

A
PROJECT REPORT
ON
"A COMPARATIVE STUDY OF CUSTOMER
SATISFACTION TOWARDS TATA TEA & BROKE BOND
TEA"

(WITH REFERENCE TO WARORA CITY)

Project Report Submitted in partial fulfilment of the requirement for the
award of the degree of
BACHELOR OF COMMERCE



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Lokmanya Mahavidyalaya, Warora

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Session: - 2021-2022

Lokmanya Mahavidyalaya, Warora Chandrapur

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This is to certify that, Pranjal R. Belkhude, Prashant S. Dhanki, Prathmesh N. Ingale, Pratik D. Dhoke, Pratiksha G. Warbhe, Priyanka S. Ram, Rameshwari R. Jagtap, Ranjana S. Shembalkar, Rashmi K. Kshirsagar, Rohan D. Kapate, Rupali R. Bhoyar, Sabiya A. Sheikh is a bonafide student B. Com-II (Sem-VI) of Lokmanya Mahavidyalaya, Warora Chandrapur for the Session 2021-2022. They were completed their Project entitled "A COMPARATIVE STUDY OF CUSTOMER SATISFACTION TOWARDS TATA TEA & BROKE BOND TEA" under the guidance of Prof. Nitesh G. Jogi.

This project is being submitted to Gondwana University Gadchiroli in the partial fulfillment of the requirement for the Degree of **BACHELOR OF COMMERCE (B.Com.)**

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Place: - Warora

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DECLARATION

This work presented in this project was conducted during 2021-2022, under the Supervision of Prof. Nitesh G. Jogi, Lokmanya Mahavidyalaya, Warora Chandrapur

This work has not been submitted to any other degree or diploma to any other university or institute.

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Each step in learning process of life is an opportunity which adds to our persons. A research project is usually never a one-man show, but it is very much the product of collective efforts.

We would like to add a few heartfelt words for the people who were the part of this work in numerous ways, people who gave unending support right from the stage the idea was conceived.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

Today, tea is drunk by almost half of the world's population. Tea is undoubtedly the national drink of India. Tea is an aromatic stimulant, containing various polyphonic, essential oils and caffeine. The concentration of caffeine in tea ranges from 2.5% to 4.5% and it is this caffeine content that makes tea a useful stimulant. Tea is the beverage made when the processed leaves of the tea plant are infused with boiling water.

In India, tea is only blended and packed, but not produced. Three basic categories of tea are marketed in India which are:

-Mixture -Danedar -Chura

Danedar is also known as leaf tea while Chura is known as dust tea. There are around five hundred flavors available in tea. The rural areas of Sindh are considered to be heavy consumers of dust tea. Punjab has a high consumption of leaf tea.

It has more consumption than any other type of drink available in the market today. It is estimated that Indians consume over 130 million kg of tea worth over 4 billion rupees every year. Despite the increasing emphasis on its hazardous effects on health and the continuously rising prices, due to the low literacy rate and unavailability of a better substitute, the demand and the consumption has increased over the years and is growing at an annual rate of 6%.

Tea is an aromatic stimulant, containing various polyphenols, essential oils and caffeine. The concentration of caffeine in tea ranges from 2.5% to 4.5% and it is this caffeine content that makes tea a useful stimulant. Although second to coffee in commercial value, tea ranks 1st as the most popular beverage in the world.

INDUSTRY PROFILE

It is said that tea was discovered accidentally by Emperor Shen Nung back in 2700BC. After a large meal one day, he was relaxing in the garden with a cup of boiling water. At that time some leaves from a nearby tree fell into the cup. Unnoticed he consumed the drink. He enjoyed the taste of the tea and the pain relief of the drink was so much. Like this the cup of tea was born.

The Indian legend tells how in the fifth year of a seven year sleepless contemplation of Buddha he began to feel drowsy. He immediately plucked a few leaves from a nearby bush and chewed them which dispelled his tiredness.

The first tea used in England came from China, and it wasn't until the 19th century that tea growing spread to other countries and indigenous tea was discovered in Assam. The UK is the largest importer of tea.

