupies an important place and plays a very useful part in the national economy. Robert Bruce in 1823 discovered tea plants growing wild in upper Brahmaputra Valley. In 1838 the first Indian tea from Assam was sent to United Kingdom for public sale.

Thereafter, it extended to other parts of the country between 50's and 60's of the last century. However, owing to certain specific soil and climatic requirements its cultivation was confined to only certain parts of the country. Tea plantations in India are mainly located in rural hills and backward areas of North-eastern and Southern States. Major tea growing areas of the country are concentrated in Assam, West Bengal, Tamil Nadu and Kerala.

Tata – Agni-Tea

Brand: Tata

The Tata Tea Agni not only offers an innovative blend consisting of 10% high quality extra strong leaf, but also comes in stylised superior quality packaging unmatched in this segment. stylised superior quality packaging unmatched in this segment. Tata Tea Agni has been developed through painstaking consumer insight mining and satisfies the economy consumers' need for a differentiated product at an affordable price.



Image of Tata Agni

Brooke-Bond Tea

Hindustan Unilever Ltd launched in market "Brooke Bond tea with good flavour, test, freshness and hygienic factors in the Indian market. In the states of uttar Pradesh , Madhya Pradesh, Bihar, Jharkhand and Chhattisgarh. using a breakthrough coating technology, Brooke bond guarantees vitamins in each cup that would help combat micro nutrient deficiency and in turn provide affordable option to better health for families .This launch comes in the face of critical challenges that India faces, in eradicating micronutrient deficiency. India has over 200 million undernourished people, the largest in any one country.



Image of Brooke-Bond

Objectives of the Study

The primary research objective of the study is to determine whether the branding of tea influence the perceptions of consumer and their awareness of branded tea available in the market. This study is being conducted to study the major factors responsible for buying branded tea among consumers in Indore city. This study also aims to conclude behavioral factors which are accountable for making a choice of a tea brand and consumer buying behaviour is closely associated with the behavioural

traits. So the main objectives of the study are as follows.

1. To study the consumer satisfaction level towards the use of branded and unbranded tea.
2. To study and analyse the factors responsible for customer satisfaction towards tata agni , brook-bond and unbranded tea.
3. To Evaluate the most acceptable attribute that governs the decision making of the consumer while selecting particular tea brand.

Research Methodology

The research is going to be analytical in nature for which the primary data have been collected by the use of structured questionnaire circulated among respondents .

❖ The sample size of the unit:

A sample size of 20 customers of each Tata Agni , Brooke Bond tea and unbranded tea users in Indore City have been selected randomly. The total customer are 60 . 20 for tata Agni ,20 customer for Brooke Bond and 20 customer for Unbrnded tea.

HYPOTHESIS

Formulation and testing of hypothesis through Independent T-Test for Tata Agni & Brooke-Bond tea

Tata Agni & Brooke-Bond tea

H_0 = Ther are no significant difference between the satisfaction level of

❖ Tools for data collection:

Personal interview method has been applied for data collection from the respondents in Indore with the help of an interview schedule and the use of structured questionnaire.

1. Primary Data: These data have been collected through questionnaires cum schedules. including both open and close ended objective questions for collecting information.
2. Secondary Data: These data have been collected through the use of various books, magazines, library, internet and marketing journals.

❖ Tools for data analysis:

The statistical tools for analyzing data collected by the use of questionnaire is paired T-Test and percentage analysis.

Brooke-Bond-Tea & Unbranded- Tea

customer toward tata agni and Brooke-Bond tea.

H_1 = Ther are significant difference between the satisfaction level of customer toward tata agni and Brooke-Bond tea

H_0 = Ther are no significant difference between the satisfaction level of customer toward Brook-Bond & Unbranded tea

H_1 = There are significant difference between the satisfaction level of customer toward Brook-Bond & Unbranded tea

H_0 = There are no significant difference between the satisfaction level of customer toward tata agni and Unbranded tea.

TataAgni-Tea & Unbranded- Tea

H_1 = There are significant difference between the satisfaction level of customer toward tata agni and Unbranded tea .

