

## **Conjoint Analysis to Evaluate the Consumer Preference on Flavoured Tea**

W. A. II. A. Gunarathna<sup>1</sup>, K. G. Premathilaka<sup>1</sup>, P. D. P. M. De Silva<sup>1</sup>, M. Wanniarachchi<sup>2</sup>

<sup>1</sup>*Department of Export Agriculture, Uva Wellassa University, Badulla, Sri Lanka*  
<sup>2</sup>*Ceylon Fresh Teas (Pvt) Ltd, Sri Lanka*

There is less number of flavoured tea brands in the tea market in Sri Lanka. Mostly value added products are exported to foreign market while exporters do not consider much about the local market. The main reason behind this trend is that exporters do not have information on consumption patterns and their concerns about flavoured tea in local market. Therefore, this study focuses on evaluating consumer preference on different product attributes and identifying other factors that affect consumer preference. The target population was the flavoured tea consumers living in Western Province of Sri Lanka. Sample size is one hundred and fifty consumers. Purposive sampling method was used to select the sample from the population. The factors considered in the study are Product attributes, Age level, Gender, and Income level. Market analysis was conducted by descriptive analysis and by conjoint analysis. The result of the study shows that most of the males prefer to drink flavoured tea than females. Descriptive analysis on age level shows that consumers in 15- 30 age category most prefer to consume flavoured tea. Market analysis also proved that most of the flavoured tea consumers have high income implying that consumers were highly concerned with the value for money.

**Keywords:** Conjoint analysis, Consumer preference, Flavoured tea