The English quickly developed an almost unquenchable thirst for the drink and began searching for a way to get tea without having to buy it solely from China. In 1835 the English East India Company, upon discovery of an indigenous variety of *Camellia Sinensis* in Assam, India, established their first experimental tea plantation there. It was largely unsuccessful at the beginning. In 1856 varieties of tea from the Yunnan and Keemun provinces of China were introduced in Darjeeling, India, and soon thrived. Some of the most prized and expensive Indian black teas come from this high mountain region. One year later tea was cultivated in Ceylon (Sri Lanka). Tea manufacture is the process of converting young fresh tea shoots into dry black tea. This involves a number of processes from plucking to packing. At the plucking stage, only the top leaf tips are picked every 6 to 7 days. The tip leaves are younger and finer which produce a better quality tea. The fresh green leaves now need to have the moisture removed from them. This is done by blowing air through the leaves for up to 14 hours, leaving a soft and pliable leaf. There are then two ways of treating the tea. Tea which is to be

used as loose leaf, will normally be rolled gently to create a twisted appearance.

In contrast, tea which is to be used for tea bags is shredded and crushed to produce a small granular product. Rolling and crushing the leaves, results in the rupturing of the leaf cells which allows oxidation to occur. This gives the tea its distinctive black colour and flavour. The tea is then dried at high temperatures to achieve the correct taste. When it has been dried, the leaf tea is of differing sizes and will also contain pieces of fibre and stalk. At this point it is processed to remove pieces of stalk which will then leave tea suitable to be sold as loose tea. The tea is passed through varying sizes of meshes to sort it and has to be passed through very fine ones in order to produce tea fine enough for tea bag production. This process of sorting is a harsh one and it can cause the tea to lose some of its flavour. That is why loose tea usually has a better flavour than the tea in a tea bag.

Types of Tea

WHITE TEA

White tea is similar to green tea, in that it's undergone very little processing and no fermentation. But there is a noticeable difference in taste. Most green teas have a distinctive 'grassy' taste to them, but white tea does not. The flavour is described as light, and sweet. You should steep white tea in water that is below the boiling point. There is also considerably less caffeine in white tea than the other varieties (15mg per serving, compared to 40mg for black tea, and 20mg for green). Some studies have also shown that white tea contains more active cancer-fighting antioxidants than green tea. As with all teas, there are many varieties of white tea, with poetic names such as: white peony, golden moon, silver needle and white cloud. White teas are produced mostly in China and Japan, but the Darjeeling region of India also produces some fine white teas.

GREEN TEA

Green tea is nothing more than the leaves of the *camellia sinensis* that have been processed a certain way. Green teas, like white teas, are closer to tasting like fresh leaves or grass than the black or oolong. They are also lower in caffeine and have higher antioxidant properties.

The processing of green tea is similar to that of white tea in that it does not oxidize. After the leaves are plucked, they are (sometimes) laid out to wither for about 8 to 24 hours. This lets most of the water evaporate. Then, in order to neutralize the enzymes thus preventing oxidation, the leaves are steamed or pan fried. Next the leaves are rolled up in various ways and tightness. After that, a final drying takes place. Since no oxidation took place, the tea has more of a green appearance. From there, it goes off to be sorted, graded, and packaged.

OOLONG TEA

Oolong teas are the most difficult of the four types of teas to process. The best way to describe oolong tea is that they are somewhere in between green and black tea. This is because they are only partially oxidized during the processing. Oolong tea is gently rolled after picking allowing the essential oils to react with the air and slowly oxidize. This process turns the leaf darker with time and produces distinctive fragrances. When the leaf has reached the desired oxidation the leaf is heated, in a process called 'panning', to stop the process. It's then rolled to form the tea into its final shape. The resulting tea can be anywhere between a green and a black, depending on the processing method. This tea is handcrafted, undergoing a labour intensive process. The tea maker must carefully balance many elements in the critical few hours after the leaf is picked including weather conditions, quality of the leaf, and the time the leaf oxidizes. The finest Oolongs are often prepared and enjoyed Gung Fu style to savour their complex tastes and fragrances.

BLACK TEA

Black teas are the most consumed of the four types of teas. They are the highest in caffeine. Black tea is the most popular tea in the world. It is the tea most widely used in making iced tea and English tea. Since the process of making black tea consists of three main stages, 'cut', 'torn' and 'curled', it is also known as C.T.C tea. After cutting, the leaves are first spread on shelves called withering racks. Air is blown over the leaves to remove excess moisture, leaving them soft and flexible. These withered leaves are then crushed between the rollers of a machine to release their flavoured juices. In the tearing process the cells of the leaves are exposed and the oxidation process begins. They are then taken to the fermenting room where under controlled temperature and humidity, they change into copper colour. It is made by steaming the leaves in large vats. The steaming prevents the leaves from changing its green colour, hence the name. The leaves are then crushed in a machine and dried in ovens. It is produced by using many of the same techniques that were practiced centuries ago.

