

The Allure Of Green Tea For Consumers

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Abstract

Green tea has gained immense popularity in recent years, becoming a staple in the diets of health-conscious individuals and tea enthusiasts alike. Its appeal can be attributed to a combination of health benefits, cultural significance, flavor profiles, and lifestyle trends.

Graphical abstracts



Figure 1: The health advantages of Green tea

Consumer Decision making process for choice of green tea over traditional hot beverages



Figure 2: Consumer decision making process for choice of green tea over traditional hot beverages

This study is conducted as a survey involving 60 people from a locality of Kolkata in the state of West Bengal, India and aims to investigate the various impacts that green tea consumption has on different segments of the consumer population. By understanding the motivations behind green tea consumption, including cultural influences and marketing strategies, the study seeks to provide insights into consumer behavior and preferences, ultimately contributing to more targeted marketing approaches and product development in the health beverage industry.

Keywords: Green tea, culture, marketing, lifestyle, beverage

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I. Introduction

Green tea is widely recognized as one of the healthiest beverages available, offering numerous potential health benefits. It contains polyphenol antioxidants, particularly a catechin known as EGCG, which may contribute to various positive health effects (1).

The functional components of green tea may work together to enhance brain function and cognitive health, with some evidence suggesting a reduced risk of cognitive decline in middle-aged and older individuals. Additionally, green tea may temporarily boost metabolic rate and promote fat burning, although findings are not universally consistent. Its fat-burning effects appear to be amplified when combined with physical exercise.

There is some indication that regular consumption of green tea may be associated with a reduced risk of certain cancers; however, further human studies are necessary to investigate this relationship more thoroughly. The bioactive compounds found in green tea may also support brain health, potentially lowering the risk of neurodegenerative diseases, though more clinical research is required to establish definitive effects (3,4).

Preliminary evidence suggests that green tea could be beneficial for oral health, but additional studies are warranted. Research findings regarding the impact of green tea on the risk of type 2 diabetes and its management are mixed, indicating a need for further investigation (4,5)

Moreover, green tea may contribute to lowering specific markers of heart disease. While studies indicate that individuals who consume green tea have a lower risk of heart disease, more clinical evidence is essential to validate these results. Some research also suggests that green tea may facilitate weight loss and reduce fat accumulation in the abdominal region. Furthermore, studies indicate that regular green tea drinkers may experience increased longevity (4,6)

Health-Conscious Consumerism of Green Tea

The connection between green tea and consumerism is multifaceted and reflects broader societal trends. Over the past few decades, green tea has transitioned from a traditional beverage, primarily consumed in Asian cultures, to a global phenomenon embraced by health-conscious consumers around the world. This shift can be attributed to a growing awareness of the health benefits associated with green tea, including its antioxidant properties, potential weight loss benefits, and its role in promoting overall wellness. As consumers increasingly prioritize health and wellness in their daily lives, green tea has emerged as a symbol of this lifestyle shift (7).

The surge in popularity of green tea has not only been driven by consumer interest but has also been significantly influenced by targeted marketing strategies. Companies have recognized the potential of green tea as a health product and have invested heavily in advertising campaigns that highlight its benefits. This has led to the proliferation of green tea brands, each vying for consumer attention through innovative packaging, unique flavor profiles, and health claims. From bottled green tea beverages to powdered matcha and ready-to-drink options, the market has expanded to cater to diverse consumer preferences, making green tea accessible to a wider audience (8).

Moreover, the rise of social media and wellness influencers has played a crucial role in shaping consumer perceptions of green tea. Platforms like Instagram and TikTok have become powerful tools for promoting health trends, with influencers showcasing green tea as a staple in their wellness routines. This visibility not only reinforces the beverage's status as a health elixir but also encourages consumers to adopt similar habits, further driving demand. As a result, green tea has become more than just a drink; it has evolved into a lifestyle choice that aligns with the values of health, mindfulness, and sustainability (9,10, 11).

The interplay between green tea and consumerism also highlights the broader implications of health-oriented consumer behavior. As consumers become more discerning about their choices, they seek products that not only offer health benefits but also align with their ethical values. This has led to an increased demand for organic, sustainably sourced, and ethically produced green tea options. Brands that prioritize transparency and sustainability in their sourcing practices are often rewarded with consumer loyalty, reflecting a shift towards conscious consumerism (12).

In summary, the relationship between green tea and consumerism is a dynamic one, characterized by a

confluence of health trends, marketing strategies, and evolving consumer values. Green tea serves as both a reflection of changing consumer habits and a catalyst for shaping buying behaviors within the broader context of health-oriented consumerism. As the market continues to evolve, it will be interesting to observe how green tea adapts to meet the ever-changing (12, 13).

History of tea in India:

Tea was originally only consumed by Anglicized Indians, and it was not until the 1920s (and in rural North India, the 1950s) that tea grew widely popular in India through a successful advertising campaign by the Tea Board. Prior to the British, the plant may have been used for medicinal purposes (14).

