



CONSUMER REACTIONS TO THE  
CONCEPT OF SOCIALLY  
RESPONSIBLE AND ENVIRONMENT  
FRIENDLY BRANDS OF TEA —  
A REPORT

For

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Germany  
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## Preface

JustTea Project — “Building a Business Case for Corporate Social Responsibility in the Indian Tea Industry” has been implemented by three organisations namely, Centre for Education and Communication, New Delhi, FAKT GmbH, Germany, and Traidcraft plc, UK.

The main objective of the project was to ‘promote the sustainability of tea trade through improved social standards, fair trade practices and new market opportunities’. The development of a Code of Conduct, the promotion of tea trade in EU and consumer research and campaign were sub-objectives. To achieve these objectives, we followed ‘universal’ (targeting the whole Indian tea industry), ‘multi-stakeholder’ (all stakeholders in tea industry), ‘dialogical’ (consultative process), and ‘CSR from bottom-up’ approaches.

The project promoted dialogue and networking between growers and producers of tea in India; buyers and consumers of tea, both in India and in the EU; trade unions and civil society organisations. It brought together major stakeholders in tea industry – Planters, Planters Associations, Trade Unions, Small Tea growers, Bought Leaf Factory representatives, Auctioneers, Tea Research Institutions, etc. — on one platform to dialogue and to arrive at a consensus on social, economic and environmental standards for the tea industry. Through a number of formal and informal sittings, the multi-stakeholders arrived at a Code of Conduct for the Indian Tea Industry. The code builds on the statutory provisions and goes beyond some issues such as MRL levels in tea as well as ecological and regional development responsibilities of the enterprises. A national working group has been formed to take the initiative ahead.

As part of the project, tea stakeholder representatives from India visited the UK for an exposure to the tea market in that country and interacted with brands, buyers, blenders and retailers.

The project conducted a consumer research on whether there is a business case for socially and environmentally responsible tea among educated Indian middle-class consumers whose incomes allow to choose quality products. The pilot consumer campaign in selected cities also assessed if and how these consumers can be convinced to buy tea that has been produced observing social, economical and environmental standards. Furthermore, the aim of the campaign was to look into the possibility of consumers’ willingness to pay a price premium for socially and environmentally friendly tea.



More than 80 per cent of Indian tea is sold in the domestic market. In 2005, India consumed around 750 million kg of tea. To create a business case for tea which has been produced observing social and environmental standards, Indian consumers need to show an interest in buying such tea at a fair price. The potential request of those 115 million Indian consumers, who dispose of a monthly income above 270 Euro, has not been adequately explored yet for this type of product. The JustTea project wanted to generate relevant data about what importance Indian consumers attach to social and environmental standards in making their purchasing decisions, what premium they would be prepared to pay for such tea, and what would be the cues for marketing socially and environmentally friendly tea.

Research was conducted between February and July 2006 in the four metros of Delhi, Kolkata, Mumbai and Bangalore among educated middle-class consumers in four stages: qualitative focus group discussions (Stage 1); structured quantitative questionnaire administered to 1007 customers of Fabindia stores in the respective metros, followed by distribution of leaflets (Stage 2); events with tea quiz and lucky draw in Fabindia stores (Stage 3), and quasi-qualitative interviews with 303 of the earlier respondents to track changes of perception after they have received more information (Stage 4).

The survey revealed a growing concern of Indian consumers regarding environmental pollution and the use of pesticides in food production. This concern mainly comes from a worry about personal health, which is affected by unsafe or contaminated food. Social issues, on the other hand, are given less attention in the daily lives. Here child labour was the most mentioned issue and it evoked the greatest concern.

Most respondents recalled a few steps that are necessary in tea production, but hardly anybody knew how exactly tea is produced. When it came to the economic importance of the Indian tea industry, surprisingly hardly any of the respondents was able to estimate the number of workforce employed: Only 2 per cent of the respondents said that more of 6,000 people are working in tea (as per a real figure of 1.2 million workers in permanent employment).

When presented with a concept of tea that is produced observing social and environmental standards, the overall reaction of the consumers was positive and even enthusiastic. The information was provided in a leaflet, and there was repeated exposure over several stages of the research cum campaign. These inputs increased their awareness about social issues in general and the conditions of workers in the tea industry in particular, and enhanced their positive attitude to the concept and the product.

The novel concept, which was introduced to and discussed with the public, persuaded the consumers across the centres to try socially and environmentally friendly tea. For a majority of them, a premium of Rs 20–25 per kg or a 10 per cent addition to their monthly expenses for tea was an acceptable price.

The study recommends that before the marketing of the social and environmental benefits of a tea brand, consumers need to be assured of basic product quality (taste,



flavour and aroma), which should not be any worse than in their previous choices of tea. All elements of the new product need to translate into direct benefits for the consumer, for example, environmentally friendly production into personal health, and social responsibility into the self-gratification of being a responsible citizen. Some reassurance as to the credibility of the social and environmental claims needs to be given on the package (for example, ISO certificate) or through a website.

The JustTea team acknowledges 141 India — a division of Bates India Pvt Ltd — which conducted the research cum consumer promotion in Bangalore, Delhi, Kolkata and Mumbai, and Fabindia, which graciously allowed us to use their shoppers as the universe for this research. We also acknowledge all the respondents who provided us with valuable information.

We are publishing this report believing that the findings of the consumer research cum campaign would be important for the marketing of and campaigning for tea in general, and specifically tea which is produced observing social and environmental standards.

New Delhi  
September 2006

JustTea Team



## INTRODUCTION

### A. THE JUSTTEA PROJECT

The JustTea project is a pilot programme to understand whether there is a business case for socially and environmentally responsible tea to be produced and marketed in India. This research studied the awareness and focus of interest of Indian consumers with regard to social and environmental issues. The project is an EU-India Economic and Cultural Co-operation Programme (ECCP)-funded project, which is jointly managed by Centre for Education and Communication (CEC), Delhi, FAKT Consult for Management, Training and Technologies, Germany, and Traidcraft, UK.

### B. BACKGROUND

A large segment of the Indian Tea (around 80 per cent) is marketed and consumed in the domestic market. While in the European and US markets, consumers are conscious of social and environmental issues when buying and consuming products, in India such concerns are considered esoteric. Even if in India a similar awareness and concern may exist, it has not been ascertained or gauged as yet.

JustTea, therefore, wanted to make an assessment and find out how Indian consumers react to such issues. They wanted to learn how Indian consumers, who are not sensitive to such issues, react when they are once exposed to them. Would they develop a preference for this type of product?

The project team wished to understand whether there is a business case for socially and environmentally responsible food products among Indian middle-class consumers.

### C. PRIMARY CONCERNS

The three primary concerns of the organisation were:

- The importance that Indian consumers attach to social and environmental issues in tea production.
- The interest level of the Indian consumer to buy tea that has been produced observing social and environmental standards.
- The price that the Indian consumer will be prepared to pay for such tea.

### D. ROLE OF 141 INDIA — A DIVISION OF BATES INDIA PVT LTD



The project team undertook a pilot programme to study the awareness and attitude of Indian consumers to products that are produced in a manner that is socially responsible and environmentally friendly. The research cum consumer promotion was conducted in four centres — Bangalore, Delhi, Kolkata and Mumbai.

### **E. ROLE OF FABINDIA**

JustTea tied up with Fabindia to use their shoppers as the universe for this project. Fabindia was chosen because its customers are fairly homogeneous and more likely to prefer natural and/or organic produce/products. Fabindia, in fact, does sell organic products from their stores, possibly the only organised retail chain that does.



## RESEARCH OBJECTIVES

The main objectives of the research study were to check:

- Consumer awareness of social and environmental standards in tea production
- Acceptability of such products amongst consumers
- Cues for developing campaigns

In order to achieve the above objectives, the following areas of information were covered:

- Consumer awareness of social and environmental standards in tea production
  - Awareness of social and environmental issues in various food products
  - Source of awareness
  - Current usage/practices/habits related to such products
  - Overall perception about such products
  - Motivations/disincentives regarding such products
- Fears and anxieties associated with social and environmental standards in food, in general, and tea, in particular
- Parameters on which tea is evaluated — semantics of these attributes, ranking of organic tea on these parameters
- Perceived differences between regular tea and tea produced following the social and environmental codes
- Acceptability of such products amongst consumers
  - Overall reactions
  - Perceived benefits/drawbacks
  - Unique values, if any
  - User imagery
  - Perceived price of such product
  - Consumer willingness to pay for such tea (for example, 10, 20 or 30 per cent above conventional tea of similar product quality)
- Cues for creative development in terms of:
  - Product benefit
  - Reassurance required
  - Packaging
  - Form
  - Benefit platform
  - Image
  - Price perceptions





## RESEARCH METHODOLOGY

In order to achieve the above objectives, a four-stage activity was carried out:

### Stage One: Exploratory research

Focus Group discussions (FGDs) were held to explore the subconscious areas of rigidity and flexibility in the consumer's mind. FGDs enabled consumers to reveal, discuss and compare problems, besides sharing views and opinions on the social and environmental issues relating to production of food products, particularly tea. Valuable insights regarding consumer attitudes were derived at this stage. The primary objectives in this stage were as follows.

Objectives:

- To understand a consumer's attitude to and perception of social and environmental issues related to tea production
- To check a consumer's willingness to pay a premium for these products
- To assess some of the fears and anxieties associated with social and environmental issues in various food product categories
- To understand current usage/practices/habits related to such products
- To segment consumers based on their psychographic profile

### Stage Two: Quantitative research

Customers visiting Fabindia outlets were interviewed using a structured questionnaire. This questionnaire was designed taking cues from the first stage of the research.

Issues answered at this stage were:

- Perception of social and environmental issues regarding food products
- Acceptability of such products amongst consumers
- Price value perception
- Segmenting consumers based on demographic profile
- Willingness to pay a premium

After administering the questionnaire, the respondents were given a JustTea Brochure and an invitation for the event (Stage Three). They were also given a token gift. This was not only to thank them for participating but also to prepare ground to revisit many of them in Stage Four.

### Stage Three: Event



The event focused on creating awareness about socially and environmentally friendly tea, and involved on-the-spot quizzes, distribution of leaflets, etc. At each of the Fabindia outlets, a temporary JustTea stall was put up which enabled a one-on-one quiz with shoppers. The quiz was on aspects of tea, and a correct answer to two questions enabled the shopper to win a prize as well as be eligible for a lucky draw. The first prize was a holiday for two at a tea garden.

The respondents' data were stored for research purposes and analyses of respondents.

#### Stage Four: Tele Research

Respondents were those who were administered the questionnaire in Stage Two and those who participated in the event. They formed two different segments. Some respondents were interviewed at their homes (218) while others were interviewed on telephone (85). This enabled consumers to verbalise their reactions and perceptions regarding the new concept and product.

