

Factors Influencing Tea Consumption Behavior in Sri Lanka (With special reference to Ratmalana Divisional Secretariat in Colombo district)

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Abstract

Tea is one of the most popular beverages consumed worldwide. Sri Lanka continues to retain in the position of being the third largest exporter and the fourth largest producer of tea. The present study was conducted to identify the factors affecting tea consumption among local customers in urban areas. The consumption behavior of tea was studied in Ratmalana Secretariat Division in Colombo district using primary data. Data were collected using a structured questionnaire from 150 randomly selected customers at different supermarkets and cafes. Multiple linear regression analysis was employed to study the factors influencing the quantity of tea demanded (quantity of tea purchased) per month. Independent variables used in the analysis are age, family size, family income, number of years of education, number of cups consumed per day, price, monthly tea expenditure, advertisements and health awareness. The results revealed that 88.7% of the respondents were tea consumers. The consumers purchased on an average about 756.39g of tea powder every month. Hence, they're willing to pay Rs. 99.67 on average for 100g of tea. Age, family size, monthly tea expenditure and health awareness were the most significant factors. Influence of advertisements was the least influential factor. Approximately 46% of tea drinkers consumed Black tea while 38% and 13% consumed Ginger tea and Green tea respectively. Only about 3% consumed other flavored tea. The Watawala and Lipton trade brands are most preferred brands among the consumers. The findings of empirical research suggested that people are more health conscious and are less likely to be influenced by advertisements but rather be influenced by family members.

Key Words : *Tea Consumption Behavior, Tea Consumption*

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