A STUDY ON CONSUMER PERCEPTION TOWARDS CONVENTIONAL TEA STALLS AND NON-CONVENTIONAL FRANCHISE TEA OUTLETS WITH REFERENCE TO GREATER MUMBAI

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Abstract:

Mumbai is One of the most populous metropolitan areas in the world, there are about 26 million people living in the 6,328 square kilometers (2,443 square mile) Mumbai region. India's financial hub is Mumbai, where numerous corporations make unique economic contributions. Among these most important and unforgettable sectors is the tea business, which has been run by different community members over the years. Traditional tea stalls were the most established in the Indian market and gained popularity among consumers in major cities, but the real revolution began in 2010 when non-traditional tea franchise outlets started operating and spreading across the country year by year. Soon, markets will become more competitive, consumers will become more educated, and they will have choices between taste and preference. Now that consumers are more demanding of tea as the population increased from 2010 to 2023 in Mumbai, and because franchise tea outlets are more famous now, this study is focused on customer perception towards conventional tea stalls among non-conventional franchise tea outlet consumers. A structural questionnaire has been used to collect data for this reason. Information was gathered in Mumbai. Research analysis shows that both are competitive in their own markets. Choices vary by age, income, taste, and preference.

Keywords: Tea stalls, conventional, non-conventional, Franchise tea outlets and Mumbai

1.INTRODUCTION:

1.1 Introduction to Tea:

Tea is a fragrant beverage made by combining dried or fresh Camellia sinensis leaves with hot or boiling water. The evergreen shrub East Asian native Camellia sinensis is thought to have originated were southwestern China and northern Myanmar today part ways. The leaves of the Camellia taliensis plant are occasionally used to make tea.

In China, this is where tea's history begins. According to legend, the Chinese emperor Shen Nung was drinking water that had been boiled while he sat beneath a tree in 2737 BC. Suddenly, some tree leaves began to blow

into the water. A well-known herbalist named Shen Nung made the choice to try the infusion that his servant had unintentionally made.

In the nineteenth century, the British introduced tea to India to end China's production monopoly. In the 1850s, the mountainous region surrounding Darjeeling, a city perched on the foothills of the Himalayas, was the first place to be planted.

Before it was brought to Britain, Tea drinking dates back 2,000 years in China. In a diary entry from September 25, 1600, English diarist Samuel Pepys mentions tea. From 1635, "Tcha," described by Pepys as the "excellent and by all Physicians approved, China drink," was sold in England for as much as £6 to £10 per pound of the herb (roughly equivalent to £600 to £1,000 today). A chest of tea and the island of Bombay for a £10 yearly lease were part of Catherine of Braganza's dowry when King Charles II wed her in 1662; at the time, that was equal to the price of a pound of tea in England.

The city of Mumbai is famous for its different tastes and varieties of tea from different cultures. As Mumbai is the financial capital of India, there are different types of Conventional tea stalls, non-conventional tea franchise outlets, canteens, lodges, Hotels, cafes, and restaurants. Different types of hotels also served tea.

This study focuses on Consumer perceptions towards conventional tea stalls and non-conventional tea outlets with reference to Mumbai city.

1.2 Introduction of Conventional tea stalls and non-conventional Franchise tea Outlets

1.2.1 Conventional Tea Stalls:

Traditional and customary businesses where tea is sold and served to customers are referred to as "conventional tea stalls". These stalls frequently have a straightforward, conventional setup that embodies the typical traits of tea stalls that have been around for a while. In this context, the term "conventional" denotes adherence to accepted practices and procedures as opposed to cutting-edge or creative methods.

These tea shops are typical among many cultures, especially in places where drinking tea is a major social and cultural activity. They act as gathering places where people can congregate to drink tea, converse, and feel a sense of community. The phrase "conventional tea stalls" highlights the significance of these locations historically and culturally in relation to the practice of drinking tea.

1.2.2: Non-conventional franchise tea outlets:

The term "non-conventional franchise tea outlets" refers to unconventional or distinctive franchise businesses that specialize in selling tea and associated products but do not adhere to the conventional or traditional models of tea franchises. Within the confines of a franchise system, these locations provide various experiences, original viewpoints, or outlandish strategies for serving and marketing tea.