Issues that were answered/checked in this stage were:

- Reactions to the concept in terms of likeability
- Perceived benefits/problems associated with the concept
- User imagery
- Persuasiveness
- Changes in their perception after they have received basic information about social and environmental concerns in the tea industry

#### **A. TARGET AUDIENCE**

For all the four stages, the following target group was chosen:

- Male/Female
- 25–45 years
- SEC A (Socio-Economic Classification)
- Aware/Tried organic foods and/or visited Fabindia

#### **B. CENTRES — some Fabindia outlets:**

Khan Market , Delhi  
Hindustan Road, Kolkata  
Fort, Mumbai  
Koramangla, Bangalore

#### **C. SAMPLING:**

##### Stage 1



Two group discussions in each centre — one, a young group (between 25 and 35 years) and, the other, an older group (between 36 and 45 years) — were held. There were a total of eight groups, with seven to eight respondents per group.

Each group comprised male and female respondents. In order to be eligible for the group, respondents would have to be aware of organic food or should be shoppers at Fabindia.

### Stage 2

In each centre, respondents were selected randomly from amongst the customers who visited Fabindia. The estimated sample was 1,000; however, the total respondents interviewed were 1007. (Please refer to Note 1 for the sample split per centre.)

### Stage 3

The event involved two promoters and one supervisor and was held for three days in each outlet per city. The estimated sample size was 400 (100 respondents per centre). However, the actual sample size covered was 663. (Please refer to Note 2 for the sample split per centre.)

### Stage 4

From Stages Two and Three, a total of 303 respondents were selected for a detailed interview on the concept. (Please refer to Note 3 for the sample split per centre.)

## **D. RESEARCH PROCESS EXPLANATION**

The project was conducted in four stages and the first stage was Qualitative Research. This method is exploratory in nature. For this phase, we used the technique of FGDs amongst the target respondents for the study. Group discussions were free-flowing in nature and lasted between 1.5 to 2 hours. A range of issues specific to the research projects were covered in detail.

The primary objective of this stage was to elicit responses to a range of issues, understand a consumer's attitude and involvement with these issues. This method does not deal with numbers but issues and views. Therefore, even if one respondent mentioned something, it was important because it reflected the views of the public.

After the Qualitative Research, Stage 2 of the project was undertaken. The method used for this research was Quantitative Research. Issues/views that were generated in the first phase of the research were used to design the questionnaire and were administered to the target audience for validation.

Some issues and views, mentioned in the research, had numbers and some had quotes of the consumers. Also information areas were overlapping in Stages 1 and 2. Stage 1 elicited those issues and Stage 2 validated them.

Stage 3 of the project was an event conducted at the Fabindia outlets in each centre. After the activities in the event, respondents were asked very briefly about their general reactions to the entire concept.



The Final Stage (Tele-research) comprised a method called Quasi Qualitative. This technique is a mix of some structured questions in which the respondents had to give their answers based on some options. In addition, there were some open-ended questions, especially to check respondents' reactions to the concepts.

A detailed report was prepared at the end of each stage. This is a compilation of all the reports. Therefore, there is a mix of percentage and verbatim responses from the respondents — an outcome due to the nature of the study, which is a mix of various techniques, conducted primarily to address a host of varied issues.

## **E. STIMULUS MATERIAL**

### **Stage 1**

- Discussion Guide to facilitate the discussion
- 1.5–2 hour discussions per group were conducted in each centre
- Free-flowing discussions—no concepts were exposed

### **Stage 2**

- Structured Quantitative questionnaire was administered to respondents outside Fabindia
- Each interview lasted for about 30–35mins
- Consumers at this stage were exposed to the concept of environmentally friendly and socially responsible tea
- After the interview, the respondents were given JustTea leaflets detailing the concept, an invitation for the Stage 3 and a token gift

### **Stage 3**

- JustTea stalls were set up in each Fabindia outlet.
- There was a 'Tea Quiz'.
- After the quiz, the respondents were administered a short questionnaire.
- On the last day at each centre, 8 zonal winners (5 winners and 3 runners up) were declared.
- On the last day of the event, the national winner was announced.

### **Stage 4**

- Quasi-qualitative interviews were conducted in each centre.
- Respondents — those who participated in Stage 2 and Stage 3 — were interviewed either at their residence or on telephone.
- Each interview lasted for about 30 minutes.

## **REPORTING**

**At the end of each stage, a detailed report was drawn up.**

**This is the Final Report of the findings from all four stages of the Research.**



## EXECUTIVE SUMMARY

### **A. CONSUMER AWARENESS OF SOCIAL AND ENVIRONMENTAL ISSUES**

Social and environmental issues are viewed as important mainly for the overall development of the country. Research reveals that consumers are aware of a host of issues. The sources of awareness of such issues are mainly due to a wide exposure of media such as T.V., newspaper and radio. The low involvement, in general, with these social and environmental issues is correlated with the low relevance or importance of these issues in daily life. They are too caught up with their own routine work and own family pressures to spare time for such concerns.

The general view is that involvement in these social issues is a hobby for the affluent. They felt that the middle class has a regular tryst with the struggle for existence. Therefore, even if they have the inclination, they lack the time to give importance to such issues.

In addition, they felt all issues are given a political twist, thereby discouraging the common man from entertaining such issues. The strong 'indifference' and 'passive' attitude of consumers emerged from the study.

The respondents' willingness to participate and contribute to these social causes were confronted with scepticism. They evinced the need for assurance that their contribution is diverted in the right direction.

A wide spectrum of social and environmental issues was mentioned in the research. Of them, child labour found the maximum mention. Across the board, respondents expressed concern regarding the rampant use of child labour in all sectors because the labour is cheap. The younger group was more concerned and expressed greater consciousness. However, the general view was that although some steps are being taken and legal recourse is available, the eradication of the issue is still far away.

The changing way of life is another major issue mentioned in the group. The general opinion is that with the disintegration of joint family system, people's lives are becoming more centred on their immediate family. The age-old values of 'caring' and helping each other are disintegrating. With increasing competition in all fields of life, it has become imperative to centre all attention on self rather than society.

Of the environmental issues, 'pollution' and the 'use of pesticides' in food products scored very high. Across centres, respondents univocally mentioned that the high degree of pollution in the air they breathe, water they drink and food they eat are posing constant health hazards. Second, the sudden rise in the use of pesticides/insecticides in food products is posing a threat to their daily life. By and large, the respondents unanimously stated that they would first like to address their



own needs and expectations and then be concerned about macro issues such as the overall well being of the society or the environment.

## **B. CONSUMER REACTION TO FOOD PRODUCTS THAT ARE GROWN FOLLOWING THE SOCIAL/ENVIRONMENTAL CODES**

Consumers displayed a low level of involvement with the social and environmental issues in the food and beverage industry. Consumers have also not done much to enhance their knowledge or awareness about social and environmental issues in food and beverage industry, which was, at best, moderate.

General issues, such as child labour and the poor condition of workers, found mention while discussing about social issues. The unhealthy (unhygienic) conditions of food production by using inferior ingredients in a filthy environment were mentioned regarding the unorganised food sector.

Branded products scored high on quality (environmental issues) because the quality of the product is indicated through the date of manufacturing and trademarks such as ISI, Agmark, etc. Therefore, common people are not bothered as they are stressed about many other problems in life.

Amongst the unbranded products, fruits and vegetables are the most commonly purchased items. Respondents talked about the rampant use of pesticides in vegetation, which they considered harmful to health. Awareness about food sectors, which follow social and environmental norms, was found to be moderate. The younger group displayed high awareness not only in forms of names of such sectors but also exhibited concern and expressed interest in buying such products if they are available. However, the older groups exhibited very low awareness of such products.

The products manufactured/produced following the social and environmental norms offer three benefits to the respondents:

- Good for society
- Greater quality consciousness
- Greater health consciousness

In general, the quality of such products was perceived as better than the existing products; it was also expected to improve the economic condition of the workers.

The current consumption of such products appeared to be low. The main reason could be less accessibility of such products in the market. Also, though aware of organic products, consumers lacked the willingness to make the extra effort to buy these products.

Another strong perception regarding organic products, as against regular products, is the high price of such products. 'Good for health' seemed to be a strong benefit as the product is seen as retaining most of the vitamins and minerals. However, in



comparison, many respondents displayed scepticism regarding the original taste (the taste that they are habituated with) of such products.

While across the board, respondents unanimously acknowledged the adverse effect of pesticides in health, there was concern regarding organic food products not using, or using less, pesticides. They exhibited a strong concern that the lack or the absence of pesticides might cause other problems such as low shelf life (no chemicals, no preservatives, therefore overall longevity of the product will be less) and insect infested products/vegetables.

### **C. TEA GENERAL AWARENESS AND PERCEPTION**

Tea is perceived to offer the benefit of stimulation. It is also viewed intrinsically as an addictive item, which offers relaxation, rejuvenation and intoxication. It occupies an integral and valued position in all the households of India. Bangalore was an exception, where respondents exhibited a low level of involvement with tea, as most people of southern India are primarily coffee drinkers.

Drinking tea has no specific time or association. Anytime is considered to be tea-drinking time. But the most prevalent practice of consumption of tea is in the morning and in the afternoon. Tea is usually consumed hot. The method of preparation of tea varies across centres.

The two main methods of preparation practiced are:

- Soaking tea leaves in hot water and serving with milk and sugar
- Boiling tea leaves, milk and sugar together.

At times, tea is garnished with cardamoms or cloves and other condiments, to enhance its taste.

Tea is the symbol of hospitality in India. Serving tea to guests implies courtesy, good manners, etc. It can be offered to anybody irrespective of the relationship, age, economic class and gender.

A plethora of tea brands and companies, such as Tata, Taj, Brooke Bond Red Label, 3 Roses, Agni, Society and Kanan Devan, were recalled spontaneously by respondents across the centres. (Loose tea is also purchased from various shops; these shops are also referred to as brands.)

All brands are perceived to offer more or less the same benefit. In general, three attributes emerged as the most critical in determining the quality of tea, that is, taste, flavour and aroma. In addition, price, packaging strength, colour and gratification are some of the other attributes, mentioned in the research.

In terms of purchasing tea, anybody and everybody in the household buys tea. However, the decision regarding the choice of the brand rests with the housewife. Normally the purchase is made from the local store or grocery.





On an average, the monthly consumption of tea is 650 gm. Most families purchase tea priced around Rs 200 per kg.

Awareness regarding the workers' condition in the tea industry almost drew a blank. However, respondents who were aware of the general working conditions of any industry equated it with the Tea industry. Therefore, issues such as child labour, poor condition of workers and discrepancy in wages, etc., were associated with the tea industry.

