

A STUDY ON BRAND LOYALTY FOR COFFEE AND TEA BEVERAGES IN PUTTUR TALUK

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ABSTRACT

The beverage industry is a major revenue-generating sector within the hospitality industry and has experienced significant growth in India over the past 15 years. This study examines brand loyalty among beverage consumers, focusing on tea and coffee. Using a descriptive research methodology, data were collected from 300 respondents through convenience sampling and analyzed using simple percentage analysis. The findings indicate that Red Label is the most preferred tea brand and Bru is the most preferred coffee brand. Reasonable pricing and product quality were identified as the key factors influencing brand loyalty.

Keywords: Beverages, Brand Loyalty, Tea, Coffee, Consumer Preference INTRODUCTION

In today's modern world, changing lifestyles and rising income levels have significantly influenced consumption patterns. Tea and coffee are widely preferred beverages among both urban and rural consumers and have become essential products in daily life. With the availability of numerous brands, the beverage market has become highly competitive. A brand represents a promise between the firm and the consumer, aiming to meet expectations and reduce perceived risk. In return for customer loyalty, firms strive to deliver consistent quality and desirable benefits. Brands also influence consumer behavior by connecting with consumers' self-image and lifestyle aspirations, ultimately shaping their purchasing decisions.

OBJECTIVES OF THE STUDY

- To understand brand loyalty among respondents in the purchase of beverages (coffee and tea).
- To examine the relationship between brand loyalty and customer satisfaction.
- To compare demographic variables with brand loyalty.

NEED OF THE STUDY

The tea and coffee market has become highly competitive due to changing lifestyles and the availability of many brands. Understanding brand loyalty is important for companies to retain customers and increase repeat purchases. This study helps identify consumer preferences and the key factors influencing loyalty, enabling firms to develop effective marketing strategies and improve customer satisfaction.

REVIEW OF LITERATURE

- **Suhud et al. (2017)** studied brand loyalty of coffee shop visitors in Jakarta, examining the effects of **brand trust, brand affect, self-image congruity, and functional congruity**. The study found that brand trust and functional congruity are key factors in enhancing **customer satisfaction and brand loyalty**.
- **Chatterjee (2017)** explored the impact of **olfactory branding** on Café Coffee Day customers in Kolkata. The study showed that fragrance influences **purchase decisions** and improves the **overall customer experience**, contributing to brand loyalty. **Kim et al. (2018)** examined how **customer personality traits** affect brand loyalty in coffee shops. Results indicated that personality traits significantly influence **satisfaction, brand identification, involvement**, and are positively associated with loyalty.
- **Douglas et al. (2018)** investigated success factors for UK independent coffee shops. Key success factors were **friendly staff, quality food, and hygiene**, while barriers included **high rent, taxes, and business rates**.

DATA AND SOURCES OF DATA

For this research study, information was collected from both primary and secondary sources.

RESEARCH METHODOLOGY

Based on the requirements of the study, data were collected from various secondary sources such as online journals and internet websites, along with primary data collected through a structured questionnaire. The relevant data were gathered to understand brand loyalty toward coffee and tea beverages in Puttur Taluk. The sample consisted of people living in Puttur Taluk. A total of 300 respondents were selected for the study.

Data analysis and interpretation :

Table 1: The preferences of beverages.

Particulars	No. of Respondents	percentages
Coffee	109	36
Tea	191	64

From the above table, it is clear that out of 300 respondents, 191 prefer tea and the remaining 109 prefer coffee. From this, we can interpret that the majority of respondents prefer tea, accounting for 64%.

Table 2: The preferences of brands while purchasing beverages.

Particulars	No. of respondents	Percentages
Yes	232	77
No	68	23

From the above table, it is clear that out of the total respondents, 232 prefer branded products while purchasing beverages, whereas 68 do not prefer branded products. From this, we can interpret that the majority of respondents (77%) prefer branded beverages while purchasing.

Table 3: The gender of the respondents: -.

Gender	No. of respondents	percentage
Male	103	34
Female	197	66

From the above table, it is clear that 103 respondents are male and 197 respondents are female. From this, we can interpret that the majority of respondents are female, accounting for 66%.

