

# Role of Advertisement on Brand Choice of Tea

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## **Abstract**

*This article attempts at exploring the role of advertisement on brand choice of tea. Most of the customers use tea every day in their life. It will be concentrated on influence of advertisement in brand choice of a tea. In other words, the study found out role of advertisement in brand choice. This research is carried out to see the different factors that consider the purchase decision of tea brand, participants of buying tea, knowledge about advertisement of tea, medium of advertisement, role of advertisement on brand choice and role of advertisement. For this, questionnaire survey of 60 tea users from different education and ethnic background are surveyed. By using simple descriptive method to analyze data, it is identified that they have all level of education from primary to master level, Tokla as first choice, duration of using current brand between less than one year to more than three years, advertisement is most important factor than price and quality, self purchase decider and buying participant. All of them have knowledge about advertisement and most of them use television as a medium of advertisement. The study finds that high role of advertisement on brand choice and advertisement is responsible to some extent in changing brand of tea as well.*

**Keywords:** Advertisement, brand, choice, knowledge, tea.

## **1. Background of the study:**

Advertisement is the impersonal method of communicating messages to prospective buyers. It involves transmitting standard messages to a large number of potential receivers. Advertising uses a number of vehicles such as print media, visual media, audio and audio visual.

Advertising is any paid form of non-personal presentation and promotion of goods, services, ideas by an identified sponsor targeted at mass community at a single effort. Advertising is one of the most important promotional tools that companies see to direct persuasive communications to target buyers and publics.

A product, service and idea can be presented at promoted in a variety of ways, and advertising is only one of them. Advertising influences consumers' attitudes and purchase behavior in a variety of consolidated manner. It has multiple objectives and roles in persuading the customers. The technique of advertising may be directed by one or more objectives of advertising depending upon the situation.

The American Marketing Association defines advertising as "any paid form of non-personal presentation of goods, services and ideas for action, openly paid for by an identified sponsor".

But the brand choice is the leading to a strong brand selection among the different brands of the product. Customer must hold a favorable attitude towards the specific brand among the various different brands of the product.

Growing competition in the market creates the pressure over the producer or seller to use more potential activities to get their target market share of goal. So they are using the promotional tools, like radio ads, newspapers, magazines, and posters, sign boards, hoarding boards, commercial advertising in television and many other tools appealing to buy their products. Customers buy a specific brand to satisfy their needs after watching promotional campaign including advertisement.

So this study focuses on the role of advertisement on brand choice of tea, most of the customers use every day in their life. It will be concentrated on influence of advertisement in brand choice of a tea. In other words the study will try to find out role of advertisement in brand choice.

**2. Objectives of the Study:**

The main objective of the study is to find out the role of advertisement on brand choice of tea. It also analyzes the effect of advertisement on brand choice decision of a tea.

**3. Methods of the Study:**

The objective of the study is to examine the role of advertisement on brand choice with reference to tea. Hence, a descriptive and analytical research design was used for this study and Lalitpur city was selected purposively as the study area.

The total sample size was 60. Sample respondents were residents of Pulchowk, Jawalakhel, Ekantkuna, Bagdol, Nakhu, Mahalaxmasthan, Satdobato, Gwarko of Lalitpur District.