SCENTED TEA

Scented or Flower tea is either green or white tea that has been infused with certain flowers, which impart a delicate and interesting taste, and of course a wonderful aroma. As with black tea and milk or sugar, flowers were added to green tea originally to disguise a less than favourable taste in the poorer varieties. This is still the case with many commercially produced flower teas, which hide the taste of very cheap tea behind a strong flowery presence. Flower teas, in particular the delicious jasmine, have gained such a following both in Asia and the Western world, that many people only drink this variety. The Seven Cups jasmine teas combine really fine quality green and white teas with a subtle but distinct jasmine flavour, and are a real treat, especially for dedicated jasmine fans. They are the best jasmine teas we've ever taste

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CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

Tata Tea Limited, also known as **Tata-Tetley**, is the world's second largest manufacturer and distributor of tea. Owned by India's Tata Group, the Tata Tea Limited markets tea under the major brands Tata Tea, Tetley, Good Earth Teas and JEMČA. While Tata Tea is the largest tea brand in India, Tetley is the largest tea company in the United Kingdom and Canada and the second largest in the United States by volume and JEMČA is Czech Republic's leading tea company.

Via subsidiary companies, Tata Tea manufactures 70 million kilograms of tea in India, controls 54 tea estates, ten tea blending and packaging factories and employs around 59,000 people. The company owns 51 tea estates in India and Sri Lanka, especially in Assam, West Bengal in eastern India and Kerala in the south. The company is the largest manufacturer of Assam tea and Darjeeling tea and the second-largest manufacturer of Ceylon tea set up in 1964 as a joint venture with UK based James Finlay and Company to develop value-added tea, the Tata Tea Group has now product and brand presence in 40 countries. It is one of India's first multinational companies. The operations of Tata Tea and its subsidiaries focus on branded product offerings in tea, but with a significant presence in plantation activity in India and Sri Lanka.

The consolidated worldwide branded tea business of the Tata Tea Group contributes to around 86 per cent of its consolidated turnover with the remaining 14 per cent coming from bulk tea, coffee and investment income. The company is headquartered in Kolkata. With an area of approx 159 km² under tea cultivation, Tata Tea produces around 30 million kg of black tea annually. Instant tea is used for light density 100% teas, iced tea mixes and in the preparation of ready-to-drink (RTD) beverages.

Tata Tea owns five brands in India - Tata Tea, Tetley, Kannan Devan, Chakra Gold and Gemini. The company has a 100% export-oriented unit (KOSHER and HACCP certified) manufacturing instant tea in Munnar, Kerala, which is the largest such facility outside the United States. Tata Tea has subsidiaries in Australia, Great Britain, United States, Czech Republic and India.

History of Tata Tea

In the early 1980s, the tea industry in India was experiencing rising input and labour costs and dwindling margins as well as high taxes. India was facing competition on the world market not just from China, but also from other countries entering the business.

In 1983, Tata Tea bought the stake belonging to the James Finlay group to form the individual entity Tata Tea. In the same year, the company decided to move from the commodities business to consumer branding. The first brand Tata Tea was introduced. This was followed by other brands like Kannan Devan, Agni, Gemini and Chakra Gold. In spite of being the largest market in the world, the concept of branded tea took time to be accepted.

In the 1990s, Tata Tea decided to take its brands into the global markets. It formed an export joint venture with Britain's Tetley Tea in 1992. Other new enterprises included a majority interest in Consolidated Coffee Ltd. (Tata Coffee Ltd.) and a joint venture to manage agricultural estates in Sri Lanka. Tata Tea Inc. in the United States processed and marketed instant tea from its facility in Florida, based on sourcing of instant tea products out of Munnar and Kerala. In 1993, they entered into a joint venture with Allied Lyons PLC in the UK to form Estate Tata Tetley.

In the mid-1990s, Tata Tea attempted to buy Tetley and the Lankan JVC acquired 51% shareholding in Watawala Plantations Ltd.

In 1997 the company was embroiled in a major scandal known as the "Tata Tapes controversy" which related to funds the company provided to the outlawed United Liberation Front of Assam (ULFA), an armed-struggle group operating in Assam.