In the early 1820s, the British East India Company began large-scale production of tea in Assam, India, of a tea variety traditionally brewed by the Sangho people. In 1826, the British East India Company took over the region from the Ahom kings through the Yandaboo Treaty. In 1837, the first English tea garden was established at Chabua in Upper Assam; in 1840, the Assam Tea Company began the commercial production of tea in the region, run by indentured servitude of the local inhabitants. Beginning in the 1850s, the tea industry rapidly expanded, consuming vast tracts of land for tea plantations. By the turn of the century, Assam became the leading tea producing region in the world (15).

Green tea:

Green tea is a type of tea that is made from *Camellia sinensis* leaves that have not undergone the same withering and oxidation process used to make oolong and black tea. Green tea originated in China, but its production has spread to many countries in Asia.

Several varieties of green tea exist, which differ substantially because of the variety of *C. sinensis* used growing conditions, horticultural methods, production processing, and time of harvest (16).






Country	Production	Export
 China	782.4 (80.8%)	218.7 (83.0%)
 Japan	91.8 (9.5%)	1.6 (0.6%)
 Vietnam	66.0 (6.8%)	26.0 (9.9%)
 Indonesia	20.0 (2.1%)	9.1 (3.5%)
 World	968.1 (100%)	263.5 (100%)

Figure 3: Country wise production and export of green tea (Data from OEC Economic Complexity Indicators (2022)).

Advantages of Green Tea:

Immunity Boost

Green tea may boost your immune system, helping to ward off illnesses. In a study researchers gave some participants green-tea capsules twice daily and other participants a placebo. At the end of the three-month trial, 32 percent fewer subjects in the green-tea group experienced cold or flu symptoms (17)

A Healthy Heart

A number of studies link green tea consumption to improved heart health, according to Harvard Health Publications. Scientists have found green tea to reduce levels of low-density lipoprotein -- the kind of cholesterol that builds up on artery walls -- as well as lower the risk of heart disease and stroke (18).

Health and wellness aspects

1. Gives protection against cancer.
2. Speeds up weight loss.
3. Reduces breathing problems, high blood pressure, and risk of heart attack.
4. Lowers severity of rheumatoid arthritis.
5. Helps in stimulating smooth digestion and fighting infections.
6. Reduces effect of obstructive sleep apnoea, stress and depression.
7. Boosts immune system against illness.
8. Prevents Alzheimer’s and tooth decay.
9. Helps to protect liver from alcohol.
10. An excellent source of anti-oxidant.
11. Rehydrates better than water Prolongs life (19).

II. Literature Review:

- **Dr. V.N. Asopa (2007)** - Analysed and mentioned that Indian tea has virtually lost all global markets because it continues to be traded as a commodity. The much talked about value addition is limited and rather late. Only the markets that have consumers with shallow pockets buy tea as a commodity and that share is fast depleting. The industry needs to be competitive in production, marketing, logistics and product forms. India, despite being a large producer of tea, lacks properly organized production systems in which small tea producers find a respectable place. The industry must have access to capital at globally competitive rates. The subsidies in any form are undesirable (20).
- **Prof. Basudeb Sadhukhan (2014)** - Studied about the slow growth of tea industry of India, particularly West Bengal during last few years compels Govt. and tea producers to come forward for developing specific remedial measures. Annual production and consumption at international level shows rising trend whereas reveals situation prevails here. India is the largest producer of tea in the world. It is one of the largest employers employing approximately more than six crores of people (mostly women) in several ways of production, processing, packaging etc. West Bengal is the second largest producer of tea in India and contributes 24% of the total tea production (21).
- **Parag Shil, Suchimita Das (2012)** - Studied and concluded that today tea is more conventional, and is becoming part of beverage offerings in many establishments. The tea industry has a significant and special place in the Indian economy. Tea is the country's primary beverage, with almost 85% of total households in the country consuming tea. India is the world's largest producer and consumer of tea. India is an imperative tea exporter, with around 12-13% of world tea exports. Further, certain varieties of tea (viz., Darjeeling, Assam, Nilgiri teas) are grown only in India and are in great demand across the world. Darjeeling teas possess the lightness of flavour and fine colouring that set them apart from all other teas. Darjeeling tea is the pride of Indian tea in the globe. From the ancient time, Indian tea has fame for its quality. But due to dishonest practices followed by some corrupt traders in India as well as in others foreign markets the fame of Indian tea has gradually been hampered in the last few years (22).

Indian tea industry: It's status in National Scenario

With mystical beginnings in the 17th century, Indian coffees are appreciated globally - both for their unique taste characteristics and for the environment friendly practices that the country's coffee planters have persisted with over time. Intercropping with different types of spices provides interesting subtleties to these coffees that have won them widespread acclaim (23).

By building on a proud legacy of enterprise that spanned nearly two and a half centuries, India has acquired an exalted status on the global tea map. The country is the second largest tea producer in the world. Interestingly, India is also the world's largest consumer of black tea with the domestic market consuming 911 million kg of tea during 2013-14. India is ranked fourth in terms of tea exports, which reached 232.92 million kg during 2015-16 and were valued at US\$ 686.67 million (24).

