DETERMINATES OF LEVEL OF MOTIVATION TO CONSUME ORGANIC TEA

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Abstract: This particular study aims to analyze the factors determining the level of motivation to consume organic tea in Bangladesh. It has been seen in recent years consumption of organic tea has increased not only in developed countries but also in the developing countries like Bangladesh. A total of 300 respondents were interviewed of those who resides in Dhaka (the capital city of Bangladesh) using a structured questionnaire. Various demographic variables such as gender, age, income, occupation, education etc were taken into consideration. Later on, various statistical analyses were conducted to identify the factors that affect the consumers' motivation of organic tea. The result shows that income and education plays an important role determining level of motivation. Another result shows that functional attributes (health issues) are more dominant than ethical consideration while consuming organic tea.

Keywords: Consumer Awareness, Organic Tea, Influencing Factors, Consumer Motivation

I. INTRODUCTION

In recent years, the concept of organic tea has turned out to be a topic of interest due to its growing demand among the consumers and emergence felt for protecting natural environment by various stakeholders. Aggregate world tea consumption has increased by 30% from 3714.9 to 4842.1 (thousand tones) and in developing countries it has grown astonishingly by 39.4% from 2889.0 to 4027.3 (thousand tones) from the year 2006 to 2013 (Kaison, C, 2015). In Bangladesh it has increased from 46.4 to 61.9 (thousand tones) (Kaison, C, 2015) The key reason behind this remarkable growth in demand for organic tea is the improvement in consumers' awareness and knowledge regarding their health, tea safety and environmental concerns (Briz, T. & Ward, R.W. ,2009). Furthermore, knowledge and awareness play a pivotal role in transforming consumers' attitudes and beliefs and in the process is expected to accelerate the growth of this particular market (Soler et al., 2008; Freeland-Graves and Nitzke, 2002).

A sustainable tea sectors can help to reduce poverty for farmers, transform their operations into viable business, reduce the environmental impact and motivate local economy in the developing country (Haque, J. T. ,2010).Consumers are now more aware and conscious on environmental, ethical and welfare issues. Also, they expect their tea to be produced and processed with greater respect for the environmental safety and they are now more looking for quality in tea products (Uddin M Nazim, etl, 2010). To illustrate, the motivation behind consuming organic tea can be classified into two categories. First one is ethical or emotional factors and other one is functional factors. By Ethical it means pertaining to or dealing with moral or the principle of morality; between right and wrong in conduct. The ethical factor can be elaborated such as social contribution, environmental contribution social status, health cautious, well being sense etc. On the other hand, functional factors can be elaborate into two contributions such as health and status or feel good.
Like world market Bangladesh is also focusing on to develop the organic tea sector. Thus, it will lead to increase the consumption of organic tea in Bangladesh. From the literature it was found that the major factors affecting level of consumption of organic tea is price, purchasing, availability, social status, environmental consideration, health cautiousness, well-being sense, contribution to society (Idda et al., 2008; Gracia and Magistris, 2007; Santucci, 1999). Although the majority of such researches are done by developed countries which makes the citizens of those countries aware of organic products and they prefer to consume those. On the other hand, people from developing countries are hardly aware of those kinds of products. Therefore, there is an urgent need to look into the demand status of organic products particularly in developing countries such as Bangladesh. As consumer motivation to buy organic tea is an important drive to growth in the organic tea market, therefore an investigation of consumer motivation behind consuming organic tea in Bangladesh may help both consumers of organic interest and markets of organic tea. It may also help government and organizations to design strategies for consumer education on the benefits of going organic production. This investigation will create an impact for the researchers as well so that they can bring new techniques to enrich the sector of organic tea.

II. METHODOLOGY:

In this study, the researcher tried to identify the key determining factors that affect the level of motivation consuming organic tea in Bangladesh. As supported through the literature, questions addressed two major

areas of motivation: functional and emotional/ethical. Therefore, a questionnaire was designed and responses from a sample of 300 respondents who are residing in Dhaka city, the capital of Bangladesh were taken. The questionnaire was designed to record the responses on tea safety concerns, awareness, attitude and behaviors towards organic tea and effectiveness of sources for organic information. The socio-demographic profiles of the respondents were also recorded on the parameters such as gender, age, education level, occupation and household income. Simple data analysis techniques were adopted such as descriptive statistics; cross tabulation and chi-square test using SPSS 17.0. The Regression Model has been used to analyze the factors influencing the motivation level of consumers for organic tea. In the questionnaire there were 16 statements related to factors that determine ones level of commitment to consume organic tea. Among which 11 statements are related to functional attributes and 5 are to be considered as ethical/emotional attributes. Different literature also supported the idea that people consume organic tea for various reasons. Many studies suggested that people perceive organic tea as fresh, free of pesticides and healthy (Lea and Worsley, 2005; Padel and Foster, 2005; Radman, 2005; Chinnici et al., 2002; Hill and Lynchehaun, 2002; Magnusson et al., 2001; Zakowska-Biemans, 2008; Hutchins and Greenhalgh, 1997; Davies et al, 1995). Consumer perception plays an important role to determine the level of commitment to consume any product. Perception was analyzed using a Likert scale ((strongly disagree-1, disagree-2, neutral-3, agree-4, strongly agree-5). Mean score was analyzed to understand the central tendency and coefficient of determination was taken into consideration to explain the variability.