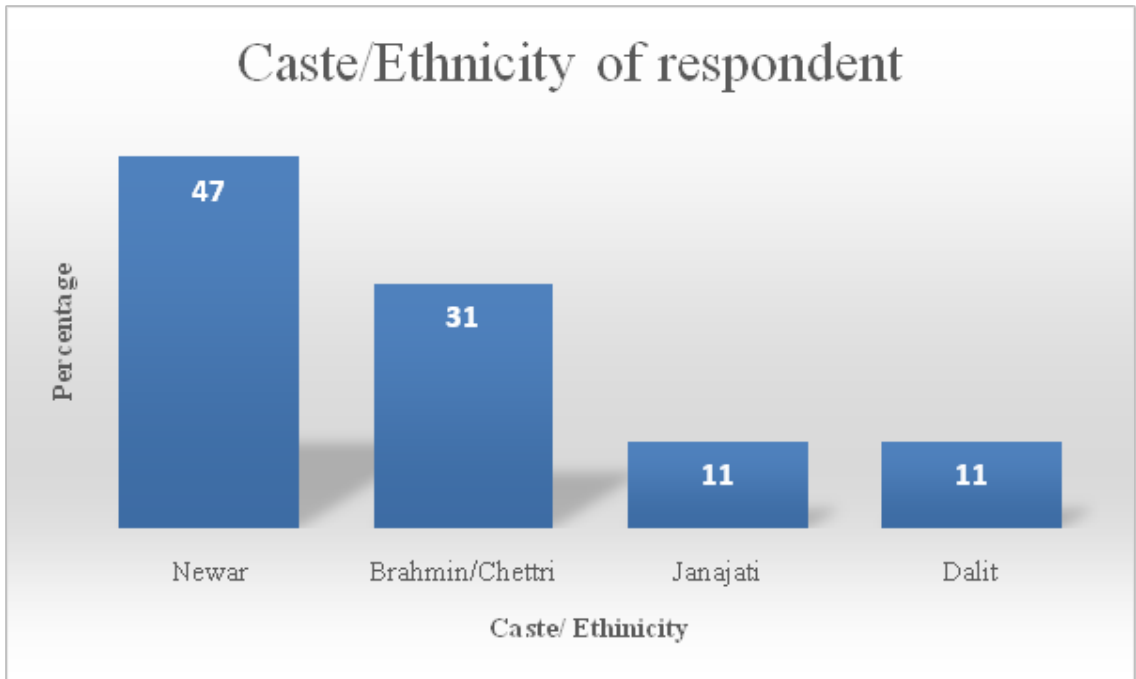
A convenience sampling was conducted to reach the respondent easy to pick. Primary data were collected from customers using/drinking tea in daily basis as a respondent while secondary information were gathered referring various books, reports, articles, news papers and websites. Semi structured questionnaire was used to collect the relevant information to fulfill the objective of this study. Quantitative data was collected which helped to describe the role of advertisement on brand choice of tea.

**4. Result and Discussion**

Table:1:- Caste/Ethnicity of respondent

Caste/Ethnicity	Frequency	Percentage
Newar	28	47
Brahmin/chhetri	19	31
Janajati	6.5	11
Dalit	6.5	11
Total	60	100