In the context of franchising, a "franchise" is a business model in which a franchisor grants independent business proprietors (franchisees) the right to utilize their well-known brand and support systems while operating under their well-established brand. selling-known chains that sell standardized tea goods and services can be considered traditional tea franchises.

The "non-conventional franchise tea outlets" depart from the established pattern. They might incorporate original ideas, strategies, or other distinguishing characteristics from the typical tea franchise. These stores frequently cater to niches or offer specialty tea items that might not be frequently seen in conventional tea franchise businesses.

2. REVIEW OF LITERATURE:

Several studies on different consumer preferences have been conducted in the past. These studies primarily focus on various aspects of traditional tea shops and unconventional tea shops. However, not much research has been done on conventional tea stalls and non-conventional franchise tea outlets in Mumbai.

(Bu et al., 2020) A study in China investigates the factors influencing consumers' perceptions of the healthfulness of organic tea. Results show that product quality, customer service, in-store experience, prestige, and innovativeness are significant predictors of healthfulness. Perceived healthiness positively impacts purchase intent, and consumer attitudes towards organic tea mediate this relationship.

(Kumar et al., 2017) Ayurveda, a traditional Indian medicine, is popular for treating chronic illnesses. It is often used alongside conventional medical approaches. Understanding the workings of food, spices, and medicinal plants is crucial for understanding their potential impact. Concentrated products from single plants are of concern, but polyherbal drugs and extracts work differently. Ayurvedic medicines' safety depends on proper administration and individual needs, considering unique disease conditions.

(Hadjielias et al., 2021) This study examines the role of social capital in international multiunit franchise stores under area development agreements. It reveals that structural, relational, and cognitive dynamics constrain the micro-level entrepreneurial process. Structural dynamics involve interactions and structural characteristics, whereas interpersonal and group dynamics are a part of relational and cognitive dynamics. The study suggests that franchisee entrepreneurship research includes sociological viewpoints.

(Khan & Mukhtar, 2019) Tea, the world's most popular beverage, is rich in chemically active molecules and has numerous health benefits. There are three main types: green, black, and oolong. Tea composition varies based on species, season, leaves, climate, and horticultural practices. Polyphenols, including catechins in green tea, have been shown to protect against various pathological conditions, including cancer, diabetes, and cardiovascular diseases. Recent research on the benefits of tea polyphenols in preventing these diseases will be reviewed in this review article.

(Abhyankar et al., 2013) The Municipal Corporation of Greater Mumbai (MCGM) faces significant vulnerability to natural and man-made hazards due to environmental problems and climate-related concerns. As India's financial capital, Mumbai faces significant economic impacts from both man-made and natural hazards. Socio-economic factors play a crucial role in minimizing these effects. The 24 wards that make up Mumbai City and Mumbai Suburbs are the subject of this study's exposure and relief parameters. Based on shared socioeconomic characteristics, exploratory cluster analysis groups wards. Mumbai's six municipal wards of B, C, H/E, K/E, N, and M/E are especially susceptible to extreme events because of their high exposure and constrained ability to provide relief. These wards with high exposure and low relief capacity can have policies developed for them.

(Roopan & Madhumitha, 2018) This book discusses the function and significance of the bioorganic phase in food products, providing essential information for scientists seeking to understand its isolation, extraction, and application in biotechnology and nanobiotechnology. It covers conventional and unconventional methods for extracting bioorganic phases from food sources, including phase extraction, food product synthesis, and nanoparticle application. The book also discusses the toxicity of nanoparticles and the crucial role of the bioorganic phase in nanoparticle synthesis. This comprehensive overview offers a comprehensive understanding of the bioorganic phase of natural foods.

(Yang & Lee, 2020) This study analyzed penalty factors for blended teas based on consumer acceptance and sensory characteristics. Six teas were tested, and 93 participants participated. The principal component analysis revealed artificial fruit flavour and astringency as the main causes of dislike. Consumers preferred less bitter, astringent, and non-powder-coated teas.