By 1999, Tata Tea's brands had a combined market share of 25% in India. The company had 74 tea gardens and was producing 62 million kilograms of tea a year, two-thirds of it packaged and branded. Towards the end of the year, the tea business was hit by a drought in much of India. In addition, Russia, once the largest buyer of Indian tea, temporarily withdrew from the market.

An important step for Tata Tea was the acquisition of the Tetley Group (based in the United Kingdom) in 2000. It was a £271 million (\$432 million) leveraged buyout. Tata Tea reportedly outbid the American conglomerate Sara Lee in what was described as the largest takeover of a foreign company by an Indian one to date. At the time, Tetley was the world's second largest tea company after Unilever's Brooke Bond-Lipton and had an annual turnover of £300 million. It was the market leader in Britain and Canada and a popular brand in the United States, Australia and the Middle East.

Established in 1837, Tetley was the first British tea company to introduce the tea bag to the UK in 1953. The tea bag was followed by the first round tea bag in 1989 and the 'no drip, no mess' drawstring bag in 1997. Tetley now contributes for around two thirds of the total turnover of Tata Tea.

From 2005 Tata Tea began a restructuring exercise to divest direct ownership of plantations in India, a process facilitated by subsidised loans from the World Bank's International Finance Corporation.

In 2007, Tata Tea launched the campaign Jaago Re! to awaken youth to social issues. The campaign was extended into 2008. In 2009, their

campaign revolves around the issue of corruption with a new add line 'Ab Se Khilana Bandh, Pilana Shuru'.

The international trade union IUF criticised the company in 2009 for not allowing statutory maternity leave to pregnant tea pluckers, and for locking out 1,000 workers on the Nowera Nuddy Tea Estate in West Bengal for so long that the local government began distributing food coupons for emergency rations to workers and their families.

COMPANY PROFILE OF BROKEBOND

Unilever Ltd. was created in 1930 when the British soap maker Lever Brothers merged with the Dutch margarine producer, Margarine Unie. At the time, an international merger was an unusual move. But the owners of the two companies could see that bringing together complimentary businesses with strong global networks would create new opportunities.

Unilever (India) Limited Formerly known as Lever Brothers (India) Limited is by far the largest and most experienced fast moving consumer goods (FMCG) firm in India. It enjoys a very large market share in consumer goods, the lions share even, and is particularly dominant in tea and ice-cream. The largest competitor of Unilever in India is Procter & Gamble which also is a house hold name in consumer goods all over the world.

Unilever's principal activities are to manufacture and sell spreads and cooking products, ice cream, beverages and home and personal care products. Some of the products in the unilever line are Brooke Bond, Lipton, Lux, Rexona, Sunsilk, Surf, Blue Band and Planta.



CHAPTER 3

**RESEARCH
METHODOLOGY**

RESEARCH METHODOLOGY

Scope of Study

1. To understand the 'Reach of Tata Tea's Jaago Re Campaign' through the eyes of the young customer.
2. To understand the 'Reach of Broke bond tea' through the eyes of the customer.
3. Some basic factors that customer believe affect or do not affect them.
4. Understand the role of the Brand loyalty in the Indian tea industry.

Significance of Study

1. Firstly, we need a study the products and pricing of the products of tata tea and broke bond tea. Next, this study helps us to understand the populous a bit better in terms of some of their basic beliefs about the products they buy.
2. It also gives us an insight into what the consumers believe affects them and what does not.

Research Design

Data Type: Primary Data

Research Tool: Questionnaire, Internet, Peoples Interactions

Population: The urban educated youth of the nation.

Sample Units: Individual Consumers, Similar background

Sampling Method: Random Sampling under similar conditions

Sampling Size: Restricted to 50 people

Method of data collection: Survey Method.

Research instrument: The instrument used for gathering data was a questionnaire. To get further insight in to the research problem, interview regarding their buying practices too was made. This was done to crosscheck the authenticity of the data provided.

Tools and techniques of analysis: The data so collected will be analyzed through the application of statistical techniques, such as bar graphs and pie charts.

Assumptions:

- Samples collected are representative of the entire population.
- Modern consumer is conscious and awareness is high.
- They are more curious about the product, quality, price and features offered.