Figure: 1

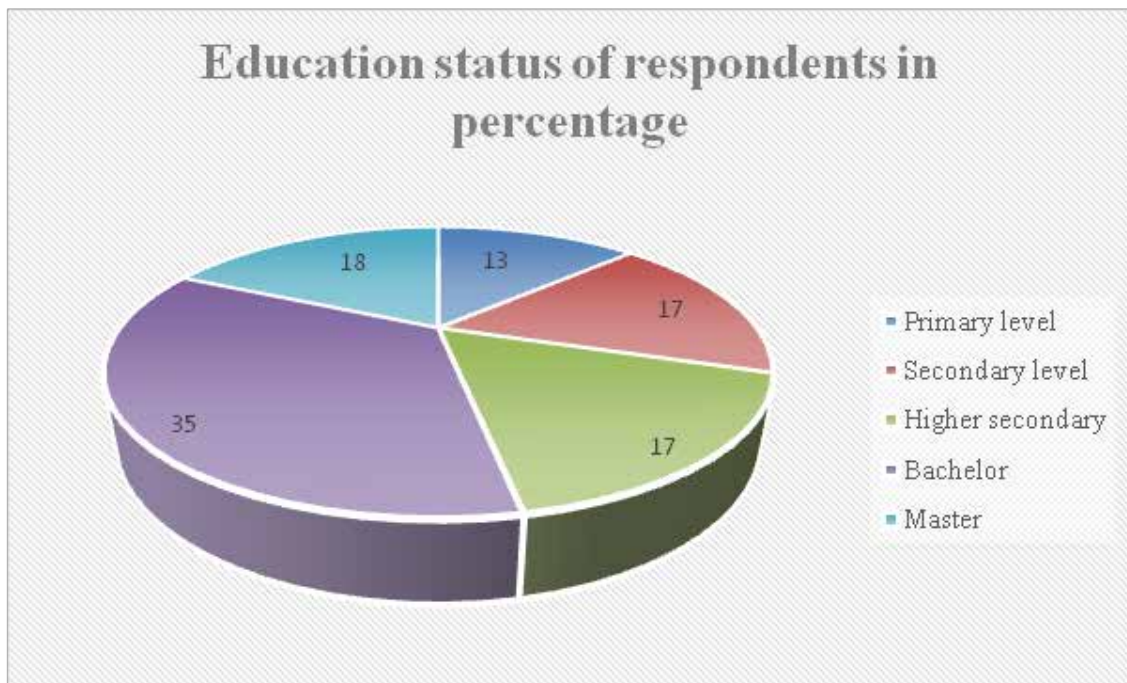


The above table and figure shows that 47 percent of respondents were from newar/ethnic group, 31 percent were from Brahmin/chhetri , 11 percent from janajati (ethnic) group and other 11 percent from dalit community respectively. The above data reflects the cultural diversity of different community residing the study area.

Table:2:- Education Status of respondent

Education level	Frequency	Percentage
Primary level	8	13
Secondary level	10	17
Higher secondary	10	17
Bachelor	21	35
Master	11	18
Total	60	100

Figure: 2

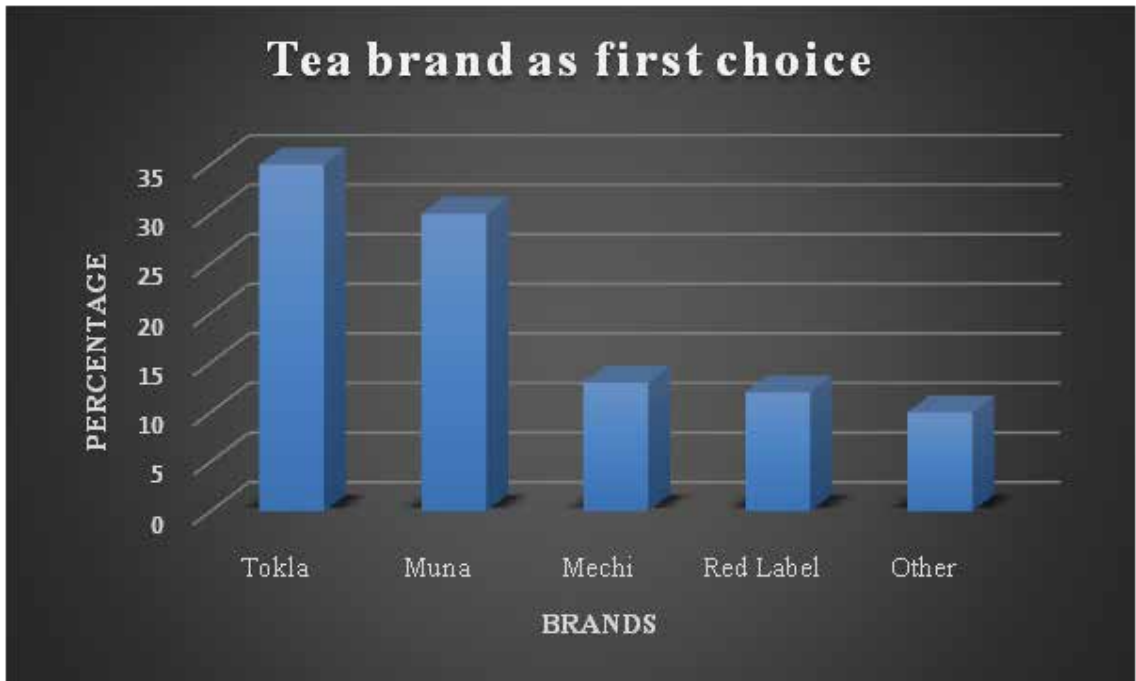


The above figure and chart illustrates that only 13 percent respondents were primary level followed by 17 percent secondary and higher secondary, 35 percent bachelor and 18 percent master level respectively. It also showed that most of the customers hold their higher education, it may be being of the people of next to the capital city.