3. RELEVANCE OF THE STUDY:

Tea is the favourite and most economical beverage for consumers. Normally, consumers consume tea in house, but Mumbai is a financial hub, so most tea lovers go to work for the whole day, and for meetings or any other occasion or discussion, consumers require something, In Mumbai, Traditional tea stalls are so many, and there are normally Marwaris from Rajasthan called Bhatt or other communities; those are registered and unregistered in Brihanmumbai Municipal Corporation.

The Revolution came after the year 2014 because Traditional tea stall owners converted their businesses to the modern form of globalization as franchise businesses like Yewale Amruttulya and Saibaa Amruttulya etc.

Most of Mumbaikar wants to taste tea from both tea stalls and franchise tea outlets, depending on the availability of their time and place, because Mumbaikars want quick and tasty economic tea to drink in their everyday lives. In Mumbai, there are so many Conventional Tea stalls available, and after 2014, there were also several non-conventional tea franchise outlets that started up businesses.

Is India experiencing a revaluation of tea given the urban and metropolitan lifestyles of educated consumers? This study aims to investigate the consumer satisfaction levels of Mumbai residents who purchase tea from conventional traditional tea stalls and non-conventional franchise tea outlets. This study reveals who dominates the Mumbai tea market, Traditional tea stalls or franchise tea outlets as well as the benefits of choosing franchise tea outlets over hotels and eateries. It has also been observed that nearly all respondents in Mumbai drink tea from traditional tea stalls. By examining a variety of factors, including taste, hygiene, price, availability, infrastructure, and others, this study aims to comprehend the dynamics of the Mumbai tea stall market.

4. THE AIM OF THE STUDY

4.1 **Conceptual Focus:** The study focus is only on Study of consumer preference towards tea stalls in Mumbai.

4.2 Study Area: The region of Mumbai is selelcted.

4.3 Age Group: This study includes respondents from all age groups.

4.4 Gender: Men and women respondents are chosen.

4.5 Occupation: Class respondents who are students, housewives, self-employed, in the military, or retired are all studied.

5. RESULT ANALYSIS METHODOLOGY:

5.1 Respondent Class: The sample chosen for this study is made up of 120 Mumbai residents, regardless of their age or line of work.

5.2 Sampling Technique: A non-probability convenience sampling technique will be used to collect primary data.

5.3 Data collection technique: In this study, primary and secondary data are both used.

5.3.1 Primary data: It was gathered at random from 120 respondents in Mumbai.

5.3.2 Secondary data: Information gathered from books, journals, websites, and newspapers will be used to support the study.

5.4 Statistical Technique of Data Analysis: To test the hypothesis, descriptive statistics, the T-test, and the Chi Square are used.

6. THE STUDY'S OBJECTIVE:

1) To Analysis of tea shop vendors

2) To compare conventional tea stalls with non-conventional franchise tea outlets.

3) To identify and analyze the factors of consumer preference that drive people to use conventional tea stalls and non-conventional franchise tea outlets.

4) To research the degree of satisfaction as determined by traditional tea stalls and unconventional tea franchise outlets.

5) To examine unique features offered by tea sellers to customers.

7. HYPOTHESES OF THE STUDY:

Hypothesis 1

H0: There is no discernible impact variation on the preference of consumers in terms of overall satisfaction with conventional tea stalls over non-conventional franchise tea outlets.