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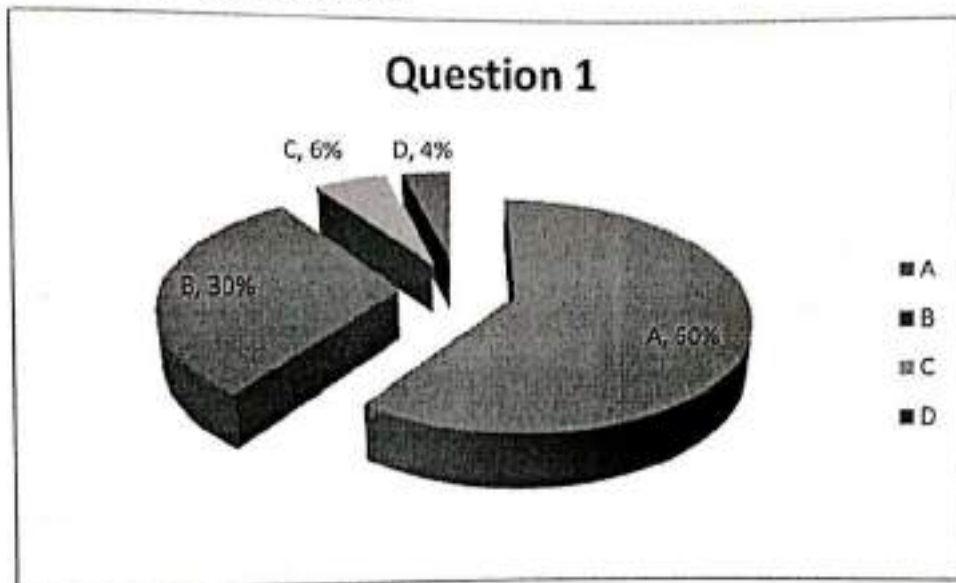
CHAPTER 4

**DATA ANALYSIS &
INTERPRETATION**

DATA ANALYSIS & INTERPRETATION

Question 1 Which age group do you belong to?

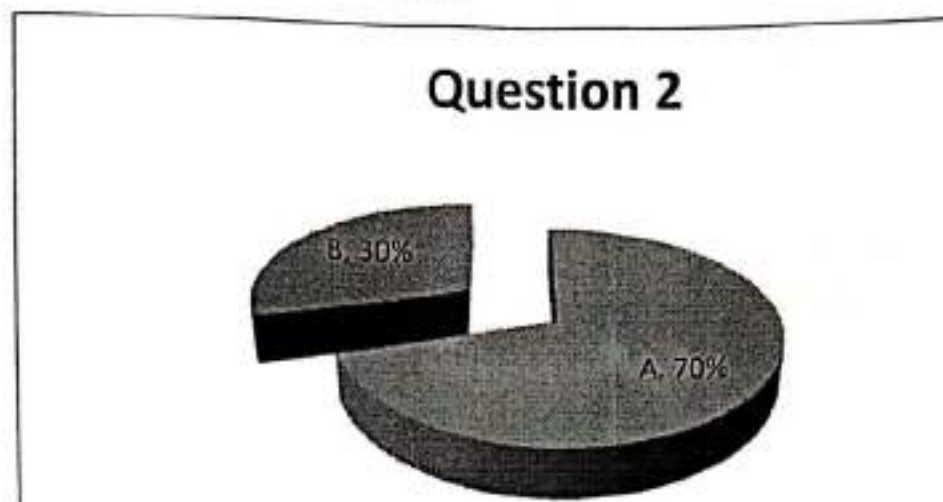
- a. 18-25
- b. 26-35
- c. 36-45
- d. 46 and older.



As we can see from the chart, 60% of the correspondents are from the age group of 18 to 25. This question is to reaffirm that the target population comprises mainly of the youth. A further 30% of the respondents are from the age group 26 to 30. Hence 90% of the sample is of the targeted youth population.

Question 2 Are you an ardent tea drinker?