Table:3:- Tea brand as first choice

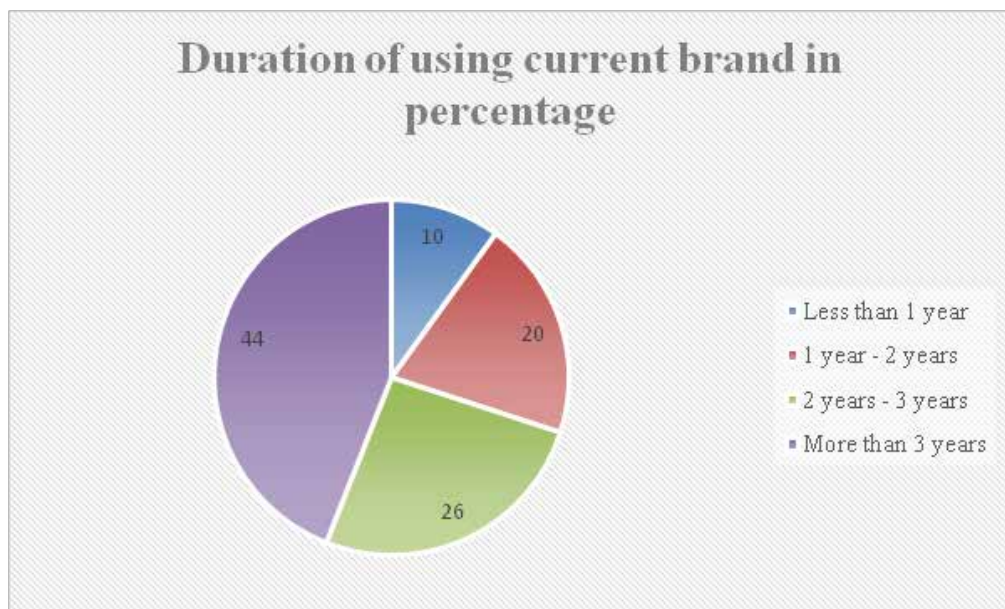
Brands	Frequency	Percentage
Tokla	21	35
Muna	18	30
Mechi	8	13
Red Label	7	12
Other	6	10
Total	60	100

Figure: 3



The above table and figure shows that the preferred brand of tea as a first choice of consumers is Tokla tea, which consists 35 percent. Muna is selected by 30 percent, it holds second position, Mechi is in third position, Red level is in fourth position by 12 percent and others by 10 percent. Others include Uttam, Tulshi, Herbal, Organic and Tajmahal.

Figure: 4:- Duration of using current brand



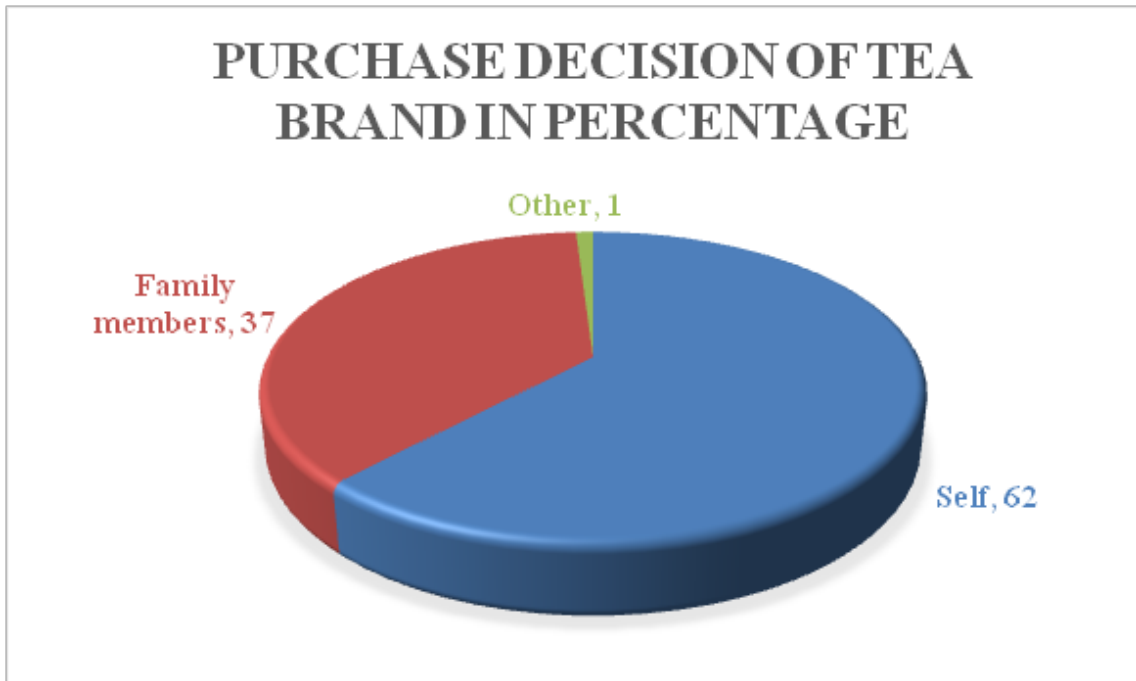
The above figure shows that the duration of using the current brand of tea. In which, 10 percent consumers are using current brand less than one year, 20 percent respondents are using the current brand from one to two years, 26 percent are using it from two to three years and 44 percent consumers are using it from more than three years. So the study shows that most of the consumers are using the same brand of tea from long period of time.