The top export markets in volume terms for 2015-16 were Russian Federation (48.23 million kg), Iran (22.13 million kg) and Pakistan (19.37 million kg). In terms of value, the top export markets were Russian Federation (US\$ 102.48 million), Iran (US\$ 87.39 million) and UK (US\$ 62.8 million). All varieties of tea are produced by India. While CTC accounts for around 89 per cent of the production, orthodox/green and instant tea account for the remaining 11 per cent (25).

Production of tea reached 1,233.14 million kg in 2015-16. Around 1,008.56 million kg was produced in North India and 224.58 million kg was produced in South India. India has around 563.98 thousand hectares of area under tea production, as per figures for December 2013. Tea production is led by Assam (304.40 thousand hectares), West Bengal (140.44 thousand hectares), Tamil Nadu (69.62 thousand hectares) and Kerala (35.01 thousand hectares) (26).

Indian Tea Industry: It's Status in Global Scenario

Tea is one of the most popular and lowest cost beverages in the world and consumed by a large number of people. Owing to its increasing demand, tea is considered to be one of the major components of world beverage market. The global market for hot beverages (coffee and tea) is forecasted to reach US\$69.77 billion in value and 10.57 million tons in volume terms by the year 2015 (GIA, 2011). Tea cultivation is confined only to certain specific regions of the world due to specific requirements of climate and soil. Majority of the tea producing countries are located in the continent of Asia where China, India, Sri Lanka are the major producers. African tea growing countries are located mostly around the tropical regions where Kenya, Malawi, Rwanda, Tanzania, Uganda are major producers. Apart from these regions, some quantities of tea are also being produced in South America (Argentina, Brazil and others), the Near East (Iran and Turkey) and the CIS (Russia and Georgia).

Globally, tea is cultivated in 36, 91,938 ha with an annual production of 4066596 thousand Kg (Anonymous, 2010). Over the years, both area and production has increased substantially along with nature, the

prevailing differences between production and demand is well below any reasonable limits. In this article, an attempt has been made to project the global scenario of tea in terms of area, production, yield, export and import of tea over the last two decades. Amongst tea-producing countries, the principal producers are China, India, Sri Lanka, Kenya and Indonesia. These five countries account for 77% of world production and 80% global exports (27).

The last decade of 20th Century saw a sluggish rate of increase in total area under tea. During 1991, tea was cultivated globally in 2563.75 thousand ha which increased to 2661.88 thousand ha with a compound growth rate of 0.42% during that period. With the advent of 21st century the world tea industry saw a steady increase in the overall area under tea. During 2001 the area under tea was 2727.42 thousand ha which increased to 3691.89 thousand ha in 2010 with a compound growth rate of 3.42% during the said period.

In terms of area under tea plantation, on an average during the last two decades (1991 – 2010), China lead (45%) the world followed by India (21%), Sri Lanka (7%), Kenya (5%), Vietnam (3%) and other countries.

Apart from black leaves tea (with the long-standing Lipton Yellow Label brand), the company also markets a large range of other varieties, both in leaf tea as well as ready-to-drink format. These include green teas, black flavoured teas, herbal teas, Lipton Linea (a "slimming tea") in Europe and Lipton Milk Tea in various Asian markets. Apart from Lipton Ice Tea, none of their products are available for retail in the UK, as only caterers are supplied, because Unilever sells PG-Tips in the UK (28,29).

In a number of markets, including Japan, Russia and Australia, the company is advertising the benefits of theanine, which has psychoactive properties (28, 30).

Objective of study:

1. To study the impact of green tea on the consumer segment.
2. To analyse the attraction of consumer towards consuming green tea.
3. To evaluate the role of green tea in a common man's life.
4. To study factors effecting the consumer to buy this variety of product.
5. To study the sudden consumption, shift towards green tea.
6. To know peoples, view regarding use of green tea.

Limitation of the study:

- 1) Responses may vary as some of the people did not want to come with real answers.
- 2) Small sample size.
- 3) Personal bias of respondent limits the scope of the study.
- 4) Survey was conducted only in Kolkata; hence results may not be generalized.
- 5) Detailed survey was not possible for the short period of time.

III. Methodology:

Sample Size: For the purpose of the study I have collected data from 60 people on the basis of questionnaire and personal interview.

Area of the study: The data has been collected from Dumdum and Nagarbazar region of Kolkata.

Period of the study: The study has been conducted for the period of three months in 2024.

Methods of data collection:

(A) Primary data- The data which are collected through primary sources like personal interview, telephonic conversation etc. For the purpose of the study I have collected primary data from Dumdum and Nagarbazar of Kolkata from 60 people.

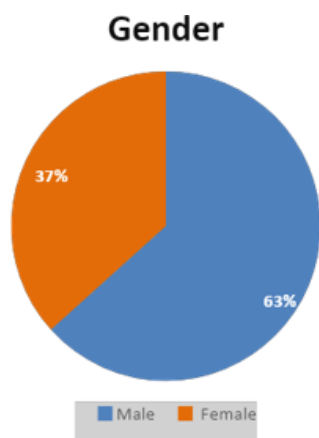
(B) Secondary data- The data which are collected through secondary sources like books, journals, websites, reports etc. For the purpose of the study I have collected secondary data from the websites.

