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SOME VIEWS ABOUT THE PROSPECTS OF GEORGIAN TEA BRANDS

Abstract:

The most important issue for countries in the transition to market economy is that their enterprises and companies compete with other products produced in other countries. This is a complicated issue because the customer has a large and wide choice. It is important not only to produce high quality products, but also to sell it well. In this case, a big role can be done to using marketing approaches, to create a brand and its correct management policy. Tea is quite a demanding product in Georgia. However, local production of tea does not satisfy even the needs of the local population. The majority of Georgian customers prefer the foreign origin tea brands. This is a sad fact because in the last century, Georgia was one of the leading producers of tea in the Soviet Union. Thus, research of consumer attitude towards Georgian tea brands is especially important issue. The main objective of the work was to examine the attitude of consumers to Georgian tea brands. So this topic is very actually.

Keywords:

Marketing, Brand, Tea brands, Successful brand, Marketing research, Customer behavior

INTRODUCTION

Development of tea production is of great importance for the development of agriculture of Georgia. Revival of this sector can give significant economic and social benefits to rural population, which was actively involved in tea production during the existence of the Soviet Union. Today this field has not lost its significance and still has great potential for development (Agriculture's Scientific Research Center, 2015).

Tea's popularity in the world is not only due to its pleasant aroma but also its useful properties. Chinese have been using tea as a medicine for centuries. Tea contains a large amount of biologically active

substances, however, according to the opinion of scientists, tea have a positive effect on the ability to concentrate on human perceptions because of two substances in tea, namely: caffeine and tannins (W. Korir a, F.N. Wachira b, ↑ , J.K. Wanyoko c , R.M. Ngure a , R. Khalid., 2014).

There is a high demand for tea in Georgia. On our country's market are represented numerous brands of tea, both local and foreign. Georgian tea should be able to compete with well-known foreign tea brands, to occupy a significant share of the market (in the market of its country), which is very difficult. The task of this research was: to determine consumer's evaluations about Georgian tea brands; to find out the attitude of consumers to the advantages of Georgian tea brands. Based on the results of the research we determined weaknesses. In the conclusive part of the work are given some recommendations.

LITERATURE REVIEW

In the last decade of the last century significant reforms began in Georgia in the tea sector. The result of these was privatization of tea factories at the time. In the same period, private tea companies were created for the first time in Georgia. It should be noted that Georgia was well known for its tea production during the Soviet era. During this period Georgia was the main supplier of tea in the Soviet Union (Agriculture's Scientific-Research Center, 2015).

The revival and development of the sectors, in which Georgia has experience, traditions, Convenient natural and geographical conditions, will contribute to economic development of our country. Therefore, the development of tea production must be given due attention. Along with the development of tea production, great attention should be paid to the aspects of the creation and promotion of Georgian tea brands in the market. Georgian tea manufacturers need to study and practice marketing aspects. The use of target approach is an important aspect of marketing. It makes the company's business focused on success. Besides the production of Georgian tea, it is very important to sell it successfully. Which is a difficult issue in terms of competition. One of the most actual topics in the marketing's theory and practice is the matter of the brands ruling. The key point in the Brand's success is held by creating its positive image and ensuring its recognize ability and awareness (Seturi M., 2017).

Therefore, considering the brand issues is of great importance. The effective use of branding will help companies to draw consumers' attention to their products and establish at the market. The brands can be considered successful, if consumers think they have different and distinctive features or even unique characteristics from the other similar products (Seturi M., Urotadze E., 2018).

Georgia has quite high potential in the sphere of production and supply of the food products. Trade free of tariffs and technical barriers increases export potential of the products manufactured in Georgia... Though it is necessary that Georgian food products complied with the requirements of EU food regulations ensuring food safety. The role of state implies development of the relevant regulations and control over their implementation (Todua N., Mghebrishvili B., 2018).

METHODOLOGY

In our study we used marketing research methods. In the work there are used the concepts of marketing theories, data analysis statistical methods. We used namely selection, grouping, observation, tendency, analysis, induction and comparison ones. The survey was conducted on the Internet as well as personal interviews. The survey was conducted in May 2018. The main goal of this research was to study tea in general and first of all the Georgian consumer attitude towards Georgian tea brands. We conducted quantitative research. The latter implies the collection of information in quantitative form and the statistical analysis of the information already obtained. Quantitative method of research is one of the most common and reliable methods for obtaining primary information (Armstrong G., Kotler P., 2006). It is noteworthy that a structured questionnaire was used during our research.

FINDINGS

The study showed that black and green tea is especially popular among Georgian consumers. 67% of the respondents prefer the black tea and 20% green tea. The reason for this is that these two types of tea are produced mainly in Georgia and the Georgian market does not have a wide choice of tea types. This confirms with the statistical data, which is show, that black and green tea is mainly imported in Georgia. Other types of tea are not available in the Georgian market or in very small quantities.

71% of respondents prefer foreign brands. Among the Georgian brands the respondents named the following products: Gurieli, Georgian Bouquet, Anna Batonishvili, Mountain Tea and Rcheuli. From these Georgian brands besides Gurieli, in fact Georgian customers do not know Georgian tea brands. It should be noted that Gurieli consumers are 27% of respondents. On the question, why respondents prefer the foreign brands, 51% of respondents said, foreign brands are distinguished with higher quality. 34% of respondents think that foreign tea brands are more pleasant to drink. 14% of tea lovers think, foreign brands are distinguished with a more attractive packaging (Seturi, M., Todua, T., 2019).