Table 4:- Factors consider in buying tea

Factors	Weighted mean	Rank
Advertisement	1.69	1
Availability	3.85	4
Quality	4.71	5
Price	3.37	3
Sales scheme	5.25	6
Taste	2.23	2
Any other factor	6.81	7

Table 4 showed that the factors consider in buying tea by consumers. There are seven factors listed and asked them to put rank as per their priority. The table shows the weighted mean of considered factors in the course of buying. Weighted mean of advertisement is 1.69, availability is 3.85, quality is 4.71, price is 3.37, sales scheme is 5.25, taste is 2.23 and any other factor is 6.81. Any other includes the dark colour of tea. Weighted mean of advertisement is smaller than other factors. So it showed that advertisement is most important factor while buying tea. After advertisement taste, price, quality, sales scheme and colour factor come respectively.

Figure: 5:-Purchase decision of tea brand

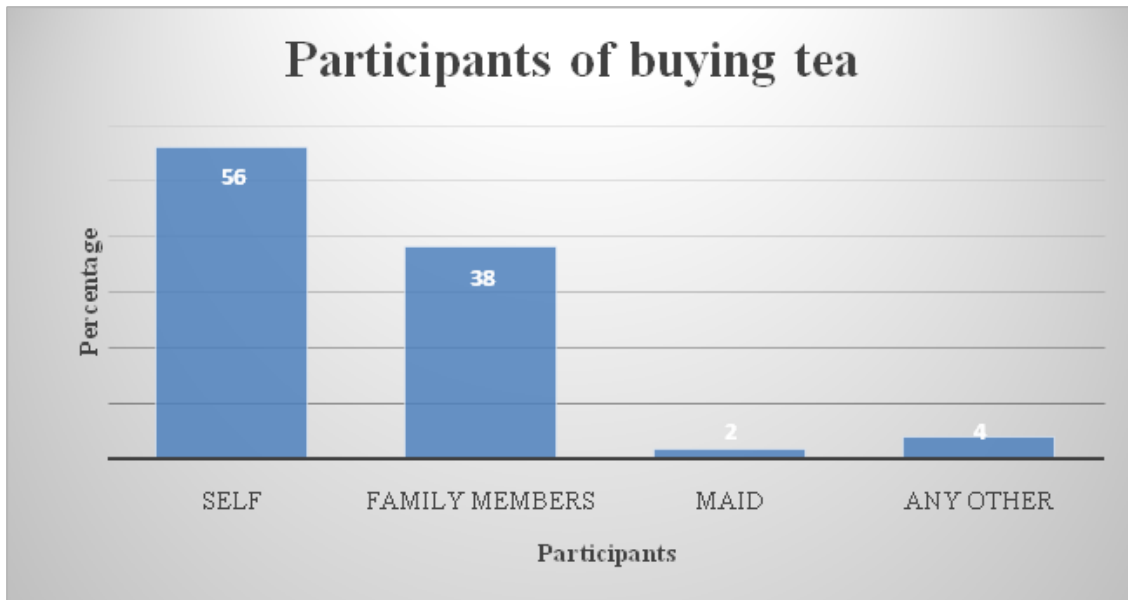


The above figure shows 62 percentage of respondents decide by themselves about specific brand selection, where as 37 percent consumers use those brand which is bought by the family members and only one percent bought by other. Other includes friends in this study. The study showed that most of the consumers decide themselves about their own brand.