- a. Yes b. No

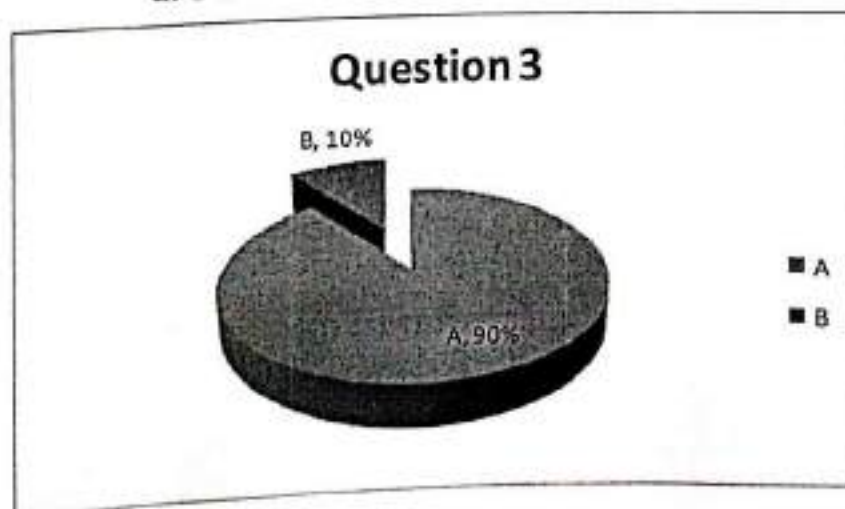


This question was another one to support the background of the research. It is to check how many of the sample population are tea drinkers. This question is important as it helps us in seeing that the Jaago re campaign did not affect only those who are interested in drinking tea.

It also affects those who do not drink tea. As we can see though, 70%, a majority of the respondents drink tea and hence will answer the rest of the questionnaire through a just view.

Question 3 How many cups of tea do you have daily?

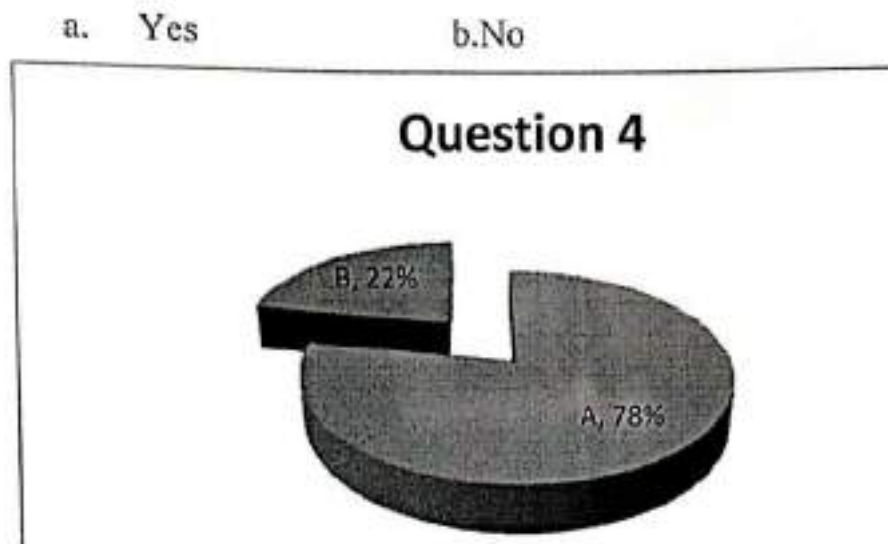
- a. 1-3 b. 4-6



A filler question to make the respondents more comfortable with the questionnaire. Shows us that a majority of the respondents are just normal

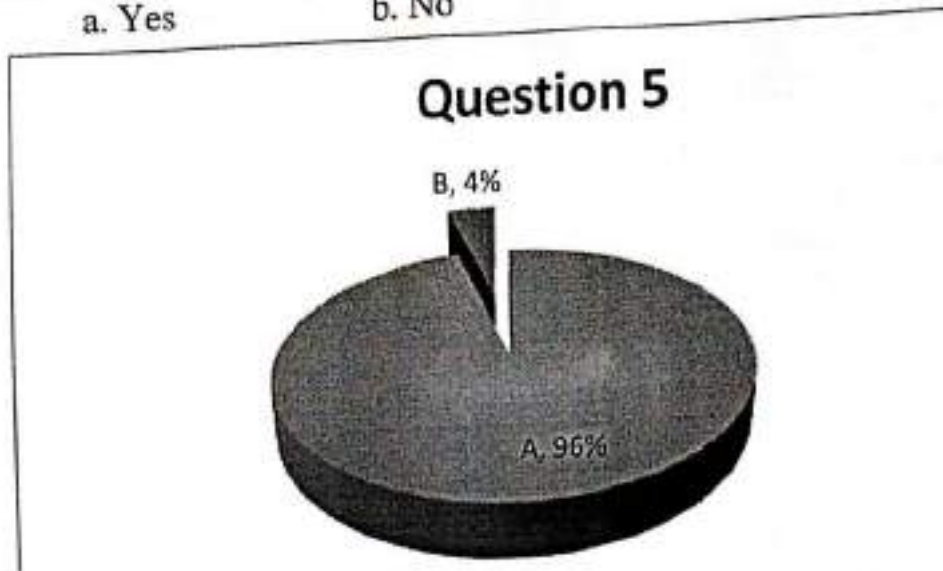
tea drinkers and not tea addicts. And here 90% of the respondents are just normal tea drinkers.