#### **D. REACTION TO THE CONCEPT OF TEA GROWN FOLLOWING SOCIAL AND ENVIRONMENTAL NORMS**

Reaction to the concept was positive and it created excitement and enthusiasm amongst the respondents. The health aspect was appealing and relevant. The social aspect in the concept endowed it with a feel-good factor. Phrases such as 'socially beneficial to tea workers', 'environment friendly' and 'low chemicals and pesticides' contributed to making the concept acceptable and interesting.

Elements from the concept were recalled very clearly. The consumers later decoded each word. This shows that the comprehension of the concept was distinct and clear. The effectiveness of the concept was further established when respondents easily translated the word/element used in the concept into consumer-end benefit. (Please refer to Note 12)

In terms of credibility, the concept raised certain issues. Low chemical and low pesticides, though mentioned as major hooks, created some dissonance amongst the respondents. They felt that this new concept might tamper with the original taste of the product. Since tea consumption can be addictive, some consumers have developed a certain affinity for the existing flavour, taste and aroma of the tea, which was perceived as providing a refreshing and stimulating cup of tea. Hence, consumers felt that tea might lose the desired effect of stimulation and addiction if changes take place in the levels of chemicals and pesticides.

Consumers, in general, were felt to have a very low involvement with social issues. Hence these issues mentioned in the concept failed to evoke much excitement.

Also, consumers attach lot of importance to themselves. Whereas environmental issues created favourable reactions, social issues in the concept failed to communicate any direct benefit to the consumer.

#### **Repeated Exposure**

The concept was exposed to the respondents in three different stages. Repeated exposure to the concept created positive responses and also enabled better comprehension.





## Reaction to Price



In general, the newness of the concept created persuasiveness amongst the respondents across centres. There was a strong willingness to try the product. In terms of price, consumers stated that they were willing to spend an additional Rs 20–25 per kg of tea. As we have seen currently on an average a household buys tea worth Rs 200 per kg. Over and above respondents stated an additional Rs 20–25 could be levied on the price of per kg of tea.

## E. CUES FOR CREATIVE DEVELOPEMENT

The following elements and features should be highlighted in the communication:

- Positive impact on health (low chemicals and pesticides)
- Positive impact on society (performing a good deed for the society and being a responsible citizen)
- The link between health, social issues and, finally, self gratification for being a responsible citizen
- The taste of tea and its benefits, including ‘stimulation’ and ‘relaxation’, of tea being maintained
- Information of websites, contact numbers and address of any organization in the pack to ensure transparency to counter scepticism regarding social issues and to gain their confidence
- Independent media coverage



## SECTION –I

# CONSUMER AWARENESS OF SOCIAL AND ENVIRONMENTAL ISSUES

## 1.1. Awareness of Social and Environmental Issues

### GENERAL AWARENESS

#### Social issues

Consumers across centres mentioned several social and environmental issues spontaneously. These include:

- Changing way of life
- Corruption
- Dowry
- Child labour
- Illiteracy
- Population explosion

Most respondents mentioned that these social issues have a big impact in their day-to-day life. These issues are responsible for the changes in their values and life in general.

- Changing way of life

Nuclear families have emerged with the breakdown of the joint family system. People are more focused on the immediate family and prefer not to be drawn into issues related to the general public. The levels of competitiveness and stress have increased; the desire to get involved in social causes, on the other hand, has decreased.

*“Now you mostly have nuclear families...a joint family is hard to find.”*

*“Who cares about the common people?”*

*“We are so bogged down by our own existence issues ...no time for charity.”<sup>1</sup>*

- Corruption

Respondents across centres reported that corruption is rampant and even social issues are given a political hue. Many felt that corruption is widely prevalent in all spheres of life and that corruption is now considered as part of life.

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<sup>1</sup> Quotes in italics are observations made by the respondents during the research.



*“Everywhere there is corruption.”*  
*“Corruption will never die.”*  
*“You see social issues are also politically motivated.”*

- Dowry

Respondents felt that this issue can never be eradicated since it is prevalent not only in rural areas but also amongst educated urban households, with just a different form and name. However, in places such as Kolkata and Mumbai, incidents of harassment for dowry were low as compared to other centres.

*“Dowry is still existing very much in our society---in rural as well as urban areas.”*  
*“...Why rural? It is prevalent amongst urban, educated people!”*

- Child labour

Child labour was a major issue that was reported by 99 per cent of the respondents, across the board. The respondents stated that child labour is being used in all sectors because it is cheap, but most often in hotels, construction, garment manufacturing and as domestic help.

Respondents felt that although some steps are being taken and legal recourse is available, yet eradication of the issue is still a far cry. The younger age group expressed greater consciousness and stated that they would avoid employing children at home.

*“Everyone is using child labour...it is cheap.”*  
*“...Mostly it is used in the construction sector. Also in hotels and garment manufacturing.”*  
*“Many children are working as domestic help.”*  
*“I don’t think child labour can be eradicated ever.”*  
*“I will never employ a child in my home.”*

- Illiteracy

Illiteracy was perceived as a critical issue. Respondents across centres felt that though the literacy rate has improved now with the emergence of night schools, much remains to be done. They opined that people are still ignorant about their rights and duties. All centres believed that people should be made aware of their rights and duties, the benefits of VAT, etc.

*“It is the same as VAT. We should explain to a common man about the VAT and its advantages, disadvantages and how it develops the economy of the country. Till then, all these problems will continue on and on... So each and every person should be educated.”*



*“If garbage is not collected on a particular day, all the people will throw the garbage on the sides of the road. There is need to educate the common man as to what will happen if this is continued every day.”*

- Population explosion

The manifold increase in population, the respondents’ felt, is leading cause of the problems of unemployment and poverty.

*“The population has increased so much.”*

*“There are so many deserving candidates but so few jobs.”*

Of all the issues raised, the respondents expressed most concern regarding the changing way of life and corruption. They felt that these two issues encompassed most of the problems and created a strong impact on society and their overall existence.

### Labour laws

Respondents were also questioned about the labour laws in our country. Most of the respondents displayed a very moderate level of awareness regarding labour and industrial laws. Those who were aware of labour laws mentioned the following issues:

- Minimum wages
- No child labour
- Gender inequality
- Compensation for injury sustained while on work
- Medical facilities
- Group insurance for organisations employing a minimum number of people
- National Rural Employment Guarantee Scheme—minimum 100 days of work

*“All the laws are there but the workers are never benefited. Maybe the workers are not aware of their rights...”*

*“Unless they are aware, they will be always taken for a ride,”*

*“I think, in our country, the laws are all existing but they are never implemented.”*

*“The condition of workers never improves because laws to better their condition are never implemented — so no point in talking about these laws.”*

The general view of the consumers is that the laws are all in place, but it is the enforcing agencies that are *‘lacking teeth in terms of implementation’*.

### Environmental issues

Among environmental issues that found spontaneous mention in the research were:

- Pollution
- Deforestation
- Use of chemical pesticides



The following is a brief summary of each of these issues.

- Pollution

Respondents in all centres stated that their entire surrounding is polluted. They said that the water they drink, the air they breathe, the food they eat etc are all polluted, thus causing an adverse impact on health.

*“Everything is polluted... air, water everything.”*

*“Now we have noise pollution also.”*

*“So many children are suffering from respiratory problems.”*

*“A major cause of heart disease among adults is pollution.”*

*“I heard that due to scarcity of water wastewater is being used for irrigation... this is the cause of so many infections and diseases.”*

- Deforestation/Felling of trees

A high level of concern was exhibited regarding the felling of trees, deforestation, etc. Respondents believed that this is leading to increasing pollution, lack of greenery and an overall imbalance in the environment. They strongly articulated that this should be controlled immediately.

*“Everywhere people are felling trees...we are losing our greenery.”*

- Chemical/ Pesticide use

The use of chemicals and pesticides in agriculture emerged as an area of concern amongst respondents, across the board. Respondents stated that the high levels of chemical/pesticide use reduce the essential vitamins and minerals in a product. The product also loses its natural taste. Many respondents stated that it is very difficult to get fresh and healthy products because all products contain harmful chemicals, which cause various health hazards

*“Using so many chemicals and pesticides is harmful for your health.”*

*“The food you get nowadays does not have the essential minerals and vitamins.”*

*“I prefer to eat brinjals with pests because I am convinced that the product is free from harmful pesticides and insecticides.”* (This surprising comment came from a respondent who claimed that vegetables with pests are more reliable as they are natural; without pests, there can be fear of pesticides that are harmful for health. Respondents, therefore, are worried about pesticides being used in producing vegetables and crops.)

*“Never buy cauliflowers during off season; they use high dose of chemicals to produce them and also it loses its taste.”*

In addition, the younger group seemed more aware of other more contemporary issues such as rainwater harvesting and solar power, and the benefits thereof.



### Rainwater harvesting

Respondents, mainly in Bangalore, and also some in Delhi, Mumbai and Kolkata reported that rainwater harvesting would increase the ground water level; the water could be recycled for washing clothes or for gardening, and also be saved to reduce the effect of droughts.

*“If rainwater harvesting is used, it will definitely increase the level of ground water.”*

*“Harvested rainwater can also be used for washing clothes.”*

*“In many houses, the rainwater is used for gardening.”*

*“Storage of rainwater is very beneficial during the time of drought.”*

### Utilising solar power

Respondents belonging to the younger age group felt that if these methods can be adopted, it would enable the country to prosper faster. This would reduce electricity consumption, thereby reducing the cost of living, control pollution and reduce dependence on depleting resources.

*“If we use solar power, less electricity will be used.”*

*“Less electricity means smaller electricity bills.”*

*“Solar power means less pollution.”*

*“If you use solar power, your dependency on depleting resources will be lessened.”*

A centre-wise break-up of the awareness of issues revealed the following:

#### Delhi

One hundred per cent of the respondents were aware of unemployment, gender inequality, the use of pesticides/chemicals and environmental pollution.

#### Kolkata

Unemployment had the highest recall (99 per cent).

#### Bangalore

Unemployment had highest recall (100 per cent).

#### Mumbai

Child Labour and Unemployment, each with 99 per cent recall, topped the Mumbai recall list.

**In the context of social and environmental issues, child labour found maximum mention across centres and age groups, followed by overall hygiene, poverty, unemployment etc. (Please refer to Note 5)**



Research revealed that consumers are aware of issues, both in the social as well as the environmental context. However, the relevance of these issues in their daily life is low. They are too caught up with their own routine work and own family pressures, to spare time for such concerns. These issues evoked a varied range of emotions in each city.

In Delhi, respondents felt that social issues are meant for high society people. These are people who do not have to worry about their day-to-day life and problems.