Data analysis

S.r	Attribute	Satisfaction level	Agn i tea	Satisfaction level	Brook-Bond	Satisfaction level	Unbranded
1	Taste of tea	satisfied	90%	satisfied	90%	dissatisfied	65%
2	Price of tea	satisfied	50%	dissatisfied	70%	satisfied	90%
3	Packaging of tea	Satisfied	85%	satisfied	90%	dissatisfied	65%
4	Smell of tea	Satisfied	75%	satisfied	95%	mandatory	65%
5	Colour of tea	Satisfied	70%	satisfied	90%	mandatory	60%
6	Quantity of tea	Satisfied	75%	satisfied	90%	mandatory	60%
7	Freshness of tea	satisfied	90%	satisfied	90%	mandatory	55%
8	Hygiene factor	dissatisfied	35%	satisfied	15%	satisfied	60%
9	Mixed element	dissatisfied	60%	dissatisfied	75%	satisfied	70%
10	Attractive scheme offer	dissatisfied	60%	satisfied	85%	satisfied	80%
11	Availability of tea	mandatory	50%	satisfied	75%	satisfied	85%
12	Knowledge of tea	satisfied	40%	satisfied	80%	satisfied	75%
13	Advertisement of tea	satisfied	90%	satisfied	95%	dissatisfied	65%

Testing of Formulated hypothesis through Paired T-Test for Tata Agni & Brooke-Bond tea

Hypothesis Formulated:

H_0 = There are no significant difference between the satisfaction level of

customer toward Tata Agni and Brooke-Bond tea.

H_1 = There are significant difference between the satisfaction level of customer toward Tata Agni and Brooke-Bond tea

Tata –Agni-Tea & Brooke-Bond- Tea

	t-test for Equality of Means	Sig. (2-tailed)
age	Equal variances assumed	.082
	Equal variances not assumed	.082
inc	Equal variances assumed	.623
	Equal variances not assumed	.623
tes	Equal variances assumed	.269
	Equal variances not assumed	.269
pri	Equal variances assumed	.000
	Equal variances not assumed	.000
pck	Equal variances assumed	.627
	Equal variances not assumed	.627
sml	Equal variances assumed	.254
	Equal variances not assumed	.257
col	Equal variances assumed	.692
	Equal variances not assumed	.693
qua	Equal variances assumed	.275
	Equal variances not assumed	.277
fre	Equal variances assumed	.152
	Equal variances not assumed	.154
hyg	Equal variances assumed	.313
	Equal variances not assumed	.313
mix	Equal variances assumed	.010
	Equal variances not assumed	.011
sch	Equal variances assumed	.003
	Equal variances not assumed	.003
awl	Equal variances assumed	.566
	Equal variances not assumed	.566
kno	Equal variances assumed	.172
	Equal variances not assumed	.173
adv	Equal variances assumed	.813

	Equal variances not assumed	.813
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Interpretation : The significance level represented by this table is almost more than p.value (0.05) except the price ,mixture of ayurvedic medicines and attractive offer and schemes so for the variables having p.value more than 0.05 has been accepted the null Hypnotics (H_0) and rejected the (H_1) the observation of this table results to conclude that there is no significance difference between the perception of customer of Tata Agni & Brook-Bond toward test of tea , there packaging , smell, colour and quantity ,freshness after use ,hygiene factor ,availvility of tea , knowledge of tea and the advertisement of tea. But the different is significant to reject the null hypothesis

and accepting the alternate resulting that there is significant difference between their price.

Testing of Formulated hypothesis through Paired T-Test for Brooke-Bond-Tea & Unbranded- Tea

Hypothesis Formulated:

H_0 = There are no significant difference between the satisfaction level of customer toward Brook-Bond & Unbranded tea

H_1 = There are significant difference between the satisfaction level of customer toward Brook-Bond & Unbranded tea