Table 5:- Participants of buying tea

Participants	Frequency	Percentage
Self	34	56
Family members	23	38
Maid	1	2
Any other	2	4
Total	60	100

Figure: 6



In the above table and figure showed that 56 percent respondents purchase the tea themselves. Thirty eight percent buy the tea from their family members, 2 percent by maid and 4 percent by friends and colleague respectively. The study also showed that most of the buying participants are more empower and their mobility is also high being the citizen of urban area.

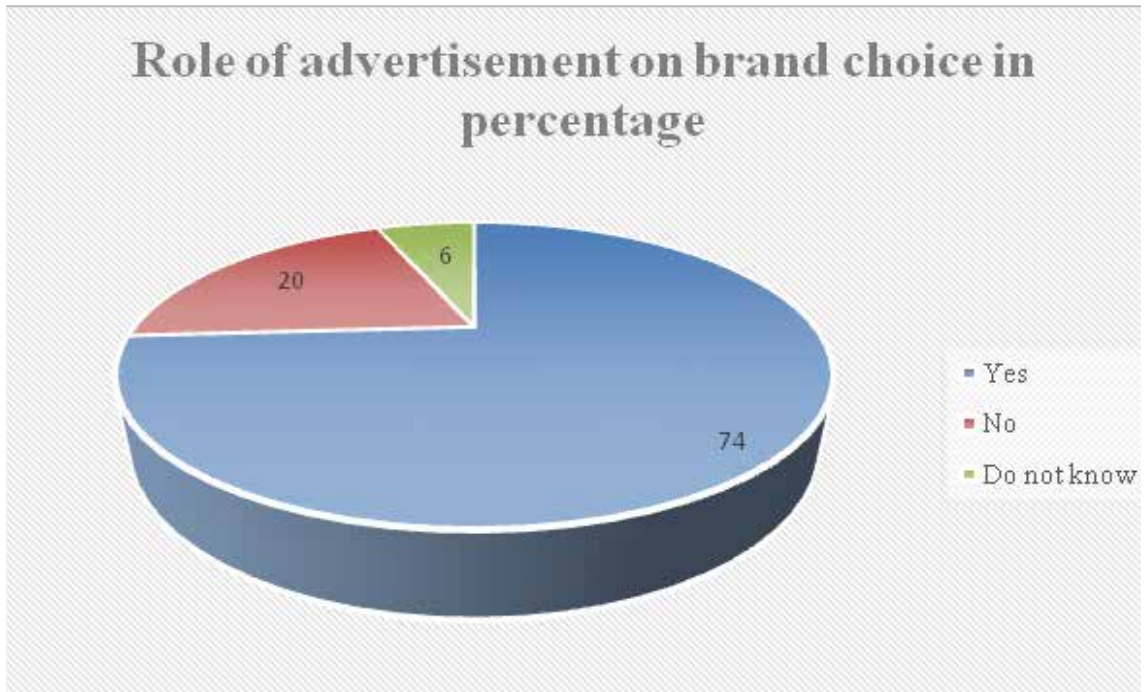
Table 6:- Medium of advertisement Multiple choice answer

Medium	Number of respondents
Newspaper	26
Magazine	19
Television	56
Radio/FM	44
Hoarding board	20
Other	5

This is the multiple choice answer questions. So one respondent can answer more than one answer. The table showed that 56 respondents/consumers get the knowledge from advertisement about tea out of 60 respondents/consumers. May be this is because of urban area and most of the people watch television. In the same way after television, radio, newspaper, hoarding board, magazine and others takes the position respectively.