In Mumbai, respondents were of the opinion that *“People in Mumbai are very stressed out they are self centred hence no time for others.”*

In Bangalore and Kolkata, respondents were aware of these issues but these were very low in their priority.

In addition, they felt all issues are given a political twist whereby the common man is reluctant to enter such areas. A passive attitude of consumers emerged from the study.

The respondents were willing to contribute or be involved in social issues provided they were given the assurance that their contribution would be diverted in the right direction.

However, it was stated unanimously that a majority of the respondents would first like to address their own needs and expectations and then be concerned about macro-issues such as the overall well being of society or the environment.

## **1.2. Awareness of social and environmental issues in the context of food products**

### **Social issues**

Social and environmental issues in the unorganised food sector evoked moderate awareness. People displayed a low level of involvement with the category. And it was apparent that they have done little to further their knowledge and understanding of it. On probing, consumers reported various issues that ail the unorganised food sectors. Of them, child labour was stated to be the most critical. Most respondents felt that child labour is rampant in these industries because it is cheap. Overall, there is no economic benefit to the workers and their living conditions are unhygienic. The unhygienic process, the poor quality ingredients and the filthy environment in which the food is produced have grave implications on the health of the consumer.

*“The worker is not benefited in any way.”*

*“The workers are exploited.”*

*“Whatever they earn is not enough for them to support their children’s education.”*

*“To get more profit, food is produced in unhygienic conditions.”*

*“Poor quality ingredients are used to get more profit.”*



### **Environmental issues**

With regard to environmental issues, the respondents reported that food products were prepared using high levels of chemicals and pesticides to hasten cultivation; wastewater was being used for irrigation; hybrids were being prepared whereby the product loses its essential vitamins, minerals and natural taste; these factors have an adverse impact on the health of the consumer, both short term and long term.

*“In order to get more crops, many farmers use a high level of chemicals and pesticides.”*

*“Now you get a lot of hybrid foods...the quality is not there.”*

*“Hybrid foods have an unnatural taste, they don't have the essential minerals and vitamins.”*

It was found that consumers are more aware of environmental issues, in the context of food products. Social issues are of little relevance, since they associate them mainly with unbranded food products, which they consume sparingly. The customers are aware of organic food. However, they do not consume them on a regular basis because they are not easy obtain and the price factor.

### **1.3. Source of Awareness**

The respondents felt that the mass media, especially the electronic and print media, was responsible for their awareness of social and environmental issues. Leaflets, handbills, posters, hoardings, etc, also found mention. A few respondents mentioned radio especially the FM channels.

*“I have gained major knowledge from TV shows.”*

*“Most of my knowledge is from what I read in newspaper.”*

*“...through leaflets and handbills, we get to know a lot of things.”*

*“I listen a lot to radio.... the FM channels, they talk of current issues in between programmes...they sometimes have call-in programs where listeners can give their views.... I like that very much.”*

### **1.4. Current Usage/Practice/Habits related to Food Products**

Food products are broadly divided into two groups — branded and regular.

#### **Branded**

Given the consumers' association with branded products, it was found that a branded product has come to occupy an integral and valued position in the meal structure. Branded products are unanimously referred to as a 'quality products'.

In terms of use, all kinds of branded food products are consumed. The primary reason for this was that consumers attach three key attributes with branded food products. These are: 'safety' 'trust' and 'quality'. And these, they feel, come with all branded products.





The normal practice with branded products is that the consumers check the expiry date, date of manufacturing and certain trademarks, such as ISI, in order to strengthen their confidence regarding the brand.

Brands are mostly purchased from big retail outlets, shopping malls or good grocery shops in the neighborhood.

*“Of course, branded products are good; they can be purchased anyway.”*  
*“I always buy branded products — they are safe, easily available and have a standard price.”*  
*“I will never compromise on quality so will always buy branded products.”*

### **Regular or Unbranded**

Regular food items were also considered important. They are also critical. However, most consumers viewed them with some doubts about the quality. For this, various methods were adopted to remove their doubts. Mostly, fruits and vegetables are the unbranded purchases. This is due to the unavailability of branded fruits and vegetables. Also with regard to vegetables, the touch and feel are deciders along with the trustworthiness of the shopkeeper.

Fruits and vegetables are mostly purchased from local markets. The practice currently followed by a majority of the respondents is to wash the vegetables and fruits, thoroughly prior to the cooking. A few respondents mentioned that they wash their vegetables and fruits in potassium permanganate. However, this, in turn, reduces the taste of the product.

The following quotes reveal the respondents' sense of despair and skepticism to regular products.

*“We feel helpless.”*  
*“Inevitable...we cannot stop it.”*  
*“We have to eat something.”*  
*“We do not have the time to look for alternatives.”*



## SECTION –II

# CONSUMERS REACTIONS TO FOOD PRODUCTS THAT ARE GROWN FOLLOWING SOCIAL AND ENVIRONMENTAL CODES

Questions on food products grown following social/environmental norms evoked varied responses. Some consumers welcomed it primarily because it is good for health. On the other hand, consumers who value taste, cost and availability of products as important viewed the concept with reservations. (88 per cent welcomed it and 12 per cent viewed it with reservation.)

In terms of awareness, older groups exhibited very low awareness of such products. Certain organisations were mentioned such as Amul, Lijjat Papad (Women's organisation) Lajpat Bhawan (Organisation producing pickle/spices), Khadi Gram Udyog (manufactured in villages).

The younger group seemed to be more aware about such products. Organisations, such as Lajpat Bhawan, Blind Association and Ramakrishna Mission were mentioned. In addition, they also mentioned various food products that are produced following the social and environmental codes. These are mushroom, cucumber, sprouts, etc. (Please refer to Note 6)

Respondents across the board opined that following social and environmental norms would improve the economic and living conditions of the workers, and help the nation.

### 2.1 Motivators to buy food products that are grown by following social and environmental codes

Consumers mentioned three main motivators to purchase such items.

**Good for society** — Most respondents felt that if they purchased such products, they would get tremendous psychological enjoyment by feeling that they are doing something good for society.

**Greater quality consciousness** — Foods produced in such stringent environments are bound to have good quality was the overall reaction of the consumers.

**Greater health consciousness** — In general, it was expected that such products would ensure good health because these will not be using any harmful chemicals.



*“I will buy this product because a portion of the money will go to the workers.”*

*“If this product follows all norms, it will be costly... The company will also have to pay more revenue thus it would ensure better facilities by the Government; so, indirectly, I am doing something for society.”*

*“Since it is not using harmful chemicals, the quality will be better and there will be no risk to health.”*

Organic items evoked positive responses in the research. Organic food is considered good for health. Awareness of such items was also moderately high. However, organic food is not consumed on a regular basis.

In terms of purchase of organic items, in the last year, respondents from Delhi (18 per cent) and Mumbai (15 per cent) have made the maximum purchases followed by Bangalore (5 per cent) and Kolkata (2 per cent).

Besides Fabindia, the stores from which organic items were popularly purchased are:

- Delhi: Khadi Gram Udyog (4 per cent)
- Kolkata: Pantaloons Food Bazar (33 per cent)
- Bangalore: Jams (17 per cent), Pantaloon Food Bazar (8 per cent)
- Mumbai: Khadi Gram Udyog (3 per cent) & Meghna (6 per cent)

It is evident that a majority of the respondents are aware that there are organic options available nowadays, though less accessible. However, they are not willing to make the extra effort to buy those and that too at a higher price. Respondents perceived regular food as less expensive and with no immediate adverse effect on health. There appeared no perceptible difference with the regular food, if eaten fresh. Organic food, on the other hand, was perceived to be expensive and not easily available. It would, however, have better taste as it retained most of its vitamins and minerals. (Please refer to Note 7)

The following responses were evoked:

*“If you eat regular food in a fresh state you will not find any difference.”*

*“Organic food is expensive; no chemicals and pesticides are used.”*

*“Organic food is more tasty.”*

## **2.2. User Imagery**

Respondents were asked to imagine organic food and regular food as human beings. This personification exercise brought out the strengths and weaknesses of the products, and also highlighted the key benefits.



Organic food emerged as friendly, social, caring for the family, little highbrow as compared to regular food, which was seen as young, reserved, lacking in-depth knowledge and not very conscious about socially relevant issues. (Please refer to Note 8)

### **2.3. Fears and anxieties associated with social and environmental standards in food in general**

Some of the drawbacks of such products are as follows:

- Change in quality
- Use of pesticides
- Non-availability of the product

#### **Quality changes**

A majority of the respondents in all centres expressed a great deal of discomfort regarding the quality of such products. Respondents felt that in order to maintain environmental and social codes, the quality of the products will deteriorate and the product might lose its original taste.

#### **Use of pesticides**

Respondents, however, acknowledged that the use of pesticides could be harmful. In fact, at times it could lead to cancer. But the lack of it might pose some other problems such as products with low shelf life, insect-infested products, etc.

*“The life span comes down...we will be worried about the health of children...diabetes, BP, all problems. At the same time the product cannot be stored for a long time.”*

*“I might land up buying products full of insects.”*



### SECTION III

## **TEA: GENERAL AWARENESS AND PERCEPTIONS**

### **3.1 Attitude To Tea**

Tea is considered to be a critical beverage in all households across centres. Only in Bangalore is the level of involvement with tea low because it is more a coffee drinking market. (Please refer to Note 9)

In general, tea was perceived to be a stimulating drink. It can be consumed anytime anywhere. It was also viewed intrinsically as an addictive item. Given the consumers high level of involvement with tea, the product is now considered to be an integral part of the day. Tea is usually consumed piping hot. However the method of preparation varies between centres:

- Kolkata: Usually an infusion in hot water. Then served with milk and sugar.
- Delhi: Mostly brewed; various additives, such as cardamom, etc., are used
- Mumbai: A combination of a brew and infusion is consumed
- Bangalore: Infusion

Tea is always served to guests (all centres). Serving to guests implies that a familial bond of intimacy exists between the guests and the host. However, in India, even a distant and formal guest would also be offered tea as a mark of hospitality.

*“Tea is for all.”*

*“A day is incomplete without a cup of tea.”*

*“For me, my evening cup of tea is important. I can’t think of my evening without it.”*

*“We always offer tea to our guests.”*

### **3.2 Awareness of Brands/Companies**

Across centres, a high awareness of brands exists. The respondents mentioned following brands.

The brands/companies that were recalled spontaneously were:



- Tata
- Taj
- Brook Bond Red Label
- 3 roses
- Agni
- Society
- Kannan Devan

In Kolkata, many respondents mentioned names of shops as brands. The practice of buying loose tea is highly prevalent in Kolkata.

Consumers perceived all brands as offering more or less the same benefits. However, on probing, respondents mentioned the aroma, the flavour and the taste as some of the differentiators.

