

FACTORS AFFECTING CONSUMER BUYING BEHAVIOUR OF GREEN TEA IN JA-ELA PRADESHIYA SABA AREA

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Green tea undergoes a minimal oxidation during the manufacturing process, compared to black tea. Green tea contains antioxidants such as xanthine derivatives and catechins. Although green tea has a high nutritional value, the market share of domestic trade is less than 20% of the total green tea production. Also domestic green tea market is not increasing. The present study was conducted to identify the factors affecting buying behaviour of green tea among the local customers and to evaluate impact of the behavioural, perceptual and demographic factors on the buying habit of green tea. Data were collected using a structured questionnaire from 60 randomly selected customers at different super markets and groceries, within Ja-Ela Pradeshiya Sabha area. Correlation between belief, perception and purchasing behavior were evaluated using Carl-Pearson correlation. Belief factors did not have significant impact on buying behavior, while perceptual factors did have a strong positive relationship with buying behavior of green tea customers. The results indicated that, education level and income level of the consumers have a relationship with the purchasing behavior of green tea. The findings of the empirical research suggested that, people with low education and low income are reluctant to buy green tea due to lack of awareness of nutritional value and high prices of green tea. Hence, it would be important to implement more awareness programmes to educate the people on the health benefits of green tea while revising the price of green tea. Nourishing the perception of native consumers would enhance the domestic consumption of green tea.

Keywords: Belief, Buying behaviour, Green tea, Perception