

Factors Affecting Domestic Consumption of Tea in Tanzania: A Case of Ilala Municipal in Dar Es Salaam

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ABSTRACT

Tea is a vital crop in Tanzania, playing a significant role in the country's socio-economic development by contributing to export earnings, providing employment and income to farmers and other stakeholders. Despite the importance of tea industry and the initiatives made by the Government of Tanzania to increase production, the industry still faces challenges such as low domestic consumption and heavy reliance on export markets, affecting the economy of tea sector in the country. To foster economic stability, it is crucial to develop the local Tanzanian tea market and reduce dependence on international markets. The aim of this research was to promote tea consumption in Tanzania through determination of factors causing low domestic consumption of tea in the country. Convenience sampling technique was used to obtain 400 respondents from Ilala District in Dar-es-Salaam. The data was collected through a structured questionnaire and analysed using descriptive statistics and multiple regression analysis. The results revealed that preference for alternative beverages over tea, scarcity of diverse choice for tea products in the local market, insufficient promotional activities and marketing campaigns on tea drinking influenced low consumption of tea in Tanzania. The study also revealed that 71.75% of respondents believe tea consumption can negatively impact their health such as high blood pressure, diabetes, and obesity, resulting in a decrease in their tea intake. Furthermore, the results revealed that age of consumers had a positive and significant influence on the amount of tea consumed, while the level of education and income had a negative and significant effect on the quantity consumed. More importantly, the results showed positive relationship between marketing mix strategy (product, place and promotion) and tea consumption, while price is negatively related to the tea consumption. In order to enhance tea consumption in Tanzania and increase the profitability of the tea industry, the study recommends policies encouraging product diversifications, health education, targeted segmentation strategies, and effective marketing strategies to capture opportunities in the local tea market.

Keywords: Tea business, domestic tea consumption, demographic factors, tea promotion

INTRODUCTION

1.1 Background of the Study

Tea (*Camellia sinensis*) is the oldest agro-based crop that is cultivated in tropical and sub-tropical areas (Mukhopadhyay, 2017). It is the second most consumed beverage in the world after water (Goswami,

2021). The contribution of tea in the economies of tea producing countries like China, India, Sri Lanka, Indonesia and Kenya is enormously high (FAO, 2018). The importance of tea production in most developing countries is related to rural development and poverty alleviation. For a number of developing countries, tea forms an important commodity in terms of jobs, poverty reduction, food security and export earnings. Recently, the United Nations (UN) has recognized tea as one of the most important cash crops to affirm the deep cultural and economic significance of tea (Jiang *et al.*, 2023). One interesting characteristic about tea is that over 60% of world production comes from small scale farmers (FAO, 2022).

Tea is cultivated in more than 60 countries (Tan, 2023). China with a share of 40.32% is the largest producer and exporter of tea in the world. Other major tea producing countries and the shares are India (21.72%), Kenya (7.21%), Sri Lanka (5.73%), Viet Nam (4.26%), Turkey (3.84%), Indonesia (2.28%) and other countries (14.64%) (Khanali *et al.*, 2021).

Tanzania is the 15th tea producing country in the world, which produces an average of 35,000 tons per year equivalent to 0.5% of globally produced tea (Dogeje and Ngaruko, 2023). Approximately, tea contributes the revenue of US \$ 45 million to

the Tanzanian economy annually (Dogeje and Ngaruko, 2023). More than 32,000 farmers are currently involved in tea farming from which they earn income for purchasing food, accommodation, school fees and other basic needs. More than 50,000 people have been employed in the tea factories and approximately 2 million of people indirectly benefit throughout the tea value chain (Dogeje and Ngaruko, 2023).

Despite challenges like climate change, declining land productivity, rising production costs, low-value addition, social issues, and unequal profit distribution in the tea sector, global tea demand is rising (Willer *et al.*, 2019). World tea consumption increased annually by 3.3 percent, reaching 6.5 million tons in 2022. Factors contributed to the expansion in tea consumption were growth in per-capita income and the increased awareness of the health benefits associated with tea in major tea producing countries such as China and India (FAO, 2024).