We also wanted to find out communications channels from which Georgian consumers get information about new tea brands. We found out that 42% of respondents received information about tea brands from TV. Internet has a quite high rate, it is 33%. The survey showed that 17% of respondents are aware of tea from friends, and 7% _ from stores. As the survey showed, only 1% of respondents get information about tea brands from magazines and newspapers (Seturi M. 2019).

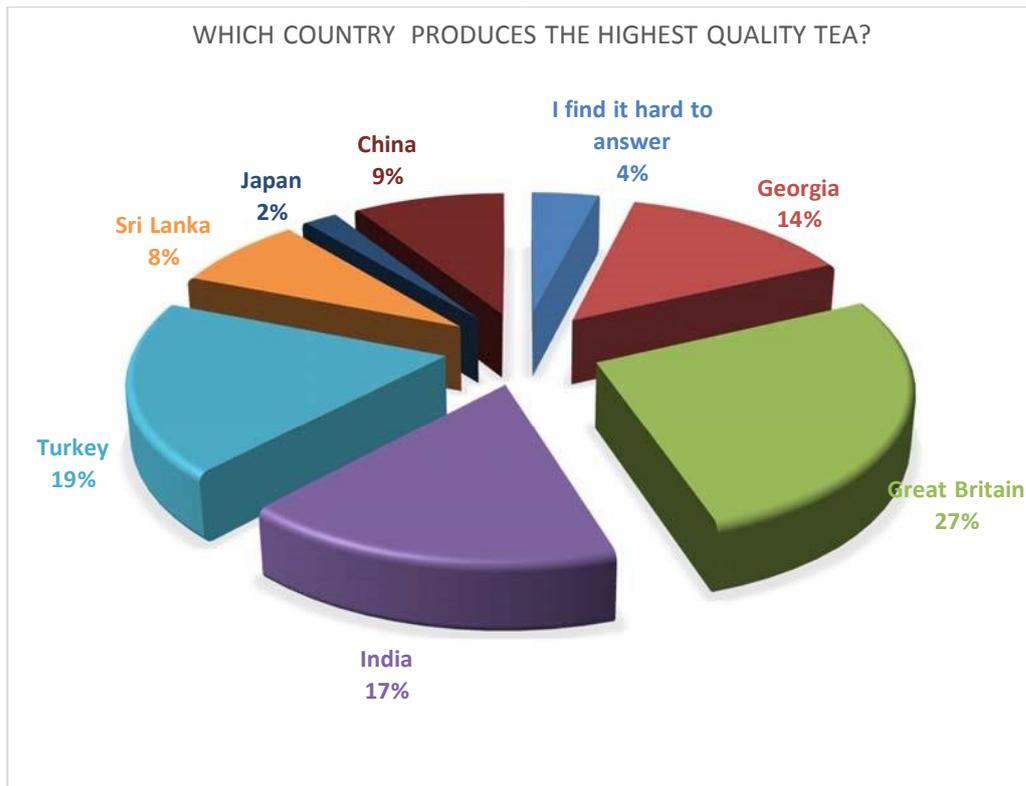


Fig.1. The highest quality tea producing countries (according to respondents)

The majority of tea consumers give great importance to the country of its production. It is interesting to know in which country produced tea considered by Georgian customers to be the highest quality and reliable. The survey showed that Georgian consumers think, the highest quality tea is produced in Britain. The majority of respondents prefer the British tea_27%, Indian _ 17%, Turkish _19%. Only 14% of respondents think that Georgia produces high quality tea. Thus, one of the main problems of Georgian tea is that the small number of consumers thinks Georgian tea is of high quality.

That's why Tea Georgian brands do not enjoy the popularity of the market.

CONCLUSIONS

- Our survey showed that the main problem is, that the most of Georgian consumers do not trust Georgian tea brands. According to Georgian consumers, the main reason for this is the low quality of them compared to foreign brands. In our opinion It is necessary to provide more active information about Georgian tea brands and their quality. It is possible that consumers' views about the quality of tea are unrealistic. Practically the quality assessment of tea is the prerogative of specialists, which can be the result of laboratory studies.
- In our opinion, the success of Georgian tea brands in the market is directly related to the knowledge of brand management and the application of its basic approaches. Advertising campaigns are needed to raise awareness of Georgian tea brands. That will help raise the image of Georgian tea brands and increase popularity among consumers. In order for Georgian tea brands to become more successful in the market, they need to be distinguished from analogues. Especially since tea grown in Georgia has different advantages. So, for example Georgian tea is distinguished with low content of tannins. That's why it has a soft and gentle taste. Georgian tea plantations located more north than other countries tea plantations. This is the reason of such a soft taste of Georgian tea (News agency). For customers it is unclear, do Georgian tea have some distinctive and different advantages? In terms of competition Georgian producers should pay attention in these aspects and provide relevant information to customers with the help of mass media outlets.
- Expand the range of tea products will help Increasing the popularity of Georgian tea brands. It should be noted, that in the last century scientific work was going on in our country to develop the tea industry. Georgian scientists were able have created tea selective varieties (Agriculture's Scientific-Research Center, 2015). We should prepare qualified specialists for this field. In this case, even the most important aspects of motivate of employees in tea producing enterprises should not be forgotten.
- It is very important for our country efficiently use the potential of the tea plantations existing in Georgia, to facilitate production of local tea. The issue of developing Georgian tea production requires a great deal of effort from both the private and public sectors, it is necessary to support Georgian tea sector by country's government. Ensure rapid rehabilitation of tea plantations requires large amounts of money (Agriculture Project Management Agency).

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