Statistical tools & Techniques used- For the purpose of the study I have used percentage method from data analysis and apart from that bar charts & pie charts have also been used to analyse the data.

IV. Data Analysis And Key Finding

Respondents (Gender)

Gender	No of people
Male	38
Female	22

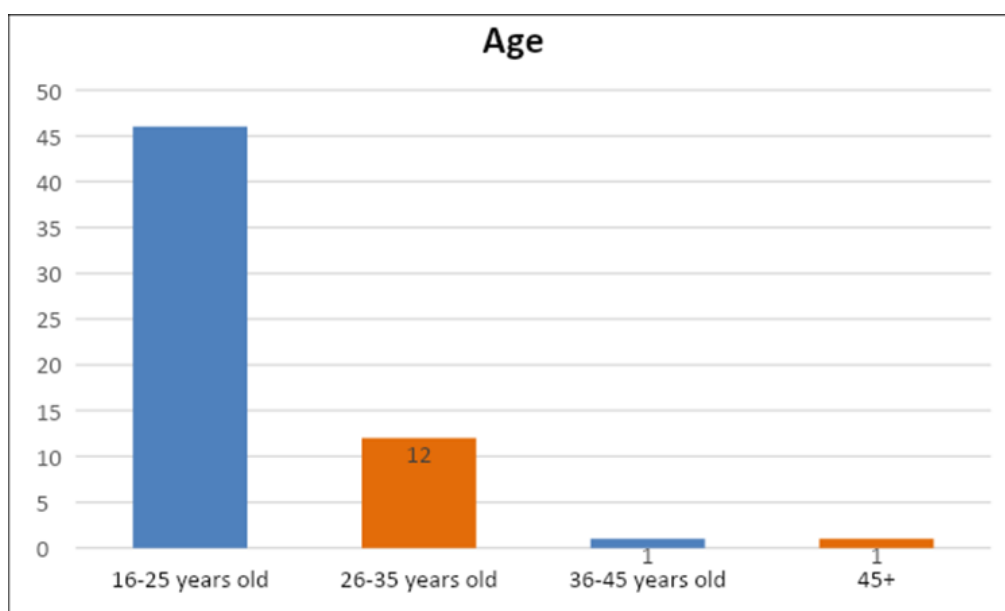


Interpretation:

By the survey, all the information collected from 60 respondents, out of them 38 people (63%) are males and 22 are females (37%).

Respondents (Age)

Age	No of people
16-25 years old	46
26-35 years old	12
36-45 years old	1
45+	1

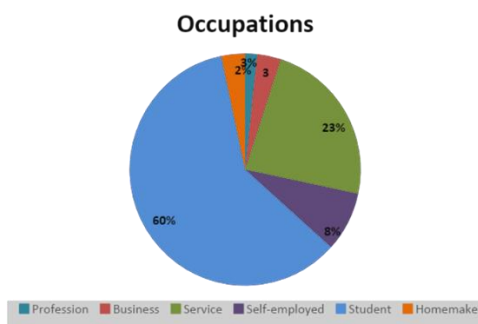


Interpretation:

In the above figure age wise segregation of the respondents is shown. It shows that out of 60 respondents 46 respondents having age group between 16-24 years old, 12 respondents are between 25-35 years old, and rest are above 35 years old.

Respondents (Occupations)

Occupations	No of people
Profession	1
Business	2
Service	14
Self-employed	5
Student	36
Homemaker	2

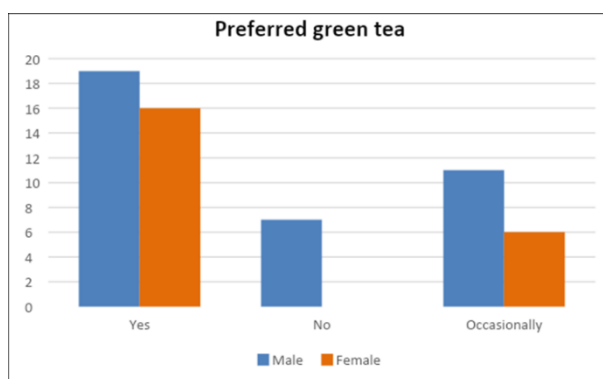


Interpretation:

The above analysis shows that out of 60 respondents, 36 respondents are student (60%), 14 respondents occupations is service (23%), 2 respondents occupations is business (3%), 5 are self-employed (9%), 2 are homemaker (3%), 1 respondent occupations is profession (2%).

Do you take green tea?