Figure: 7:- Role of Advertisement on brand choice

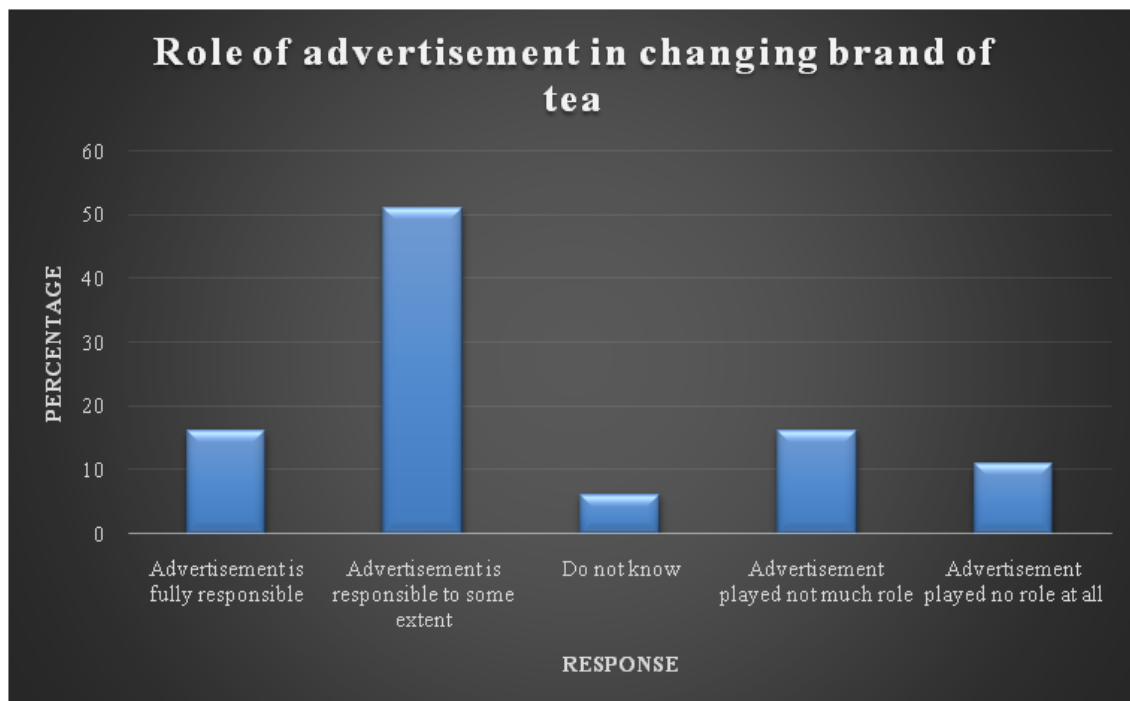


The above figure showed that consumers' response on role of advertisement on choice of brand of tea, where 74 percent consumers are accepted on the role of advertisement of selection of brand of tea, only 20 percent consumers reject the statement and rest 6 percent said that they do not know. Therefore the study totally showed high role of advertisement on brand choice of a tea.

Table 7:- Role of advertisement in changing brand of tea

Response	Frequency	Percentage
Advertisement is fully responsible	10	16
Advertisement is responsible to some extent	30	51
Do not know	3	6
Advertisement played not much role	10	16
Advertisement played no role at all	7	11
Total	60	100

Figure: 8



The researcher asked one last question to the respondents about the role of advertisement in changing brand of tea. The above table showed that 16 percent respondents are stated that advertisement is fully responsible and advertisement played not much role for changing tea brand, 51 percent stated that it is responsible to some extent, while 6 percent consumers said that do not know and 11 percent told that advertisement played no role at all. In this question the consumers gave the contradict answer. But also researcher analyzes the question as per their answer and came to know that vital role of advertisement is responsible to some extent in changing the brand as well. That means advertisement plays a vital role to select, buy and switch the brand of tea. These findings showed that advertisement is very much important to retain the customers as well.

### 5. Conclusion:

On the basis of this study it is concluded that advertisement is the most important tool for the daily basis consumer products like tea. Consumers are aware about the available brands of tea and consider different factors while selecting, buying and switching the brands of tea. It also shows that most of the consumers felt that television advertisement of tea brands are favorite medium of advertisement as well. Advertisement is main source of information and key tool to motivate and persuades to the consumers.

The study also finds that hundred percentage of respondents have knowledge of advertisements. They are totally aware and conscious about their brand, may be because of their education and effect of media. So advertisement not only supports and motivates to purchase but also to take decision to buy them as well.

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