Brooke-Bond-Tea & Unbranded- Tea

Levene's Test for Equality of Variances

Factors	T- Test Values	Sig. (2-tailed)
age	Equal variances assumed	.780
	Equal variances not assumed	.780
inc	Equal variances assumed	.116
	Equal variances not assumed	.117
tes	Equal variances assumed	.001
	Equal variances not assumed	.001
pri	Equal variances assumed	.000
	Equal variances not assumed	.000
pck	Equal variances assumed	.000
	Equal variances not assumed	.000
sml	Equal variances assumed	.000
	Equal variances not assumed	.000
col	Equal variances assumed	.002
	Equal variances not assumed	.002

qua	Equal variances assumed	.007
	Equal variances not assumed	.007
fre	Equal variances assumed	.000
	Equal variances not assumed	.000
hyg	Equal variances assumed	.595
	Equal variances not assumed	.595
mix	Equal variances assumed	.440
	Equal variances not assumed	.440
sch	Equal variances assumed	.000
	Equal variances not assumed	.000
awl	Equal variances assumed	.016
	Equal variances not assumed	.016
kno	Equal variances assumed	.028
	Equal variances not assumed	.028
adv	Equal variances assumed	.000
	Equal variances not assumed	.000

Interpretation –The significance level represented by this table is almost more than p.value (0.05) except the test of tea price of tea , mixture of ayurvedic medicines and packaging so we can accept the null Hypnotics (H_0) and reject the (H_1) on the basis of observation of this table results to conclude that there is no significance different between the Brooke-Bond & Unbranded test of tea , packaging , smell, colour and ,freshness ,quantity of tea,promotional schemes, attractive offer and advertise of tea .It can be saidthat There is significant difference between the satisfaction level of customer toward Brooke-Bond & Unbranded tea.

**Testing of Formulated hypothesis
through Paired T-Test for Tata-
Agni-Tea & Unbranded- Tea
Hypothesis Formulated:**

H_0 = There are no significant difference between the satisfaction level of customer toward Tata Agni and Unbranded tea.

H_1 = There are significant difference between the satisfaction level of customer toward Tata Agni and Unbranded tea.

Levene's Test for Equality of Variances

Sig. (2-tailed)

age	Equal variances assumed	.108
	Equal variances not assumed	.108
inc	Equal variances assumed	.337
	Equal variances not assumed	.339
tes	Equal variances assumed	.000
	Equal variances not assumed	.000
pri	Equal variances assumed	.307
	Equal variances not assumed	.307
pck	Equal variances assumed	.000
	Equal variances not assumed	.000
sml	Equal variances assumed	.137
	Equal variances not assumed	.139
col	Equal variances assumed	.038
	Equal variances not assumed	.038
qua	Equal variances assumed	.384
	Equal variances not assumed	.385
fre	Equal variances assumed	.000
	Equal variances not assumed	.000
hyg	Equal variances assumed	.611
	Equal variances not assumed	.611
mix	Equal variances assumed	.087
	Equal variances not assumed	.087
sch	Equal variances assumed	.034
	Equal variances not assumed	.034
awl	Equal variances assumed	.003
	Equal variances not assumed	.003
kno	Equal variances assumed	.003
	Equal variances not assumed	.003
Adv	Equal variances assumed	.000
	Equal variances not assumed	.000

Interpretation –The significance level represented by this table p.value more then (0.05) for the attributes is the price ,mixture of ayurvedic medicines,smell,hygiene factors,medicines and attractive offer and Promotional schemes so we accepted the null hypothesis (H_0) and rejected the (H_1) the observation of this table results to conclude that there is no significance difference between the perception of customer of Tata Agni and Unbranded tea for these attributes.But for the attributes like test of tea , packaging , smell, colour and ,freshness of tea availvility and knowledge of tea and advertise of tea P.value is less then (0.05) so here null hypothesis is rejected and H_1 has been accepted which means There is significant difference between the satisfaction level of customer toward Tata Agni and Unbranded tea.

Findings of the study

On the basis of analysis of Primary data collected the main finding of the study are found as under in respect of Tata-Agni Tea, Brooke- Bond- tea and unbranded tea are as under.

PART -1

Tata-Agni-Tea :

The satisfied customer are 90% of very good test of agni tea.
Satisfied customer are 45% from actual price of Agni tea.
Satisfied customer are 85% from attractive packaging of tea.
Satisfied customer are 75% from very good smell.
Satisfied customer are 70% from good colour of the tea.
90% customer are satisfied with the freshness of tea.