Gender	Yes	No	Occasionally
Male	19	7	12
Female	16	0	6

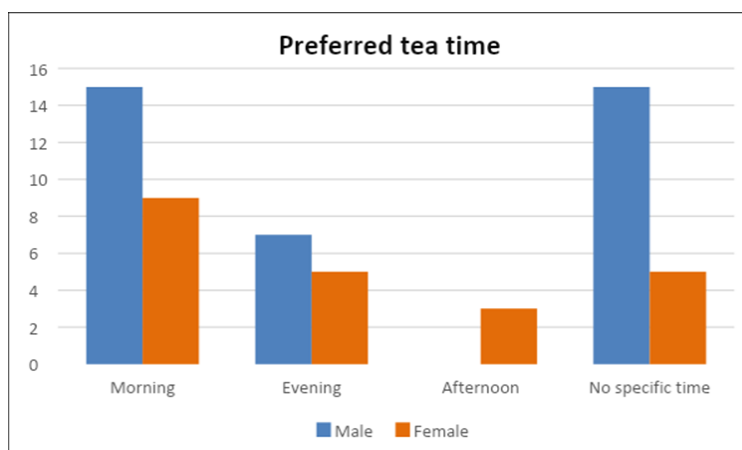


Interpretation:

From the survey, the above table and bar chart has arrived. Out of 60 respondents, 35 of them take green tea in which 19 respondents are males, 16 of them are females. 7 respondents did not take green tea; they all are males. 18 respondents out of 60 total respondents said they take green tea “Occasionally” in which 12 are males and 6 are females

At what time do you take tea regularly?

Gender	Morning	Evening	Afternoon	No specific time
Male	16	7	0	15
Female	9	5	3	5

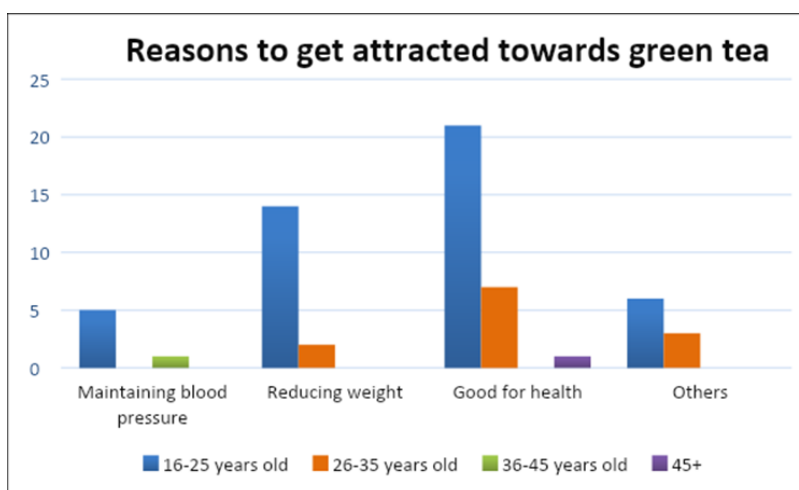


Interpretation:

From the above table and graph we can see that 38 males and 22 females gave their views in which most of the people prefer tea more in morning. Out of 60 respondent, 25 of them preferred tea in morning, 16 males and 9 females but if we consider evening time, out of 60 respondent, 12 of them found evening time to be most suitable in which 7 were males and 5 were females. 3 respondent said that they have green tea in the afternoon hours and 20 of them have no specific time for tea consumption.

Why are you attracted towards green tea?

Age	Maintaining blood pressure	Reducing weight	Good for health	Others
16-25 years old	5	14	21	6
26-35 years old	0	2	7	3
35-45 years old	1	0	0	0
45+	0	0	1	0

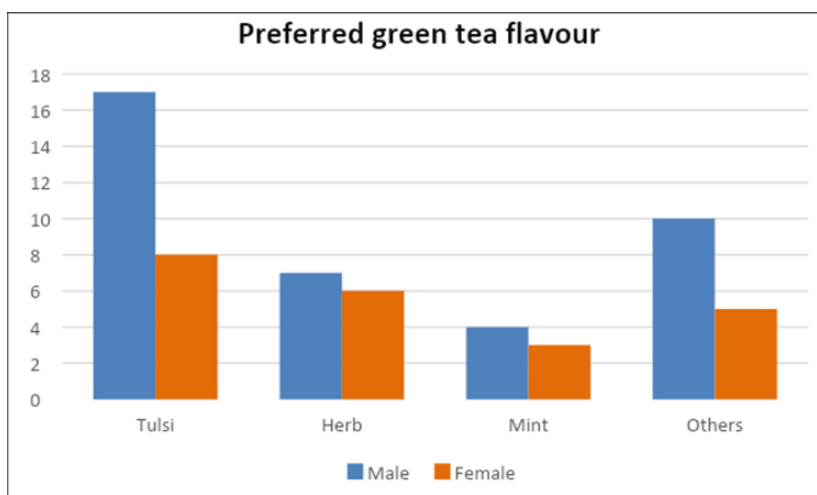


Interpretation:

From the above table and graph we can see the main reason to shift towards green tea is good for health which is attracting consumer. Out of 60 respondents 29 of them agree with “Good for health” reason. Age group between 16-25 years 21 people, 26-35 years 7 people, and above 45 years only 1. Respondents 16-25 years there are 14 people, 26-35 years 2 people prefer green tea for “Reducing weight”. Respondents age between 16-25 years are 6 people, 26-35 years 3 people attracted by “Others” purpose and rest remaining 6 respondents of different age groups think green tea is “Maintaining blood pressure level” so they consume.

