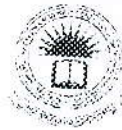


**THE IMPACT OF TEA PACKAGING ON CONSUMER  
BUYING BEHAVIOR IN WALALLAWITA DS DIVISION,  
KALUTARA DISTRICT**



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## ABSTRACT

Tea is one of the most popular beverages consumed in Sri Lanka. The study was carried out to determine, impact of tea packaging on consumer buying behavior in Walallawita DS division, Kalutara district. The study was mainly based on primary data obtained from a sample survey in six GN division in Walallawita division. . Data were collected using a structured questionnaire for 100 consumers. Data were analyzed using a SPSS software and descriptive statistics was employed to study the socio-economics of consumers. About 66% consumer used super market and 34% used retail market. About 66% of consumers gained knowledge on tea through TV, radio, newspapers. About 44% consumer purchased tea per once a week. Consumer mostly preferred to buy 100gms and 200gms size tea pack. Average expenditure to buy tea on a month was Rs.652.00. Most of consumers used tea brand; Laogee tea (21%) and Watawala tea (19%). When consumer selecting the tea brand; packaging label, packaging type, SLS certification, packaging material, packaging color and packaging diagram were factors considered. Consumer's preference level of those factors were assessed using mean value of Likert scale. The Likert scale was measured from 1 as most preferred to 5 as no preferred. Among those, packaging label (2.08) and packaging type (2.23) received high level preference by consumers. Most consumers (62%) examined the SLS certification when buying tea. Most of consumers (65%) preferred to buy tea packets as tea packaging type. The consumer preference on the basis of average mean for Likert scale which factors influencing to select packaging type can be indicated as: convenience features (1.56), cost (1.73), availability (1.87), aesthetic (2.17) and eco-friendly (2.77).

About 54% consumer were considered about packaging color of tea package. 46% consumers were not considered about packaging color. Among those who considered the packaging color, 40.7% consumers were preferred dark color tea packaging, 33.4% consumers were preferred light color packaging and others (25.9%) were preferred transparent packaging. 67% of consumer were preferred the plastic packaging material while 20% of consumers were preferred the composite packaging material. According to the consumer preference on the basis of average mean value, factors influencing to select packaging material identified as availability (1.67), cost (1.76), convenient features (1.82), aesthetic (2.43) and eco-friendly (2.62). 51% consumers were considered about diagram on tea pack when buying tea and 49% of consumer did not consider about tea package diagram. According to the consumer preference on mean Likert value for the diagram to select the tea pack identified as cup of tea (1.19), tea throat (1.60), a lady (1.81), tea sample (2.00) and tea estate (2.04). 84% consumer considered about the package label on tea package and others (16%) did not consider. According to the consumer preference on the basis of average Likert mean value for the labeling information, expiration date (1.32), manufacture date (2.44), package date (2.64), grading of tea (2.71), artificial ingredient (3.18) and nutrition value (3.21) were important to consumer to decide purchase of tea.

**Key words:** Tea packaging, consumers, behavior, Kalutara.

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