Findings of the study

PART -2

Brooke-Bond-Tea

90% customer are satisfied very good test of Brooke-Bond tea.
70% customer are dissatisfied with actual price of tea.
90% customer are satisfied with good packaging of tea.
95% customer are satisfied with good smell of tea.
90% customer are satisfied good colour of Brook-Bond tea.
90% customer are satisfied with the right quantity of tea
75% customer are satisfied with availability at any place of tea.
95% customer are satisfied of watch advertisement on TV.

Findings of the study

PART- 3

Unbranded-Tea

35% customer are satisfied with good test of tea.
90% customer are satisfied with normal price of tea.
30% customer are satisfied with good smell of tea.
30% customer are satisfied with good colour in this tea.
40% customer are satisfied with right quantity of this tea.
40% customer are satisfied good freshness of tea.
85% customer are satisfied with availability of this tea at any place of market.

Main Findings of the study

The primary research objective of the study is to determine whether the branding of tea influence the perceptions of consumer and their awareness of branded tea available in the market. This study also aims to conclude behavioral factors which are accountable for making a choice of a tea brand and consumer buying behaviour is closely associated with the behavioural traits. So the main findings have been fulfilled the objectives of the study which is given as under.

1. **To study the consumer satisfaction level towards the use of branded and unbranded tea:** On the basis of study finally it has been found that customers like Brooke-Bond tea which can be ranked at no.1 Tata Agni Tea can be ranked at no.2 and unbranded Tea is liked by the customer at no.3 . It can be said as the customers perception that the test, smell, packaging, and overall quality of Brooke-Bond Tea is the best whereas Tata-Agni is better and unbranded tea is good when there is no option with them.
2. **To study and analyse the factors responsible for customer satisfaction towards Tata agni & Brook-bond tea :** In this study to find out the customers' satisfaction level the test of tea, its smell, packaging ,price ,advertisement ,schemes offered by marketers have been analysed and it has been found that customers are more satisfied with Brooke-Bond as compared to Tata-Agni and unbranded tea.

3. **To Evaluate the most acceptable attribute that governs the decision making of the consumer while selecting particular tea brand:** The most effective and acceptable variable to take the decision while selecting the particular brand that customers' mainly are influenced by its test and smell and freshness after its use.

“Conclusion”

"The essence of competitiveness is liberated when we make people believe that what they think and do is important - and then get out of their way while they do it."

The comparative study in respect of branded and unbranded tea is showing an increasing tendency of liking of branded tea as compared to unbranded. Most of the people prefer branded tea with the belief that quality is assured as the manufacturers are reputed companies .People are not worried about the price of the tea but they are showing willingness to spend higher price when they realize that they can afford to spend. Since the usage of branded tea of reputed companies will change in the attitude to spend more on the highly priced branded products among high income groups in rural areas that clearly suggests there is an ample scope for branded tea company to capture the markets in this areas by increasing the supply of tea. The marketing agencies are advised to conduct health awareness programs by educating the people about the need to use the health care tea leaf to arrest hyper tension and diabetes.

Tata-Agni-Tea & Brooke-Bond –Tea

the observation of this table results to conclude that there is no significance difference between the perception of customer of Tata Agni & Brook-Bond toward test of tea , there packaging , smell, colour and quantity ,freshness after use hygiene factor ,availability of tea , knowledge about tea and the advertisement of tea. But the different is significant to reject the null hypothesis and accepting the alternate resulting that there is significant difference between the price of tea ,mixed ingredients and promotional schemes are significantly different from each other.

Brooke-Bond-Tea & Unbranded-Tea

Observation concludes that there is no significance different between the Brook-Bond & Unbranded tea with respect to test of tea , packaging , smell, colour and ,freshness ,quantity of tea scheme attractive offer and advertise of tea but the different is significance in relevance of price of tea, packaging smell of tea, freshness of tea and advertise of tea. So there is significant difference between the satisfaction level of customer toward Brooke-Bond & Unbranded tea.

Tata- Agni-Tea & Unbranded-Tea

The perception of customer of Tata Agni and Unbranded tea is that they have found a significant difference in test of tea , packaging , colour and ,freshness of tea availability, knowledge of tea and advertise of tea.

Finally on the basis of overall study it can be said that the most popular brand of tea among the customer is Brooke-Bond. Tata-Agni-Tea stands after Brooke- bond and satisfaction level of customers of unbranded tea is very less as compared to these two of the Branded tea.

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