Table 4: The respondents of Male towards Coffee and Tea

Beverages	No. of respondents	percentage
coffee	40	39
tea	63	61

from the above table, it is clear that out of 103 male respondents, 40 prefer coffee and 63 prefer tea. From this, we can interpret that the majority of male respondents prefer tea, accounting for 61%.

Table 5: The response of male toward Branded and Unbranded.

particular	No. of respondents	percentage
Branded	80	78
Unbranded	23	22

From the above table, it is clear that out of 103 male respondents, 80 prefer branded beverages and 23 prefer unbranded beverages. From this, we can interpret that the majority of male respondents prefer branded beverages, accounting for 78%.

Table 6: The respondents of female towards coffee and tea.

Beverages	No. of respondents	percentage
coffee	69	35
tea	128	65

From the above table, it is clear that out of 197 female respondents, 69 prefer coffee and 128 prefer tea. From this, we can interpret that the majority of female respondents prefer tea, accounting for 65%.

Table 7: The response of female toward branded and unbranded.

particular	No. of respondents	percentage
Branded	153	77
Unbranded	45	23

From the above table it is clear that, Out of 197 female respondents 153 are prefer branded and 45 are prefer unbranded beverage. From this we can interpret that majority of the female prefer branded with 77%.

Table 8: The response of Marital status of respondents.

Particulars	No. of respondents	Percentage
Married	85	28
Unmarried	215	72

From the above table, it is clear that 85 respondents are married and 215 respondents are unmarried. From this, we can interpret that the majority of respondents are unmarried, accounting for 72%.

Table 9: The response towards recommendation of product to others.

Particulars	No.of respondents	Percentage
Yes	257	86
No	43	14

From the above table it is clear that, Out of total 300 respondents 257 respondents are From the above table, it is clear that out of 300 respondents, 257 respondents recommend their product to others, while 43 do not. From this, we can interpret that the majority of respondents, accounting for 86%, recommend this product to others.

Table 10: The expensiveness of respondents of brand when compare to similar brand.

Particulars	No. of respondents	Percentage
A lot more expensive	22	7
Slightly more	95	32
About the same	133	45
Slightly cheaper	40	13
A lot cheaper	10	3

From the above table, it is clear that out of the 300 respondents, 133 consider this brand to be about the same price as similar brands, 95 find it slightly more expensive, 40 find it slightly cheaper, 22 find it a lot more expensive, and the remaining 10 find it a lot cheaper compared to similar brands. From this, we can interpret that the majority of respondents (45%) consider this brand to be priced about the same as similar brands.

Table 11: The response of Businessman’s towards branded and unbranded.

Particular	No. of respondents	Percentage
Branded	11	92
Unbranded	1	8

From the above table, it is clear that out of 12 respondents, 11 prefer branded products and 1 prefers an unbranded product. From this, we can interpret that the majority of businessmen (92%) prefer branded products.

Findings

- Out of the total responses collected, 64% of the respondents prefer tea.
- A majority of the respondents (77%) prefer branded products while purchasing beverages.
- Most of the respondents are female, constituting 66% of the total sample.
- Among male respondents, 48% prefer tea.
- A majority of male respondents (78%) prefer branded beverages.
- The majority of female respondents (65%) prefer tea.
- Similarly, 77% of female respondents prefer branded beverages.
- The majority of respondents (72%) are unmarried.
- Most of the respondents (86%) stated that they would recommend this product to others.
- About 45% of the respondents feel that this brand is priced similarly compared to other brands.
- Among businessmen, a significant majority (92%) prefer branded beverages.

SUGGESTIONS:

- Brand is important because it not only creates a memorable impression on consumers but also allows customers to know what to expect from the company.
- Quality is essential for customer satisfaction, which ultimately results in customer loyalty.
- Loyal customers are less sensitive to price changes, whereas non-loyal customers are more sensitive when making decisions about a brand.

CONCLUSION:

Understanding and influencing consumer brand loyalty in today's competitive market is challenging. This study explored consumer preferences for tea and coffee attributes and examined the impact of demographic factors on brand loyalty. Using a five-point Likert scale across ten key factors, the analysis revealed that Red Label is the most preferred tea brand and Bru the leading coffee brand. Price and quality emerged as the most critical drivers of loyalty, highlighting that companies must prioritize these factors to maintain market presence and retain loyal consumers.

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