H1: There is a discernible impact variation on the preference of consumers in terms of overall satisfaction with conventional tea stalls over non-conventional franchise tea outlets.
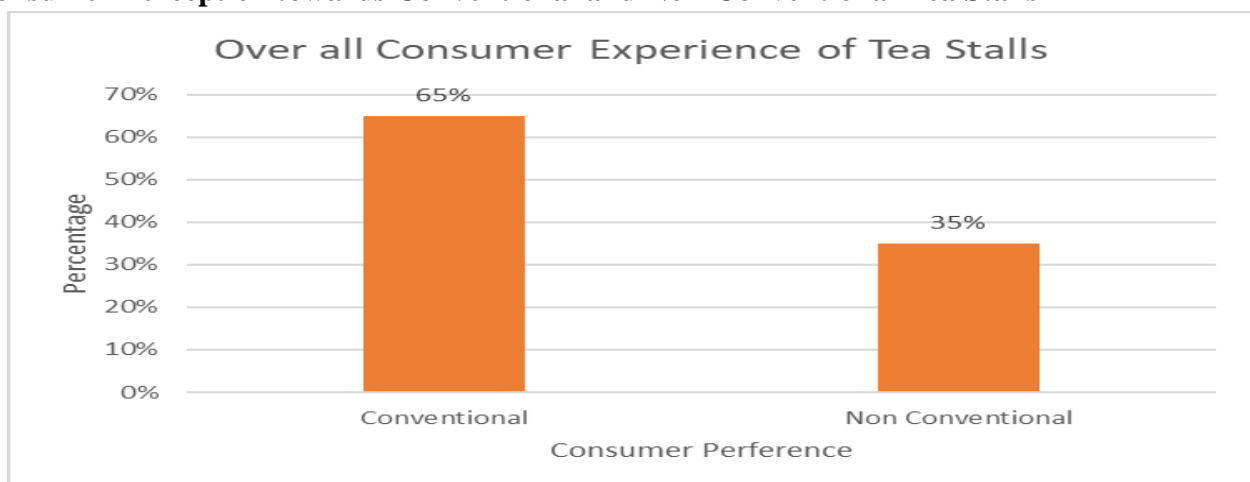
Hypothesis 2

H0: customers do not prefer conventional tea stalls as compared to non-conventional franchise tea outlets.

H1: customers prefer conventional tea stalls as compared to non-conventional franchise tea outlets.

8.RESULT:

8.1 Consumer Perception towards Conventional and Non-Conventional Tea Stalls

8.2 Comparing Conventional Tea Stalls with Non-Conventional Tea Franchise Tea Outlets:

Particulars	Choices of Tea stalls	Number of Respondents	Percentage (%)
8.2.1 Which of the following do you prefer?	Conventional Non-Conventional Total	86 34 120	71.67 28.33 100
8.2.2 Which Tea stall is easily available in your area?	Conventional Non-Conventional Both Total	36 10 74 120	30 8.33 61.67 100
8.2.3 Among the following, Which tea stall do you prefer in terms of cleanliness and hygiene?	Conventional Non-Conventional Total	67 53 120	55.83 44.17 100
8.2.4 Which tea stall provider do you prefer for taste and preference?	Conventional Non-Conventional Total	92 28 120	76.67 23.33 100
8.2.5 Which tea stall do you prefer at the time of Extreme craving?	Conventional Non-Conventional Any one Available Total	50 11 59 120	41.67 9.17 49.17 100
8.2.6 Which tea stall provider gives you tea at a reasonable price?	Conventional Non-Conventional Total	87 33 120	72.5 27.5 100
8.2.7 Which tea stall do you prefer in terms of ambience (a place in the sense of a good mood, atmosphere)?	Conventional Non-Conventional Total	68 52 120	56.67 43.33 100
8.2.8 Have you come across any bad experience with reference to?	Conventional Non-Conventional None of the above Total	22 17 81 120	18.33 14.17 67.5 100
8.2.9 Which tea stall provides a better overall experience?	Conventional Non-Conventional Total	78 42 120	65 35 100
8.2.10 Which tea stall would you suggest to your close relatives and friends?	Conventional Non-Conventional Total	83 37 120	69.17 30.83 100

(Sources: Data collected through questionnaire)

8.3 Hypothesis Testing:
Hypothesis 1
H0: H0: There is no discernible impact variation on the preference of consumers in terms of overall satisfaction with conventional tea stalls over non-conventional franchise tea outlets.

H1: There is a discernible impact variation on the preference of consumers in terms of overall satisfaction with conventional tea stalls over non-conventional franchise tea outlets.

Table -1 Overall Satisfaction Level of tea Stall Experience

Choices Preference	Satisfied	Not Satisfied	Total
Conventional Tea stalls	65%	35%	100
Non-Conventional Tea franchise outlets	35%	65%	100
Total	100	100	

Graphs, tabulations, and percentages were all used to test the hypothesis.