Which green tea flavour is more preferable to you?

Gender	Tulsi	Herb	Mint	Others
Male	17	7	4	10
Female	8	6	3	5

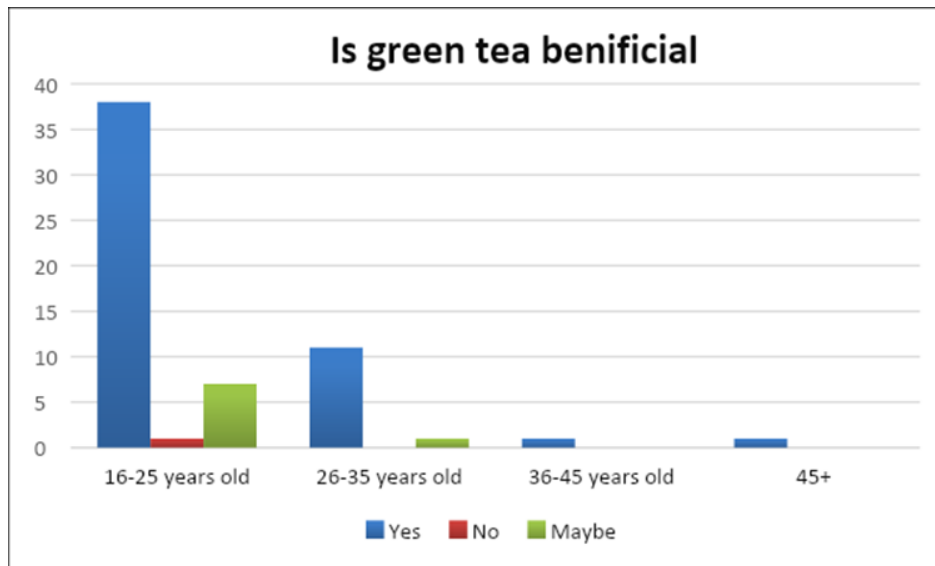


Interpretation:

By the survey, all the information collected from 60 respondents, 38 males and 22 females it is found that 23 out of them in which 17 males and 8 females are drinking tulsi flavored green tea. Second preference has been given to the flavor others. 15 respondents out of 60 total respondents preferred that, in which 10 males and 5 females are included. 13 of the respondents preferred herb flavor, out of them 7 are males and 6 are females. Rest of the respondents preferred mint flavor, in which 4 are males and 3 are females.

Do you think green tea is beneficial for health?

Age	Yes	No	Maybe
16-25 years old	38	1	7
26-35 years old	11	0	1
36-45 years old	1	0	0
45+	1	0	0

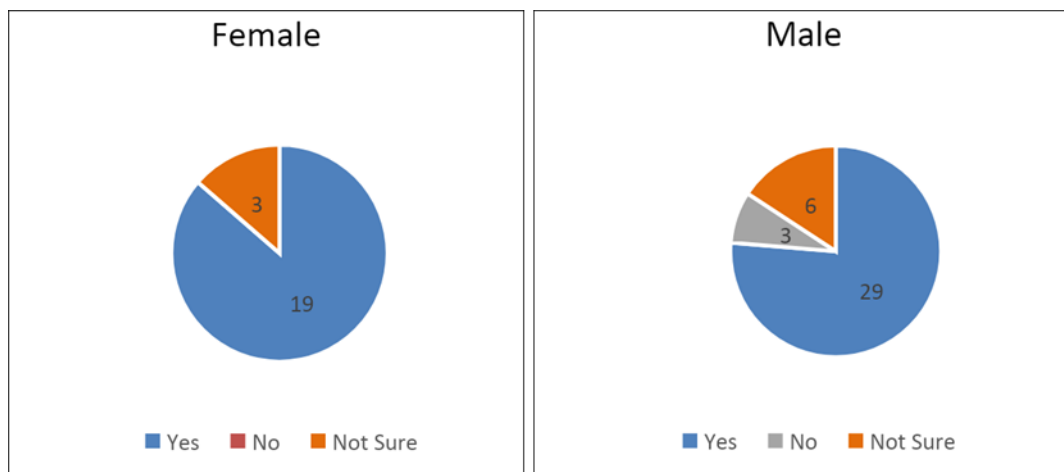


Interpretation:

From the survey, the above table and bar chart has arrived. Out of 60 respondents, 51 of them said “yes” green tea is beneficial for health in which 38 respondents were from age between 16- 25 years, 11 of them were from 26-35 years, rest of them above 35 years old. 1 respondent out of 60 total respondents said “no” green tea is not beneficial for health he/she is between 16-25 years old. Rest 8 of them said green tea maybe beneficial for health in which 7 respondents from age 16-25 years, 1 respondent from 26-35 years.