In terms of tea-producing regions — respondents across centres seem to be aware of number of places in India, which produce tea.

- Assam
- Bengal
- Ooty, Coorg
- Munnar
- Kerala

### 3.2. Tea Production Process

Roughly 20 per cent of the respondents claimed awareness of the tea production process. Mumbai claimed the maximum awareness (27 per cent) followed by Kolkata (23 per cent) and Bangalore (21 per cent) and the lowest awareness was recorded in Delhi (8 per cent).

However, on questioning it was found that none of them were aware of all the steps or the process involved in the tea-production process.

The respondents mentioned some activities regarding the tea-production process in isolation. From the following figures, it can be surmised that respondents are only aware of general activities related to tea production. Only a select few could recall details, which are very intrinsic to the tea-production process.

#### Common mention

Plucking tea leaves	82%
Drying	59%
Packing	47%
Processing	39%
Plantation/growing	23%



Marketing 14%

### **Stray mention**

Sorting	6%
Cutting	7%
Heating to take out moistures	8%
Rolling in machines	9%
Crushing	12%
Converting to dust	13%
Sieving	2%
Blending	5%
Preserving aroma/flavouring	10%
Tasting	2%
Labelling	1%
Auction	2%

Of the respondents who claimed to be aware of the tea-production chain (200 respondents), 126 belonged to the younger age group.

The level of knowledge regarding the tea-production process is very low and fragmented. Activities, which were widely mentioned, stemmed from either exposure to commercials or some visuals in tea packs. Also, certain activities, which are common in other product categories, were also mentioned such as packing, marketing, etc.

### **3.3. People employed in the tea industry**

Respondents across centres exhibited very low awareness regarding the size of the tea industry. Their knowledge about the tea industry revolves around the beautiful and esoteric tea gardens, recalled more for their tourist attraction rather than as an industry. Therefore, it is quite obvious that the level of involvement/knowledge regarding the tea industry will be vague and unformed.

There was a total lack of knowledge regarding the number of workers employed in the tea industry. Fifty-two per cent expressed their inability to mention the right number. Only 2 per cent were aware that the tea industry employs more than 6,000 people (as per a real figure of 1.2 million workers in permanent employment).

### **3.4. Workers' condition**

Consumers exhibited low awareness about the tea industry. In addition, the level of involvement was also low. However, a few who were aware about the condition of the tea industry workers voiced their views in a very superficial manner devoid of any sentiments or emotions. Moreover, the condition of the workers in the tea industry was considered true for all the industries, in general.



Given below are the perceptions of the respondents about workers condition: (Please refer to Note 9)

### **Uneducated**

Most workers are uneducated and also cannot provide education to their children. Therefore, they are not aware of their rights and demands. And it is for this that they are always being deprived of their legal rights.

### **Economically backward**

Workers live below the poverty line and find it extremely difficult to make all ends meet. This often leads to frustration and depression. Finally, this leads to low productivity and low levels of interest or enthusiasm to participate in their daily work.

### **Exploited by employers**

Lack of education, dire poverty, and day-to-day hardship makes these workers vulnerable to their employers. And very often the employers pay them poor wages, and behave inappropriately with them.

### **No transparency**

‘High-handed’, ‘autocratic’, and ‘oppressive attitudes’ are some of the words used by the respondents to describe their employers or managers in the tea industry. Further, the workers are always kept in the dark about their rights. No details related to the legal wage rates are available to them. Information about their rights as workers is not shared with them.

Respondents were quite sceptical whether these conditions would ever improve.

*“I don’t think forced labour can be eradicated.”*

*“Transparency is an impractical idea.”*

*“For us no effect, we will drink tea... People care for the brand, not the workers. If one brand is not available, they will try out some other brand.”*

*“The government is responsible. So is the Labour Department and the Tea Board.”*

*“Also workers have unions.”*

*“Labour problems are everywhere.”*

*“We cannot solve the problems.”*

### **3.5. Evaluation of tea**

Consumers attach importance to the following factors while selecting and evaluating tea.

- Price
- Taste
- Flavour
- Aroma
- Strength
- Colour
- Packaging
- Gratification

### **FACTORS IN BRIEF**





### **Price**

The price of a brand of tea determines a number of dimensions; these, in turn, contribute to the image of good value for money. Therefore, for a given price, respondents expect a brand of tea that is economical, tastes good and has a fine aroma. A few mentioned that the price of the tea they buy contributed to their sense of status.

### **Taste**

A detailed analysis of the factors revealed that respondents associated the taste to be strong and full-bodied. The 'stimulating' taste of tea enjoyed universal appeal. The taste of tea emerged as the most critical parameter for evaluating a brand of tea.

### **Flavour**

The flavour expected by respondents was that of the tea leaves. Respondents in Delhi and Mumbai liked the added flavours of cinnamon, cardamom and ginger. In Kolkata, respondents preferred their tea to be infused in order to enjoy a specific aroma, flavour and the taste. They believed that if tea is boiled, it becomes more stimulating and invigorating.

### **Aroma**

The majority of the respondents could not articulate any preferred aroma. Their perception of the aroma was diffused with their perception of taste and flavour. These attributes all work together in the appreciation of a cup of tea.

### **Strength**

Respondents reported that the strength of the tea should give the drinker a 'pick-me-up' and make the drinker feel energised. Tea is associated with a light, refreshing sensation. Due to its energising properties, it can be consumed at any time of the day whenever people need to take a break. The strength of the tea determines the stimulating and addictive properties associated with tea.

### **Colour**

A golden brown tea is most appreciated. The colour of the tea triggers the desire to drink more. Respondents also felt that the colour of the tea also determines the quality of the tea. According to some respondents, the colour of a cup of tea signals the manufacturers' competence.

### **Packaging**

Respondents felt that the packaging should be attractive and that the date of manufacturing and the expiry date should be mentioned on the pack. This would create confidence in the product.

### **Gratification**

With respect to gratification, respondents reported that the cup of tea they drink ought to give them a refreshing, stimulating, relaxing or soothing feeling. A single cup of tea should give them a sense of the privilege of *having or serving good tea*.

## **3.6 Reasons for Drinking Tea**



Tea is consumed mainly for stimulation and relaxation. It is also considered to be a habit. Respondents mentioned a repertoire of reasons and various occasions for drinking tea.

No specific discussion arose about the health benefits of drinking tea, but people are aware of adverse health effects. Interestingly, respondents did not seem to be bothered about the negative health effects. (Please refer to Note 11)

### **3.7. Current Usage**

There is a difference in the usage patterns of the older group and the younger one. (Please refer to Note 6)

The older group reported that

- Most buy loose tea and local brands.
- They flavour it with ginger, cardamom or cloves.
- They have switched from branded tea.
- Buy brands.
- Mix two brands,
- Buy loose and branded.

The younger group, on the other hand, reported that most are buying branded tea

### **3.9. Purchase pattern**

#### **Who buys tea?**

All members in the household are involved in purchasing tea. At times, it is also delegated to the domestic helper. However, the housewife specifies the brand.

*“We buy our own tea.”*

*“It is a small item so at times even my servant buys it.”*

*“We buy tea for the whole month at one go. My husband gets it.”*

#### **Where is tea purchased?**

In most cases, it is purchased from a local store/grocery. Respondents did not mention that there was any variation in the price of tea from one shop to another.

*“We have a shop in the neighbourhood.”*

#### **Purchase details**

The average monthly household consumption of tea is 650 gm across centres. And the average monthly household expenditure on tea is Rs 131.

Research revealed that on an average a household purchases Tea that costs Rs 200 for 1 kg.



## SECTION IV

### REACTION TO THE CONCEPT

#### 4.1. Spontaneous reaction to the concept

The concept of eco-friendly tea that is socially beneficial to tea workers evoked positive responses across centres. Respondents found the concept interesting and novel. They reacted enthusiastically to the concept.

The spontaneous appeal of this concept stems from two factors. First, that eco-friendly tea is healthy had universal appeal. The low use of chemicals and pesticides emphasised the benefit of health. This instantly created empathy and aroused interest in the concept.

Second, the social aspect of these endeavours has a hearty ‘feel-good’ factor. The phrases ‘environmentally friendly’ and ‘socially beneficial to tea workers’ emerged as the major hooks. However, respondents mentioned that it is important to emphasise in the advertisements (either through visualisation or copy) the ‘taste’, ‘flavour’ and ‘aroma’ — the three key attributes of tea. A number of respondents remarked that the product should have good quality.

*“This is really a nice concept...I like it.” (Delhi)*

*“Actually, the environmental issue is a new thing. Nobody has ever talked about it before...If it is true, I think it will be good for health” (Kolkata)*

*“The concept mentions both the environmental issue and the social issues ...it is definitely nice.” (Mumbai)*

*“No chemical, no pesticide. It is going to be good. No product talks about it. I think it is going to be fresh and tasty.” (Bangalore)*

Respondents were asked to rate the concept on a 10-point scale in which points 6–10 are closer to positive responses and 5–0 are closer to negative responses. The concept scored an average of 7.63. The highest was scored in Mumbai (8.47), followed by Delhi and Kolkata (7.54). Bangalore gave the concept the score of 6.93. (Please refer to Note 12)

#### 4.2. Comprehension

The concept was well comprehended across centres. The twin aspects of health and social benefits to the tea workers had been communicated in an effective manner. This



also made the concept very distinctive. Respondents were curious about such brands of tea since no other tea offered the same benefits.

In the discussion, respondents were asked to recall memorable elements. Elements like ‘no child labour’, ‘transparency at all levels of production’, ‘no forced labour’, ‘low chemicals’, ‘low pesticides’, ‘environmental friendly’ emerged as commonly recalled elements. They were then asked what they thought was the meaning of each element. And, finally, they were asked how each of the elements translates into benefits for the end-consumer. (Please refer to Note 13.)

The above elements or attributes were noticed and decoded effectively into consumer benefits; however, there were certain benefits, which were noticed. Consumers failed to establish any link to benefits for the end consumer for elements such as ‘no child labour’, transparency at all levels of production and no forced labour, though these communicated social issues.

*“Different from regular tea, grown without chemicals, pesticide-free, prevents harmful effects of toxins, healthy life without side effects, indirectly helps issues of child labour/ forced labour.” (Delhi)*

*“Organic tea not using fertilisers and child labour, providing social protection to workers and healthy working conditions.” (Kolkata)*

*“The use of low chemicals is obviously good as it will be good for our health.” (Mumbai)*

*”Healthy tea without pesticides also contributes to the society.” (Bangalore)*

#### **4.3. Credibility/Relevance**

The concept raised some credibility issues. The terms ‘low-chemicals’ and ‘low pesticides’ projecting the potential benefits to health was not consonant with consumers’ expectations from a cup of tea. Although a number of respondents equated the low chemicals and pesticides to health benefits, the majority of the respondents felt that the health benefits may be offset by reduced taste and flavour.