Question 4 Do you think television advertisements can influence your choice of brand?



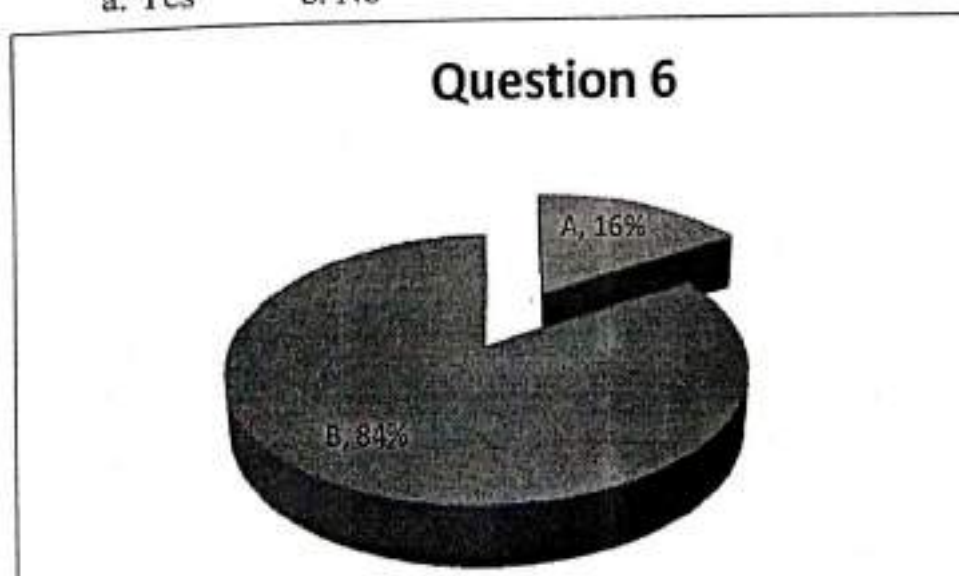
This question is in line with one of the basic objectives of the research project. We ask the correspondents whether or not, they are ready to change their point of view based on what they see in television advertisements. This is helpful as it shows us that those people who prefer other brands of tea leaves before the ad campaign in question; can be influenced to change their brand choice. This also has a negative aspect; as it can also mean that the people may be influenced by the ad campaign of rival brands into choosing their brand of tea over ours.

Question 5 Do you drink Tata Tea?
a. Yes b. No



We can see through this response that Tata Tea is definitely the forerunner in the Indian Tea Industry. As for the market brands are concerned. Tata Tea has almost a monopoly over the entire market in terms of people buying their products. Through this; we can see that the ad-campaigns are probably more a campaign to retain customers than make new customers.

Question 6 Does the packaging of the tea packet affect you?
a. Yes b. No



Only 16% of the respondents believe that the packaging of the Tea Leaves affects their choice of purchase. This is an important figure as it makes sure

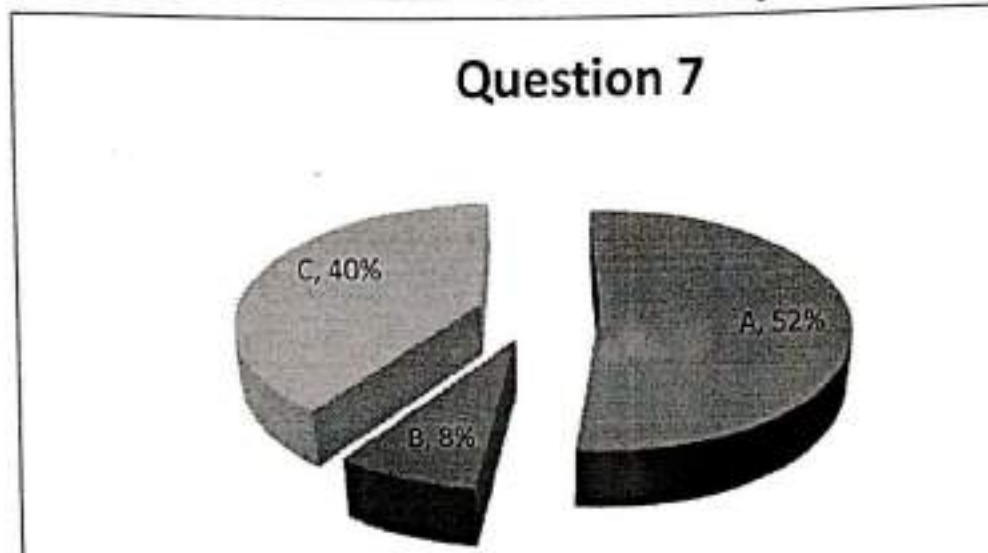
that the company does not have to spend that much more in trying to boost their sales through packaging efforts.