Will you recommend others to try green tea?

Gender	Yes	No	Not Sure
Male	29	3	6
Female	19	0	3

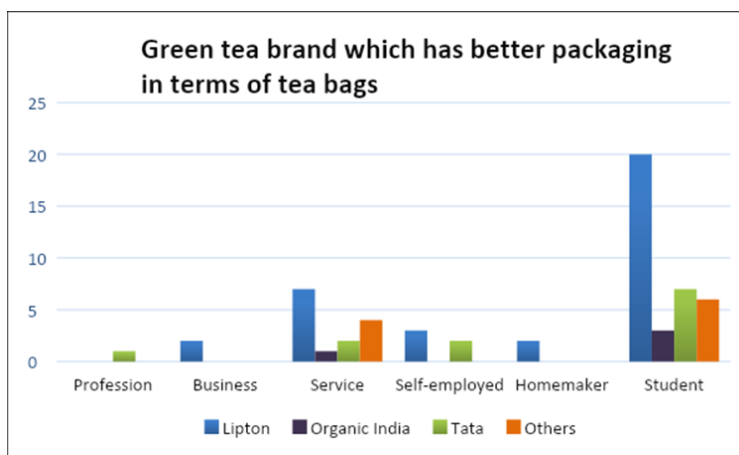


Interpretation:

By the survey, it is found that 48 respondents out of 60 respondents said that they will recommend green tea to others, in which 29 are males and 19 are females and 3 respondents said they are not interested to recommend others they all are male. Rest of the respondents said that they are not sure about this, in which 6 are males and 3 are females. Total 38 males and 22 females gave their views and by that above table and pie chart has arrived.

Which green tea brand has a quality packaging in terms of tea bags in the Indian market?

Occupations	Lipton	OrganicIndia	Tata	Others
Profession	0	0	1	0
Business	2	0	0	0
Service	7	1	2	4
Self-employed	3	0	2	0
Homemaker	2	0	0	0
Student	20	3	7	6

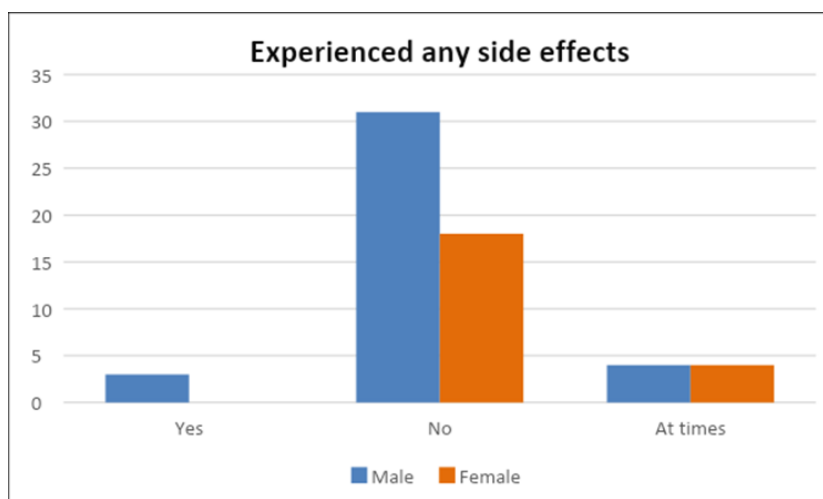


Interpretation:

From the above table and graph it is seen that “Lipton” is the green tea brand which provide better quality packaging in terms of tea bags. 34 respondents out of 60 total respondents, in which 2 are businessman, 7 are serviceman, 3 people are self-employed, 2 are homemaker and 20 are students, these all consumers supported Lipton for better quality packaging of tea bags. Rest 4 respondents choose Organic India, 12 people choose Tata and 10 choose other brands out of 60 total respondents.

Ever experienced any side effects by drinking green tea?

Gender	Yes	No	At times
Male	3	31	4
Female	0	18	4

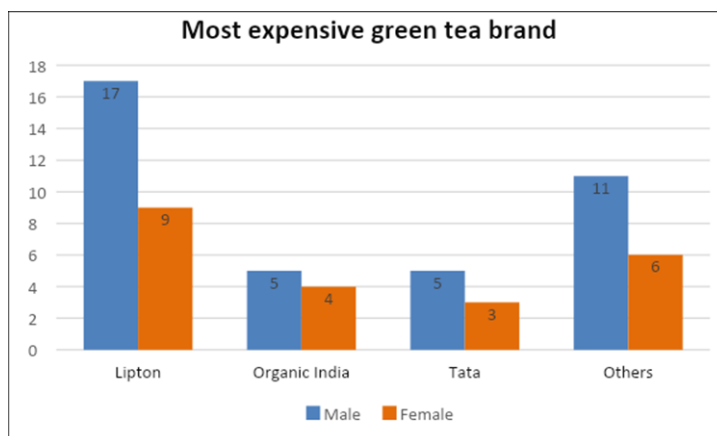


Interpretation:

From the above table and graph it is seen that out of 60 respondents, 38 males and 22 females, 49 of them said that they didn't experience any side effects in which 31 males and 18 females were there and 8 respondents out of which 4 males and 4 females said that they experienced side effects at times and rest 3 respondents said that they did experience side effects after consumption of green tea.