It should be noted here that tea is a habit and sometimes an addiction. Therefore, any changes are viewed with scepticism.

The social aspect of the concept also alienated some respondents. Many felt that the claim, ‘upliftment of tea workers’ is an overstatement.

Respondents across centres stated the need for some assurance either through the ISI or ISO marks to communicate the authenticity of the claim, and also strongly recommended mentioning that the original taste and flavour of the product will be retained.



The image this concept created for the brand was clearly up-market, modern and associated with people who are ‘discerning’, ‘sensitive’ and ‘conscious about issues’.

Though the concept created a favourable response amongst respondents, it has raised certain doubts/scepticism in the consumers’ mind about the taste and the flavour of the tea. The claim of social benefits too was viewed with caution.

#### **4.4. Tracking Changes in Perception**

Respondents were exposed to the concept of an environmentally and socially friendly tea in three stages.

##### **Step 1 (Stage 2 of research)**

The initial reaction to the concept was good. On first exposure, it was found that across centres, 88 per cent of respondents felt that the concept was novel and unique.

##### **Step 2 (Stage 3 of research)**

Respondents who were exposed to the concept in Stage 2 of the research were again exposed to the concept in Stage 3. At this point they were asked whether their reaction to the concept had changed in any way from their first exposure.

A positive change in the responses had taken place in 81 per cent of the respondents. Their perception had changed from good to better. (Please refer to Note 14)

##### **Step 3 (Stage 4 of research)**

Exposure to the concept for the third time in Stage 4 of the research revealed that the respondents’ perception of the concept had changed noticeably. This change was noted in the following three areas:

##### **Knowledge**

There was an overall increase in awareness of social issues, in general, and workers’ conditions in the tea industry, in particular. Some respondents reported that previously they were unaware that tea could be grown in an environmentally friendly situation or that the consumption of tea could ultimately contribute to their overall health.

##### **Attitude**

Prior to their exposure to the concept, respondents were not concerned about workers’ conditions. However, after the exposure, responses revealed that they were concerned about the condition of workers and reported feelings of sadness, guilt and impotent rage. They had also become more conscious about their own need for better health.

##### **Beliefs**



A change in the belief system was also observed by the fact that, in Stage 4, most respondents were convinced that tea could be grown following environmental and social norms thus ensuring better taste, flavour, the lowering of health hazards and improved conditions for tea workers.

#### **4.5. Persuasibility/Willingness to pay a premium**

The newness of the concept created high persuasibility amongst respondents across centres. The majority of the respondents felt that the twin benefits of health and social aspect would create an interest in the product.

In this context, it must be noted that respondents accorded highest importance to 'self benefit'. Therefore, the benefits to health, communicated through the word 'environmental friendly', triggered respondents' motivation to try the product.

In addition, the social aspect generated an overall feel-good feeling in the consumers' minds. This was felt to be a distinctive benefit that would motivate and encourage consumption.

A centre-wise break-up of the percentage of respondents willing to buy a product that follows social and environmental norms is given in Note 15.

#### Perception of Price

The new concept generated high persuasibility amongst the respondents. Consumers exhibited a willingness to pay a premium. Currently, an average household buys tea (branded or loose) that costs Rs 200 per kg. The new concept generated interest and motivated the consumers to pay a premium of Rs 20–25 for per kg of tea (around Rs 220–225). Thus it was clear that respondents were willing to pay a premium of Rs 17 on their monthly expenditure of tea, which is around Rs 131. Therefore, an amount of Rs 148 per month will be an acceptable expenditure. (Please refer to Note 16)

#### **4.6. User imagery**

The concept projected organic tea as an up-market, sophisticated product for the elite. It was unanimously felt that this product would be a beverage for the affluent people. In addition, respondents also felt that this new product would be meant for discerning, sensitive and caring persons.



## SECTION V

# CUES FOR CREATIVE DEVELOPMENT OF THE CONCEPT

### 5.1. How to create awareness

Respondents across centres felt that the awareness of social, environmental and economic issues can best be raised through the electronic and print media.

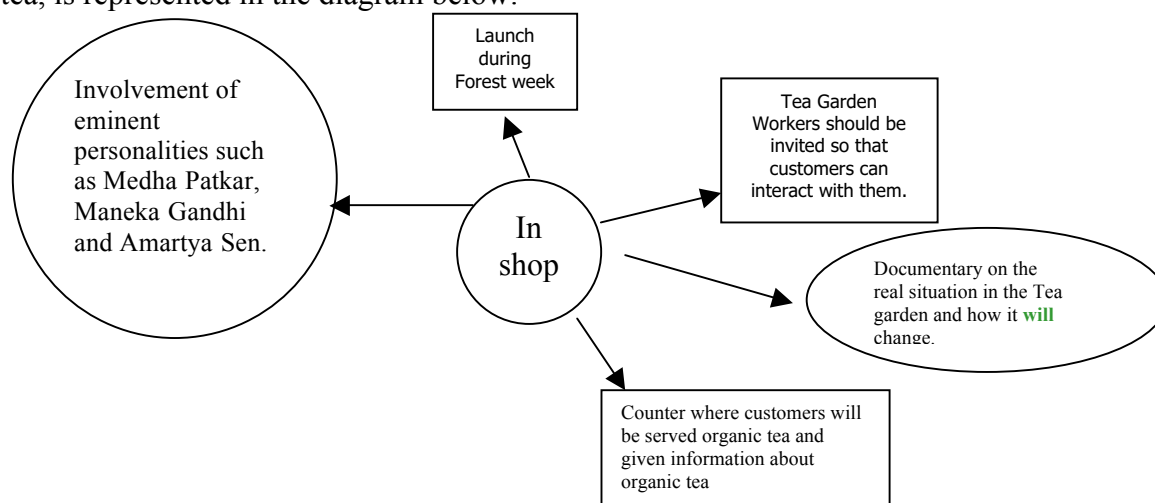
Coverage on television was emphasised widely as respondents felt that the audio-visual medium had the highest impact.

Other communication media that were suggested by consumers were:

- Organising road shows/seminars
- Involving popular faces
- Networking with NGOs such as Greenpeace and other like-minded agencies
- Screening of documentary films on workers' conditions, the processes of tea production
- Eminent doctors pioneering in spreading the message

### 5.2. In-shop activities

Consumers' suggestions for in-shop activities, during the launch of the new brand of tea, is represented in the diagram below:



### 5.3. Packaging



Consumers reported that the packaging should be of

- Plain paper
- Handmade paper and not synthetic paper
- Jute
- Recycled/bio-degradable material
- Attractive colouring, preferably green and not beige or brown
- Air-tight to retain flavour and aroma

A lot of stress was laid on the ISI and ISO 9000 trademarks.

In sum, the entire look and feel of the packaging should be environmental friendly to cue a caring and sensitive attitude.

#### **5.4. Label**

Consumers were of the opinion that the label should have the following distinct qualities:

- Clear legible font
- Bright label with slogans, for example:
  - One cup of tea helps support one child's education
  - JustTea
  - Good morning, friendly tea
  - Garden-fresh organic tea
  - Health and good living
  - Bright colour to signal health and freshness

#### **5.5. Logo**

The respondents suggested the following features in the logo: ISI, ISO 9000 trademarks

- Bird flying in a clear sky
- Three arrows in a circle mode
- A green leaf
- A child with a book in hand
- Fresh tea plant with two leaves and a bud
- A tea cup with a smiling face or JustTea label
- Tea garden with happy workers
- A bottle of pesticide with a cross to show that its organic
- Waterfall/pigeons/flowers
- Two leaves and a bud in a cup

#### **5.6. Type of outlet**

Most respondents across centres reported that the product must be available in shops that have an image of selling reputed, trustworthy, authentic premium brands such as Fabindia and premium grocery stores.

#### **5.7. Brand names**





Consumers suggested a host of names starting with the names that they are familiar with to some new names. Overall, they evinced the need for a name, which would communicate the element of environmentally friendly tea.

## **5.8. Image**

### **Upmarket**

**The possible cues:** ‘Educated’, ‘aware’, ‘concerned’, ‘vocal’, ‘articulate’, ‘sensitive’

The rationale being that consumers perceive organic tea as the choice of well-educated, well-established people, who make very well-informed decisions about products. The concept needs an ‘organised’ feel, thereby diluting the associations with loose tea/unbranded food products that may creep in.

Finally, this justifies the price differential.

## **5.9. Reassurance**

Consumers expressed their doubt about the extra money not reaching the right people. For this, they evinced the need for some reassurance through

- Websites
- Unbiased news coverage
- Information in the packaging about the social cause



## CONCLUSION AND RECOMMENDATIONS

Research reveals that consumers had not considered environmental and social issues. They are aware about certain issues in general. However, consumers are merely passive onlookers. The health aspect scored over other issues. Social issues, in isolation, failed to evoke any interest.

The concept of tea being grown, keeping to social and environmental norms, evoked a positive response. It scored high on uniqueness and distinctiveness but the concept has a somewhat weak foothold as far as social issues are concerned. The strength of the concept lies in its health benefit. However, there are minor concerns regarding the taste of the product. For the consumers the concept confers the stamp of sophistication, modernity and a discerning, up-market image but somewhat failed to establish the credibility of a stimulating and relaxing drink.

We believe this product needs to be positioned by consolidating the areas of strength. It should highlight the low chemical, low pesticide story along with the reassurance that the product will taste as good as reigning favourite brands.

In addition, to give the product a wider perspective and a distinctive positioning, it needs to establish a strong linkage between the environmental benefits and social issues. Assurance through mainstream media and the Internet seems to be critical. The eco-friendliness needs to be highlighted in all areas including the packaging and the logo.

### SUGGESTED MARKETING MIX

#### Consumer Value Proposition

##### Niche:

*Organic, Healthy Tea*

##### Mass:

*Tea that's healthy and tastes as good as the best*

#### Packaging

Natural cues

Eco-friendly

Seal of Purity (to spell organic and healthy)

#### Price



There ought to be a premium of at least 10 per cent as the market would be niche. Subsequently, after organic values are accepted, a mass-priced economy brand can be considered.

### **Distribution**

The distribution can be direct to stores because the volumes would not justify distributors.

### **Outlet types**

The types of outlets are upscale, premium stores, such as Fabindia, 5-star hotel boutiques, airport stores, premium club stores, select malls and grocery stores in upscale neighbourhoods, which cater to the upper classes.

