

Factors affecting buying behaviour of tea in Nilgiris district of Tamil Nadu

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ABSTRACT

Buying behaviour describes any purchase that a consumer makes, through it was not planned in advance. This paper is an attempt to find out the factors that affect consumer-buying behaviour in Nilgiris district of Tamil Nadu. The impact of various variables like quality, aroma, flavour, taste, colour of end product, brand image, value added tea, retailers influence, influenced by others, reasonable price, timely availability, attractive packing, effective advertisement, celebrity endorsement and gift/promotion/strategies on consumer buying behaviour, have been analyzed. The study is based on the primary data collected from both urban and rural consumers in Nilgiris district with the help of structured questionnaire. Data analysis has been done using SPSS software. The statistical analysis method employed in this study was Factor analysis. After the analysis, it was found that, buying behaviour was substantially different in urban and rural consumers.

KEY WORDS : Buying behaviour, Consumer, Factor analysis

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