

Brand equity analysis of Ooty tea

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ABSTRACT

The government of Tamil Nadu launched the sale of “Ooty Tea” to the general public through the Public Distribution System on 28.08.2001. INDCO ((The Tamil Nadu Small Tea Growers’ Industrial Co-operative Tea Factories Federation Limited) is supplying blended tea, under the brand name of “Ooty Tea” through Tamil Nadu Civil Supplies Corporation and District Cooperative Wholesale Stores of Cooperative Department. Moreover Ooty Tea also provides the required cuppage and good flavour. The quality of Ooty Tea is on par with other well known branded teas. The market intervention by INDCO was helping the small tea growers are getting better price for their green tea leaves. In this section, we are going to discuss the awareness level of Ooty Tea and also discuss the general opinion about the brand Ooty Tea in consumer mind. This analysis will help to INDCO to make corrective action for better marketing and distribution of Ooty Tea in Nilgiris district. If INDCO gets profit, this will also help the small tea growers to get premium price for their green tea leaves and also it will increase the awareness level of local tea brand in consumer mind. In this article, the authors proposed a new framework for conceptualizing brand equity that distinguishes between brand equity, conceived of as an intrapersonal construct that moderates the impact of marketing activities and brand value, which is the sale value of a brand. Such a distinction is important because, from a managerial perspective, the ultimate goal of brand management and brand equity research should be to understand how to leverage equity to create value in consumer mind.

KEY WORDS : Brand equity, Consumer Ooty tea

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