### **Promotion**

Extensive Editorial support

Mass Communication:

Press Ads in premium magazines: more women-focused

Outlet specific merchandise and Point-of-Sale material

Direct Mail to premium lists

Localised sampling and promotion of tea



## APPENDIX

### Note 1

#### ESTIMATED

Centre	Male	Female	Total
Delhi	125	126	251
Mumbai	125	126	251
Bangalore	125	126	251
Kolkata	125	126	251
	500	504	1004

#### ACHIEVED

Centre	Male	Female	Total
Delhi	96	161	257
Mumbai	79	168	247
Bangalore	107	145	252
Kolkata	111	140	251
	393	614	1007

### Note 2

#### ESTIMATED

Centre	Total
Delhi	251
Mumbai	251
Bangalore	251
Kolkata	251
	1004

#### ACHIEVED

Centre	Total
Delhi	257
Mumbai	247
Bangalore	252
Kolkata	251
	1007

### Note 3

#### ESTIMATED

Centre	Total
Delhi	75
Mumbai	75
Bangalore	75
Kolkata	75
	300

#### ACHIEVED

Centre	Total
Delhi	75
Mumbai	75
Bangalore	75
Kolkata	78
	303

### Note 4

Waste water is dirty/unhygienic water, which contains industrial pollutants, dirt and other wastes. Such a statement reveals the respondents' concern about the conditions under which food products are manufactured.



**Note 5**

**OLDER  
YOUNGER**

	<b>DELHI</b>	<b>MUMBAI</b>	<b>BANGALORE</b>	<b>KOLKATA</b>
<b>OLDER</b>	Political system Sexual abuse Display of wealth Unemployment Child labour Infrastructure, Polythene bags, Spitting, Smoke emission Usage of pesticides/fertilisers in food and aerated water	Child labour Poverty Labourers-inconsistent wages Hygiene water/food contamination Chemicals (palak grown in drains) Pollution Condition of roads	Child labour Dowry Corruption Food-contamination- pesticides/fertilisers Poverty Education Stress/strain in daily life Workers' health/wages/education	Narmada Bachao-Medha Patkar Child labour Poverty Illiteracy Dowry. Deforestation Fertiliser/Pesticides-food Unhealthy workers condition/education Poor wage/sanitation/poly bags/pollution etc
<b>YOUNGER</b>	Child labour Poverty Lack of safety of women Unemployment Infrastructure Polythene bags Spitting Smoke emission Usage of pesticides, fertilisers in food and aerated water Fertilisers in food and aerated water	Shopping malls/high rises Bird flu/Pramod Mahajan Adulteration of food Social issues-not for us but for celebrity	Child labour Deforestation Solar power Dowry Gender inequality Pollution Lack of education/Poverty	Narmada Bachao Andolan- Medha Patkar Child labour/Poverty, Illiteracy Dowry. Fertiliser/Pesticides-food Unhealthy workers condition Poor wage/sanitation/poly bags/pollution, etc.

**Note 6**

This observation might appear contrary to the 'personification' technique, which shows the organic foods category being of more interest to those leaning towards middle age, whereas the above observation shows younger people know more of such products than the older group. The explanation for this is that 'personification' is a technique, regularly used in qualitative research, in which respondents are asked to think of a brand or a product as a person. Brands and products then turn into people with respondent's imagination with different personality traits, lifestyle, age, etc. This is a technique derived from psychology. This enables us to understand consumers' perception of a brand or a product (in this case it is organic food). But, in reality, the user could be absolutely different. For example, the middle class uses Lux soap. But when it comes to personification it is usually someone who belongs to upper middle class, educated smart and beautiful.



Therefore, what is mentioned in personification is primarily a respondent's aspirations or hidden desires. Marketers use these aspirations/desires to increase persuasiveness.

**Note 7:**

The following table enumerates the differences of organic food and regular food

	<b>ORGANIC FOOD</b>	<b>REGULAR FOOD</b>
<b>POSITIVE</b>	Healthy food Improve work culture Nation would progress Different perception of better taste Retain flavour, vitamins and minerals	Easily available No immediate effect on health No perceptible difference in taste if eaten fresh
<b>NEGATIVE</b>	Cost expected to be higher Apprehension about taste Availability	Overall quality Health-high usage of pesticides

**Note 8**

User imagery of organic products as compared to regular product revealed the following:

	<b>Regular Food</b>	<b>Organic Food</b>
<b>Age</b>	Young: 20-25 years	Middle age
<b>Occupation</b>	Works in software company Has little time on her hands	Service sector, but not a very demanding job, part time
<b>Social strata</b>	Financially sound	Upper middle class, educated, financially sound. The product will be more expensive since all aspects are taken care of.
<b>Personality</b>	Reserved	Friendly, sociable, positive attitude
<b>Mental make-up</b>	Has little interest in social issues. Not too aware or conscious about such issues. Just concerned with the immediate ends: any decent branded product will do.	Social service oriented. Concerned for her family's health. Pays a lot of attention to ingredients, etc. Shops carefully, does in-depth study of the product.



<b>Media habits</b>	Internet Glances through headlines. Discusses lifestyle things with friends.	Reads newspapers, magazines thoroughly. Has in-depth knowledge about issues. Discusses health care and social causes with friends.
---------------------	--	--

**Note 9 :**

There was a question raised on whether consumer campaigns on tea should be targeted in Bangalore as opposed to other cities. However, as has been explained in the related paragraph, Bangalore is a coffee market. Although there is a positive response to the concept, people in Bangalore are not predominantly tea drinkers. Therefore, logically Bangalore should be the last one to target.

**Note 10**

These responses might appear very strong for people who have little information/awareness about the tea industry. However, these responses are not only specific to the tea industry but also true for any other industries. Therefore, when respondents are giving their views about tea industry, we should keep in mind that it reflects the condition of workers in other industries. (This point was discussed at length during the presentation of Stage 1.)

**Note 11**

The chart below details out the occasions and the expectation, manner and mood associated with each occasion.

Occasion	<b>Breakfast</b>	<b>At Work</b>	<b>Solus</b>	<b>Friends/Family</b>
Expectation from occasion	Stimulating Wake up Get going	Relaxation Break /Recharge	Contemplative Philosophical Strategist	Fun Relaxation Stimulation Enjoyment
Manner of consumption	Hurried cup Rushing for work	Time to think Chatting Relaxing	Slow sipping	Gulping/slow sipping (The mood determines the manner.)
Mood associated with each occasion	Hurried cup at the beginning of the day	Discussing an important point	Wandering mind Thinking	Discussing Chatting

**Note 12**

The 10-point scale can be explained in the following manner. We draw a 0–10 scale and say that 0 means very bad and 10 means very good. Plotting closer to 0 is bad,



and closer to 10 is good; 5 is the mean. This is a time-tested tool in quantitative research.

**Note 13**

The following table illustrates the elements their meaning and the end benefit derived by the consumers:

<b>Elements from the concept</b>	<b>Meaning</b>	<b>End benefit</b>
Environmentally friendly	No chemicals/no pesticides	Self gratification
	Fresh products	
	Safeguards health	
Socially responsible tea	No child labour	Self fulfilment
	Well-being of the planters	
	Contribution to the society	
	Feel-good	
	Guilt-riddance	
Quality tea	Environmental friendly	Confidence
	No chemicals/no pesticides	
	Good taste /flavour	
	No side effects	
	Looks after the well being of worker	Assurance
	Good for health/caring/sensible/trustworthy product	
	Good company	
	Freshness	Assurance
	Taste	
	Healthy	
	Safety	
Quality tea	Innovative company	Self fulfilment
	Concerned about customers and tea planters	
	Unique attitude of care and concern	
	Feel-good	





Please refer to the table above. The last group is the end benefit. When a respondent mentions a product attribute, it has to follow with certain consumer product benefits and finally the end benefit. The benefits and the end benefits are listed. This is how a human mind works and is called 'laddering'. This is effectively used in communication.

**Note 14**

In Stage 2, when the concept was first read out to the respondents, they exhibited positive responses. A few of these respondents were exposed to the concept for a second time in Stage 3 (Event). The question asked was, "After seeing the concept for the second time, did your reaction change?" Eighty-one per cent reacted positively and said their perception changed from good to better. This should *not* be read in isolation. Repeated exposure to the concept or the product will change respondents' perception.

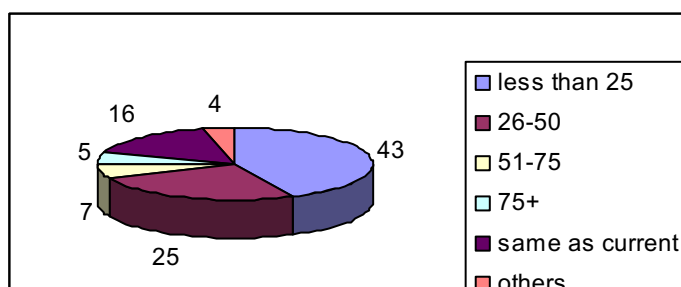
**Note 15**

Centre	Product following social norms	Product following environmental norms
Delhi	98%	100%
Kolkata	93%	94%
Mumbai	91%	92%
Bangalore	98%	96%

**Note 16**

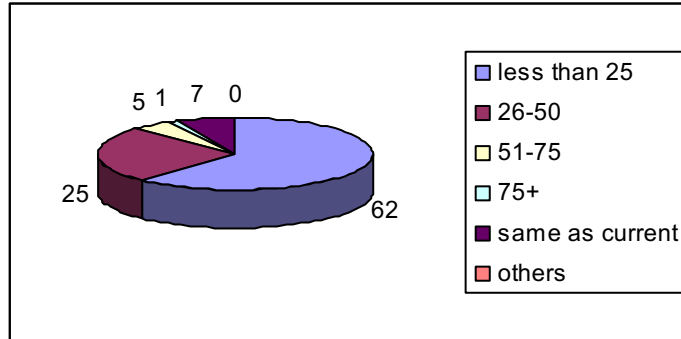
Average monthly consumption of tea                    650 gm  
 Average expenditure per kg                                Rs 200  
 New expenditure per kg (consumers are willing to spend on tea which is produced in a manner that is socially responsible and environmentally friendly)                    Rs 225  
 Therefore, additional expenditure per kilogram        Rs 225 - 200 =                    Rs 25  
 Therefore, additional expenditure per month             $0.65 \times 25 =$                     Rs 17  
 (approx.)