III. RESULTS:

From table 1 it has been revealed that out of total sample surveyed 51% respondents are aware of and 49% are unaware of organic tea. Male (78%) are comparatively more aware than female (62%). Younger people seem to be more concerned about tea safety and security than the aged people (x^2 =69.332 and p=0.000). Among different occupational group, service people are more aware than the rest. Also educated people shows much commitment than less educated people and significant at 10%. Income also plays high significance while determining to consume or not to consume organic tea and significant at 1% significance level.

Table 2 summarizes the mean score and variance that depicts the factors that determine the level of commitment to consume organic tea. It reveals that most of the consumers prefer organic tea due to their believe that this is healthy and free from chemical or preservatives as the man score is almost all the cases more than 3. Surprisingly, individual status and hedonic values do not appeal the consumers much as it shows low mean score but low variance score comparatively. Comparison of mean of mean between functional (3.5) and emotional/ethical (2.66) drivers are also shows the consistency.

Table 1: Sample distribution and Consumer awareness of organic tea across different demographics

Variables	Aware		Unaware		Total		Chi-Square	Sig.
	F	%	F	%	F	%		
Gender								
Male	120	78%	34	22%	154	51%	10.431**	0.0021
Female	91	62%	55	38%	146	49%		
Age Category								
<25	35	88%	5	13%	40	13%	69.332***	0
25-35	152	73%	55	27%	207	69%		
36-45	18	64%	10	36%	28	9%		
46-55	5	63%	3	38%	8	3%		
>55	1	6%	16	94%	17	6%		
Education								
Below Secondary	0	0%	5	100%	5	2%	4.72*	0.091
Secondary/Higher Secondary	8	57%	6	43%	14	5%		
Graduate	93	68%	43	32%	136	45%		
Post Graduate	110	77%	32	23%	142	47%		
Professional Qualification	0	0%	3	100%	3	1%		
Occupation								
Service	132	74%	47	26%	179	60%	21.452***	0

Business	11	69%	5	31%	16	5%		
Retired	6	60%	4	40%	10	3%		
Housewife	5	38%	8	62%	13	4%		
Student	57	70%	25	30%	82	27%		
Monthly Income								
<25,000	101	75%	33	25%	134	45%	25.064***	0
25,000-50,000	80	66%	42	34%	122	41%		
50,001-75,000	10	67%	5	33%	15	5%		
75,001-100,000	12	67%	6	33%	18	6%		
>100,000	8	73%	3	27%	11	4%		

*,**,*** statistically significant at 10%, 5% and 1% significance level

Table 2: Analysis factors affecting level of motivation to consume organic Tea

Drivers	Statements	Mean	Mean of mean	Variance (%)
Functional	I am willingness to pay premium for organic tea	3.12	3.5	40.24%
	I usually buy more when there is a promotional offer	3.11		
	I am even walk a mile to get the product	2.92		
	I prefer as it offers more variety	3.52		
	I prefer organic tea as it tastes better	3.14		
	I believe organic tea is good for health	4.26		
	Organic tea consumption reduces the risk of chronic diseases	4.42		
	Doctor prescribes me to take organic tea to improve my health	3.65		
	Organic tea does not contain pesticides, preservatives or chemical fertilizers	4.55		
	I consider to consume organic tea as its packaging is more attractive	2.95		
	High prices of organic tea resembles better quality	2.86		
Emotional/Ethical	Consuming organic tea reflects the social status	2.21	2.66	23.74%
	I feel refreshed after consuming organic tea	3.23		
	Market demand for organic tea has positive impacts on rural economy	3.12		
	Consuming organic tea resembles a sense of well-being	2.22		
	Consumption of organic tea has a positive contribution to the environment	2.53		

CONCLUSION

There is a variety of factors that play a major role in motivating the consumers in to consuming organic tea. Health is an important factor that people consider while they decide on their drinking habit, the more people are conscious about health the more they consider purchasing organic tea. Education also influences people to purchase organic tea; the more people gain knowledge on organic tea and their benefits the more they are motivated to purchase organic tea. The price of organic tea is relatively high, therefore affordability plays a role too, and people of Bangladesh currently have a higher purchasing power due to consistent GDP flow and increase in remittance flow, so people are more willing to purchase organic tea (Nupur, 2009). This particular sector seems quite promising as the total

51% respondents suggested that they are aware of organic tea. Factor analysis reveals that people are more concerned about the functional benefit of organic tea than emotional aspects. This has a significant strategic input for the manufacturers and marketers to develop their marketing strategy specially product pricing and communication strategy. In the communication part, there are many suggested that friends and family plays an important role while determining to consume organic tea. So the communication can also portray the peer group and their influences to attract and motivate more potential customers. Government and regulators also can provide relevant incentive as a startup of this green ventures. Further research can be conducted on how to develop marketing strategy considering green products and developing nations.

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