According to the analysis using charts and diagrams, 65% of respondents prefer conventional tea stalls to non-conventional franchise tea outlets, while 35% do not. This shows that the null hypothesis is rejected, and the alternate hypothesis is accepted.

The Chi-square test was used to demonstrate the hypothesis:

Table 1: Value as Observed

	Conventional tea stalls	Non-conventional franchise tea outlets	Total
Satisfied	39	19	58
Not satisfied	21	41	62
Total	60	60	120

Table 2: Expected Value

	Conventional tea stalls	Non-conventional franchise tea outlets	Total
Satisfied	29	29	58
Not satisfied	31	31	62
Total	60	60	120

Table 3: Calculation of the chi-square

O	E	O - E	$(O-E)^2$	$(O-E)^2/E$
39	29	10	100	3.44
21	29	-8	64	2.20
19	31	-12	144	4.64
41	31	10	100	3.22
Value Calculated for Chi Square				13.5

At the 5% level of significance, the calculated Chi-Square value (13.5) is greater than the value in the table for

one degree of freedom (3.841). We therefore reject the null hypothesis, accept the alternative hypothesis, and concluded that, in terms of overall satisfaction, customers prefer traditional tea stalls over non-traditional tea outlet franchises.

Hypothesis 2

H0: Customers do not prefer conventional tea stalls as compared to non-conventional franchise tea outlets.

H1: Customers prefer conventional tea stalls as compared to non-conventional franchise tea outlets.

Choices of Tea stalls	Number of Respondents	Percentage (%)
Conventional	86	71.67
Non-Conventional	34	28.33
Total	120	100

Graphs, tabulations, and percentages were used to test the hypothesis.

According to the analysis using charts and diagrams, most respondents (71.67%) prefer conventional tea stalls to non-conventional tea franchise outlets, while the remaining 28.33% do not. This shows that the null hypothesis is rejected, and the alternative hypothesis is accepted.

T-test two sample test method was used to demonstrate the hypothesis.

Table-2: - Compare tea vendors by T-test two sample test.

Particulars	Conventional tea stalls	Non-Conventional tea franchise outlets
Mean	66.90	31.70
Variance	0.50389	0.21361
P (T<=t) Two tails	0.0005	
t- value	3.94233	
p- value	0.000955	

The p-value is 0.000955 and the t-value is 3.94233, respectively. At p = 0.5, the result is significant. We therefore conclude that customers prefer conventional tea stalls to unconventional tea franchise outlets and reject the null hypothesis in favour of the alternative.

9. FINDINGS OF THE STUDY:

1) It has been found that conventional tea stalls have the most favourable perception among consumers among seven available options, with most of the respondents preferring conventional tea stalls nearly all the questions. However, it is also evident that there have been more unpleasant tea-drinking experiences at traditional tea stands.

2) Non-conventional franchise tea outlets are also not behind, given the tough competition faced by conventional tea stalls in all aspects. With better terms of cleanliness and hygiene and a lesser number, It can easily draw customers from traditional tea stalls despite other drawbacks.

3) It has been observed that non-conventional tea franchise tea outlets are not easily available in some parts of areas in Mumbai over conventional tea stalls, while in some areas of Mumbai both are easily available.

10. RESTRICTIONS OF THE STUDY

1. The study has only been chosen for the Greater Mumbai region.
2. The study's 120 samples were chosen.
3. There are no other options considered; only traditional tea stalls and unconventional tea franchise outlets are chosen for study.
4. The Consumer perception regarding tea selected for this study.

11. CONCLUSION OF THE STUDY:

There is no turning back for either traditional tea stalls or non-conventional franchise tea outlets in the tea business industry, which has experienced tremendous growth. As a startup industry, the tea stall business is currently flourishing and was relatively simple to launch with little financial outlay. It has been advantageous for all classes of living standards because the price is so reasonable. Excellent quality services are offered to customers by both types of businesses. Competition is fierce, and with improved infrastructure and preferences, it might become even more so in the years to come.

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