

Consumer Behaviour on Tea Brands in India

Pathan Ruhaan Javed

Student, LJ Institute of Engineering and Technology, Ahmadabad, Gujarat, India

Abstract: *This paper aims to study factors that impact consumer behavior while purchasing tea in India. Paper lay emphasis on size of packet, packet design, brand name, sales channel, flavor and what advertising and marketing strategy can be made from the same. Further a small advertisement of a new company was made to see how people would accept the new brand.*

Keywords: Tea, marketing, FMCG

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