A BRIEF ANALYSIS ON CONSUMER PREFERENCE TOWARDS “GREEN TEA” CONSIDERING SENIOR CITIZENS OF TAMIL NADU AS RESPONDENTS

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ABSTRACT

Tea has been cultivated for centuries and remains one of the most widely consumed beverages in the world. Sipping a cup of green tea can offer much more than refreshment: the positive health benefits are impressive and well-documented. The main purpose of this study is to determine the consumers’ preference and attitude toward green tea with special reference to senior citizens. Total of 600 South Indian senior citizen consumers participated as respondents in this study. The study results show that the Consumers had an overall more positive attitude towards green tea with regards to habitual fact, Health concerned, self preference, doctor’s advice, peer group motivation. This study helps to determine the most preferred factor which influences the purchase behaviour.

KEY WORDS: Green tea, Consumer preference, Health

REFERENCE


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