Which green tea brand you think is comparatively more expensive?

Gender	Lipton	Organic India	Tata	Others
Male	17	5	5	11
Female	9	4	3	6

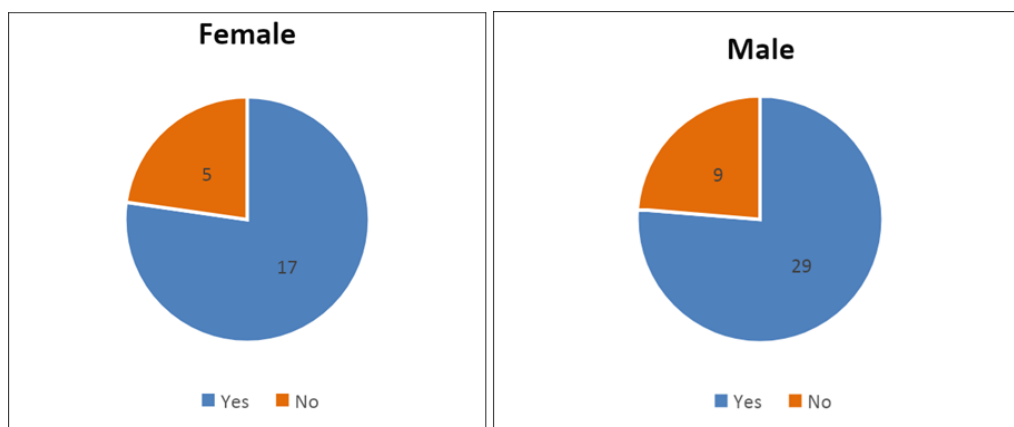


Interpretation:

From the above table and chart it is seen that "Lipton" is an expensive brand. 26 respondents in which 17 are males, 9 are females and 17 respondents out of 60 respondents said some other brand is expensive. Other 9 people said that they found Organic India expensive in which 5 are males and 4 are females. Rest of 8 respondents said that Tata is expensive brand out of which 5 are males and 3 are females.

Are you satisfied with the product's price?

Gender	Yes	No
Male	29	9
Female	17	5



Interpretation:

In by the survey, out of 60 respondents, 46 respondents are satisfied with the product's price, in which 29 respondents are males and 17 are females. 14 respondents are said that they are not satisfied with the product's price, out of which 9 are males and 5 are females. This is shown in the above table and pie charts.

V. Discussion:

From the survey made by 60 peoples through primary mode of collection, i.e., questionnaire. This conclusion has been arrived that-

Preferred tea time

It is concluded that males and females prefer tea mostly in the morning hours. Some people take tea no specific time. Rest of them take tea afternoon and evening time.

Reasons to get attracted towards green tea

It is found that “Good for health” is the key factor to get attracted towards green tea. Age group 16-25 years mainly drink for this reason. Above 30 years drink green tea for maintaining blood pressure level and few think it is reducing weight also.

Preferred green tea flavour

It is found that majority of the consumers prefer tulsi flavour and second preference is given to herb, and some people take other flavour and mint.

Green tea beneficial

It is found that 85% of the people think it is beneficial, age group 16-25 years responded to it in majority where as 2% still thinks it's not beneficial. Rest of them said that maybe green tea beneficial for health.

Most preferred brand

From the survey it is seen that Lipton is the most preferred green tea brand chosen by the consumers after that Organic India, Tata and others.

Recommend to others

It is found that 80% of the people will recommend others to try green tea whereas 5% doesn't think it will be useful to recommend others. 15% respondents are not sure about this.

Quality Packaging in tea bags

It is seen that Lipton tea brand has better packaging in terms of quality tea bags. Second preference had been given to Organic India then Tata and other brands.

Experienced side effects

Majority of the people said that there are no side effects seen but few believed at times it felt and rest strongly agree that there are some side effects which are seen after consuming green tea.

Expensive brand

Lipton has been considered to be the most expensive brand in comparison to Organic India, Tata and other.

Satisfied with price

More than half of the majority 76% people think that they are satisfied with the product price whereas 24% are not satisfied with the price.

VI. Conclusion

The study provides a comprehensive examination of the various socio-economic elements that may impact access to green tea and shape its perceived value among diverse consumer demographics. This analysis will delve into factors such as income levels, education, cultural background, and geographic location, all of which can significantly influence an individual's ability to obtain green tea and their attitudes towards its benefits.

This research aims not only shed light on the accessibility of green tea across different socio-economic strata but also offer valuable implications for producers, marketers, and policymakers aiming to promote green tea consumption in a way that is inclusive and equitable. This extensive analysis will serve as a foundation for future studies and initiatives aimed at enhancing the availability and appreciation of green tea among all consumer demographics (31, 32).

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