Question 7 What brand did you buy after the campaign?

a. Tata Tea

b. Brooke Bond

c. Taj Mahal



This is a very important figure to look at; It shows us that the campaign was very successful. As can be seen in many other studies that have been published since the campaigns inception. We can see again here that the sales for Tata Tea have been boosted by almost 20%. That is a huge chunk of the market. Taj Mahal tea was affected by only 6%. Brooke Bond being the lesser of the market brands took a major blow and fell to only 8% of the market.

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CHAPTER 5

**FINDINGS
& CONCLUSION**

FINDINGS

Through the questionnaire and the resulting data collection and analysis; we can bring down the findings to the following points.

1. Most of the respondents though having tried Tata Tea; still preferred Taj Mahal Tea. This shows us that Taj Mahal gives the people what they want in terms of quality and taste.
2. Most of the respondents were ready for change either for taste or by being influenced by ad campaigns.
3. The Jaago Re campaign was well appreciated by most of the respondents. Moreover, the campaign helped Tata Tea in increasing their sales by almost 20% of the market share.
4. Also, the campaign helped in making the Tata Tea brand a much more socially appreciated brand.
5. It also opened up the market for other companies to follow suit and become socially responsible.

CONCLUSION

Hence, the conclusions that can be derived through the research study are that; Tata Tea was a decently respected company before the inception of the Jaago Re campaign back in 2009. After the campaign; they have become much more respected as a socially responsible brand which is working for the betterment of India. This has helped the company in terms of both sales and brand image.

Therefore, we can say without any doubt that the Jaago Re campaign was a very successful campaign as it helped in increasing sales, brand image and also met its objective of being a social catalyst of change and strife.

The topic --- **“A Comparative Study of Customer Satisfaction Towards Tata Tea And Brooke Bond Tea”** hence can be easily summarised through the findings of this project.

The objects of the study have hence been met...

LIMITATIONS

1. Study holds true for only the target populations; hence it is not a very accurate representation of the complete state.
2. Not many journals and articles have been reviewed. In short, the literature review pertains to only literature in the background.
3. Some of the answers in the survey mode may have been biased and/or not given with full cooperation/seriousness. This will cause a slight discrepancy in the results so obtained.



**BIBLIOGRAPHY
APPENDIX**

BIBLIOGRAPHY

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5. <http://uniliverindia.com>
6. Article on Tata Tea Ltd. On Wikipedia Encyclopaedia
7. Article on the Indian Tea Industry on Wikipedia Encyclopaedia
8. Article on the broke bond tea on Wikipedia.

APPENDIX

- 1) How many cups of tea do you have daily?
 - a. 1-3
 - b. 4-6

- 2) What kind of tea do you use?
 - a. Tea Leaves
 - b. Tea Bags

- 3) Which tea drink do you prefer?
 - a. Ice Tea
 - b. Hot Milk Tea

- 4) Do you like experimenting with different brands?
 - a. Yes
 - b. No

- 5) Do you believe that ad campaigns influence people's behaviour? (i.e. – acting responsibly after seeing an inspiring ad-campaign)
 - a. Yes
 - b. No

- 6) Do you think television advertisements can influence your choice of brand?
 - a. Yes
 - b. No

- 7) Do you drink Tata Tea or Broke bond Tea or Other?
- a. Tata tea
 - b. Broke bond Tea
 - c. Other
- 8) Are you aware of Tata Tea's "JAAGORE" campaign?
- a. Yes
 - b. No
- 9) What brand did you buy before the campaign?
- a. Tata Tea
 - b. Brooke Bond
 - c. Taj Mahal
- 10) Does the packaging of the tea packet affect you?
- a. Yes
 - b. No
- 11) What brand did you buy after the campaign?
- a. Tata Tea
 - b. Brooke Bond
 - c. Taj Mahal
- 12) Which age group do you belong to?
- A) 18-25
 - B) 26-35
 - C) 36-45
 - D) 46 and older.