

**A STUDY ON CONSUMER PREFERENCES AND DEMAND FOR
VALUE-ADDED TEA PRODUCTS IN KURUWITA DS DIVISION,
RATHNAPURA DISTRICT, SRI LANKA**



**By
D.L.A.T. Ireshika**



FTC355

Main Library, Eastern University, Sri Lanka

**Department of Biosystems Technology
Faculty of Technology
Eastern University, Sri Lanka
Chenkalady
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ABSTRACT

Tea is one of the most important beverages. In recent years value addition of commodity has become as a key strategy to increase the sale and competition with diversifying income, and meeting customer demand for innovation. A study was conducted to identify consumer preference and assess demand and to identify most preferred types features and key aspects considered by producers and consumers during purchasing. This study was conducted using a sample of nearly 300 consumers, 10 producers and 10 retailers. Data were collected through structured questionnaires and then collected data were analyzed through Microsoft Excel and SPSS statistics software version 22. Findings show that the consumer preference and demand of the tea was 101.7 kg and average monthly purchase per consumer was 339 g per consumer (Based on the sample survey). The most preferred types of tea were value-added black tea grade and most preferred types of key features were ingredients and flavor. The main key aspects considered by consumers during purchasing were types of tea, varieties, brands names, discounts giving, market segmentation, packaging aspects, packing materials, purchasing place, taste, purpose of drinking etc. This research highlights the importance of aligning consumer demand with production strategies, thereby strengthening the competitiveness and sustainability of Sri Lanka's tea industry at both local and global levels.

Keywords: Beverage, Black Tea, Ingredients, Questionnaire, Taste

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