**Perception of price premium  
 ALL CENTRES**

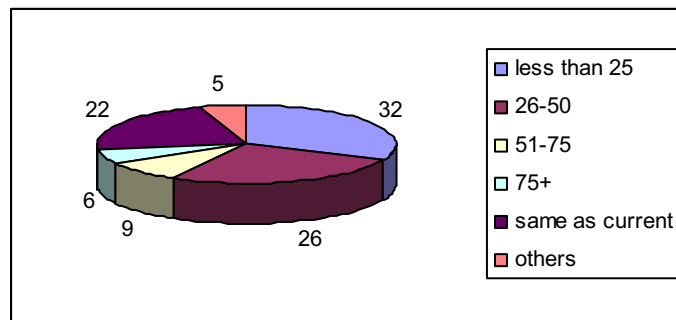




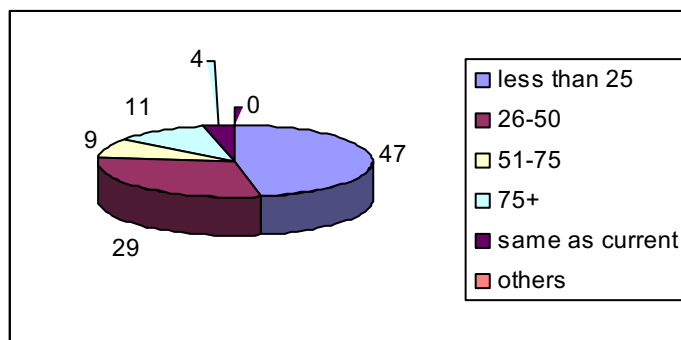
### DELHI



### KOLKATA

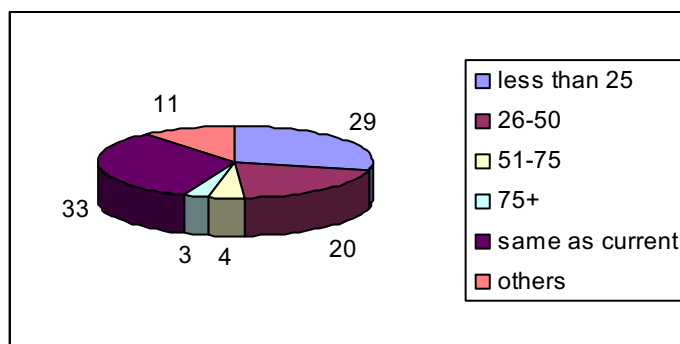


### BANGALORE





## MUMBAI



## CONCEPT CARD

### **Socially Responsible Production of Tea and Organic Tea**

#### Socially responsible tea production

- Tea companies ensure that the rights of workers are honoured.
- These include official wages, statutory working hours, occupational safety and health, no child labour, etc.

#### Environmentally friendly tea/Organic tea

- Tea grown without using harmful pesticides
- Tea grown using natural manure (no chemicals)
- Protection of the environment: Flora and fauna

### Questionnaire format for Stage 2

#### SPEAK TO ANY ADULT

##### INTRODUCE YOURSELF AND PURPOSE

Good ... I am from PRDG, how are you? Let me first thank you for cooperating with us in all the stages of the research. Hope you had a chance to go through the leaflets



that we handed over to you. Today we would like to discuss some issues regarding the information about social and environmental concerns in the tea industry

Q1. To begin with, please tell me how best would you describe this concept (leaflet which you read) to me.

\_\_\_\_\_

Is there anything else that you would like to say about this concept?

\_\_\_\_\_

Supposing I ask you to rate this concept on a scale of 0-10, in which 0 is bad and 5 is ok and any score above 5 would mean good reactions to the concept. How would you rate this concept?

\_\_\_\_\_

Responses should be spontaneous. If the respondent fails to recollect, please handover the leaflet for reference.

\_\_\_\_\_

\_\_\_\_\_ Record Verbatim

Rating -----

Q1b. If I ask you to recall some elements from the leaflet, what can you recall?  
Anything else? Why do you think these are:

Elements Recalled

Why Important

-----

Q2a. Is there anything in the concept that makes you feel uncomfortable? What is it? And why do you say so?

\_\_\_\_\_

\_\_\_\_\_ Record Verbatim

Q2b If you were to explain this concept to someone who has not been exposed to the concept before, what would you explain to that person? And why would you say this?

-----

----- Record Verbatim

Q2c If I ask to tell me three key positives of the concept, what would you say and why?

-----

----- Record Verbatim



2c. And if you were to tell me three negatives of the concept, what would you say?  
Anything else?

Why do you say so?

-----  
----- Record Verbatim

Q2d. How do you think these negatives will influence your purchasing decision?

-----  
----- Record Verbatim

Q2e. If you were to give any suggestion to these organisations, what would you say?  
And why?

-----  
----- Record Verbatim

Q3. When you first heard about organic tea, what went through your mind and why?

-----  
Record Verbatim

Q4. After hearing about the concept, has your perception of organic tea changed in any way?

-----  
----- Record Verbatim

Q5. Please tell me which of these reasons is most likely to make you buy this product? MULTI CODE

I would use this product for the benefit of my health.	01	01
I would use this for the better taste of the product.	02	02
I would use it for the benefit of the society.	03	03
I would use it for the newness of the product.	04	04
I would use it for the benefit of the workers.	05	05
I would use it for it a status-enhancing image.	06	06
I would use it because of its premium.	07	07



I would use it because it would make me feel different from others.	08	08
Any other	09	09
	169-170	171-188

Q6. Now supposing we wake up tomorrow and read in the newspaper that the tea growers are treated very badly, what would your reaction be?

-----  
 ----- Record Verbatim

Q 7. Would your attitude to the tea you drink change depending on the treatment received by the labourers? How will it change? And why will it change?

-----  
 ----- Record Verbatim

Q 8. What methods according to you could be adopted to increase awareness amongst people regarding social, economic and environmental issues?

-----  
 Record Verbatim

Q 9. While buying the product, what signs will assure you that it is organic?

---

Record verbatim

Q 10. What signs/activity will assure you that the pack of tea you are purchasing will be for the social and environmental cause of the tea producers?

Probe: During launch activity

In shop activity

Others

---

Record Verbatim

Q 11. In order to give you confidence/assurance about a tea, which is being produced keeping the social environmental issues of the tea industry in mind, what do you think should be done to make you feel confident that the claims are credible?

Probe: label:

Logo:

Brand

Company

Shop

Probe each one of them



----- Record Verbatim

Q 12. I will now check your reactions on price. Are you willing to consider paying an additional amount for environmental and social standards being followed?

Yes 1                      No 2

Q 13. Suppose there is an increase of Rs 17 in your monthly household expenditure on tea, would you be willing to pay?

Yes	1
No	2

Q 16. What is the pack size you purchase monthly?

50 gm                      1  
 100 gm                    2  
 250 gm                    3  
 500 gm                    4  
 Others                      5

Q 14 Suppose this new tea, which follows the social economic and environmental norms, is launched in the market, how much more are you willing to pay for a pack of 500 gm?

Rs 15–20    1  
 Rs 20–25    2  
 Rs 25        3

**THANK RESPONDENT AND EXIT.**

-----

## Questionnaire format for Stage 4

### SPEAK TO ANY ADULT

#### INTRODUCE YOURSELF AND PURPOSE

Good ... I am from PRDG, how are you? Let me first thank you for cooperating with us in all the stages of the research. Hope you had a chance to go through the leaflets that we handed over to you. Today we would like to discuss some issues regarding the information about social and environmental concerns in the tea industry.

Q 1. To begin with, please tell me how best would you describe this concept (leaflet which you read) to me

\_\_\_\_\_



Is there anything else that you would like to say about this concept?  
 Suppose I ask you to rate this concept on a scale of 0-10, in which 0 is bad and 5 is ok and any score above 5 would mean good reactions to the concept. How would you rate this concept?

\_\_\_\_\_

\_\_\_\_\_ Record Verbatim

Rating -----

Q 1b. If I ask you to recall some elements from the leaflet, what can you recall?  
 Anything else? Why do you think these are important?

Elements Recalled

Why Important

-----

Q2a. Is there anything in the concept that makes you feel uncomfortable with? What is it? And why do you say so?

\_\_\_\_\_ Record Verbatim

Q2b Suppose if you were to explain this concept to someone who has not been exposed to the concept before, what would you explain to that person? And why would you say this?

-----  
 Record Verbatim

Q2c If I ask to tell me three key positives of the concept, what would you say, and why?

-----  
 ----- Record Verbatim

2c If you were to tell me three negatives of the concept, what would you say? Anything else? Why do you say so?

-----  
 ----- Record Verbatim

Q 2d. How do you think these negatives will influence your purchasing decision?

-----  
 ----- Record Verbatim





Q 2c. And if you were to give any suggestion to these organisations, what would you say? And why?

-----  
----- Record Verbatim

Q 3. When you first heard about organic tea, what went through your mind and why?

-----  
----- Record Verbatim

Q 4. After hearing about the concept, has your perception of organic tea changed in any way?

-----  
----- Record Verbatim

Q 5. Please tell me which of these reasons is most likely to make you buy this product? MULTI CODE

I would use this product for the benefit of my health.	01	01
I would use this for the better taste of the product.	02	02
I would use it for the benefit of the society.	03	03
I would use it for the newness of the product.	04	04
I would use it for the benefit of the workers.	05	05
I would use it for its status enhancing image.	06	06
I would use it because of its premium.	07	07
I would use it because it would make me feel different from others.	08	08
Any other	09	09
	169–170	171 – 188

Q 6. Suppose we wake up tomorrow and read in the newspaper that the tea growers are treated very badly, what would your reaction be?

-----  
----- Record Verbatim

Q 7. Would your attitude towards the tea you drink change depending on the treatment received by the labourers? How will it change? And why will it change?

-----  
----- Record Verbatim



Q 8. What methods, according to you, could be adopted to increase awareness amongst people regarding social, economic and environmental issues?

-----  
Record Verbatim

Q 9. While buying the product what signs will assure you that it is organic

-----  
Record Verbatim

Q 10. What signs/activity will assure you that the pack of tea you are purchasing will be for the social and environmental cause of the tea producers?

Probe: During launch activity

In shop activity

Others

-----  
Record Verbatim

Q 11. In order to give you confidence/assurance about a tea that is being produced keeping the social environmental issues of the tea industry in mind, what do you think should be done to make you feel confident that the claims are credible?

Probe: label:

Logo:

Brand

Company

Shop

Probe each one of them

-----  
----- Record Verbatim

Q 12. I will now check your reactions on price. Are you willing to consider paying an additional amount for environmental and social standards being followed?

Yes 1

No 2

Q 13. Suppose there is an increase of Rs.17 in your monthly household expenditure on tea, would you be willing to pay?

Yes	1
No	2

Q 16 Please tell me what is the pack size you purchase monthly?

50 gm            1  
100 gm          2  
250 gm          3  
500 gm          4  
Others            5



Q 14. Suppose this new tea that follows the social economic and environmental norms is launched in the market, how much more are you willing to pay for a pack of 500 gm?

- |          |   |
|----------|---|
| Rs 15–20 | 1 |
| Rs 20–25 | 2 |
| Rs 25    | 3 |

**THANK RESPONDENT AND EXIT.**

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