While (Valavanidis, 2019; Willer *et al.*, 2019; Hosseinzadeh- and Salehpour, 2021; FAO, 2024), offer valuable insights into the global rise in tea consumption, the case is different in Tanzania whereby annual per capita tea consumption has been low and stagnated for many years. The average annual tea consumption per head in Tanzania stood at 0.11 kg/head/year in 2011 to 2015 and 0.10 kg/head/year in 2016 to 2018, while that of Kenya increased from the average of 0.54 kg/head/year in 2011 to 2013 to 0.73 kg/head/year in 2016 to 2018 (ITC, 2019). In the same period of time, in Morocco the per capita tea consumption increased from 1.73 kg/head/year to 2.04 kg/head/year (ITC, 2019).

Low consumption of tea in Tanzania not only has negative consequences on the income and well-being of farmers who are heavily dependent on this crucial agro crop but also raises questions about the broader economic implications. Given that the livelihoods of many farmers are intricately tied to the tea industry, and a sustained decrease in consumption jeopardizes their economic stability and tea's contribution to gross domestic product (GDP).

In order to understand the complexities of tea consumption downturn and to boost domestic tea consumption, it is imperative to examine the relationships between socio-demographic factors, health consciousness, marketing mix elements and tea consumption.

1.2 Statement of the Problem and Justification

Tanzania exhibits a notably low level of domestic tea consumption compared to other tea-producing nat-

ions globally as well as in Africa, positioning it among the countries with the lowest annual tea consumption per capita. For instance, in 2016-2018 per capita tea consumption of Tanzania was merely 0.11 kg/head/year, starkly contrasting with countries like Turkey (3.04 kg/head/year), Libya (2.80 kg/head/year), Morocco (2.04 kg/head/year), Kenya (0.73 kg/head/year), and Sudan (0.58 kg/head/year), (ITC, 2019). This per capita tea consumption comprises both imported and locally produced tea (ITC, 2019).

Tanzania's tea has been over dependent to international markets and heavy reliance on bulk tea exports as opposed to exporting finished and consumer ready tea products. Only 20% of the total tea (both imported and locally produced) is marketed domestically, indicating a low level of demand for tea within the country. As a result of low demand in the internal markets, Tanzania's tea is compelled to rely on the export markets where it is sold even at a low price compared to the local market in Tanzania. Despite low price, traders prefer exporting due to the certainty of the foreign market and the advantages of selling large quantity of tea at once, while in the local market buyers (blenders) are few and hesitant to buy large amounts.

This over-reliance on export markets undermines the profitability of the tea sector, leaving local farmers in a precarious position, particularly when there is high supply of tea in importing countries or when there is political unrest or when there are external economic uncertainties. This was observed in the declining of tea consumption from 2018 in the traditional importing countries as a result of war which is going on in Russian Federation (FAO, 2018).

More importantly, even though the export market generates foreign exchange earnings, Tanzania's tea industry faces a number of challenges in global markets. Tanzania is a price taker in regional and international tea markets. This makes it vulnerable to price shocks, which can have a detrimental impact on smallholder farmers, especially those who heavily rely on tea production for their income. Also, Tanzania's tea faces high competition in the world tea markets from other tea producing countries in terms of quality. Additionally, Tanzanian tea does not meet the international certification requirements necessary for tea exports to command a high price and as a result it ends up receiving low price (Baffes, 2005). Tanzanian tea, for example, traded for US\$ 1.62/kg in the international market in 2021, compared to US\$ 30.14/kg in Japan, US\$ 11.13/kg in Germany, US\$ 2.75/kg in Rwanda, and US\$ 2.23/kg in Kenya. Nonetheless, it is noteworthy that, Tanzania's tea sold for US\$ 3.35/Kg in 2021 and US\$ 3.71/Kg in 2022 in the local market. This suggests that, although sold in smaller quantities, tea is more expensive in Tanzania than it is outside.

The ramifications of low domestic tea consumption extend beyond economic implications. The amount of tea produced in the country and the livelihoods of tea growers are both impacted by low domestic consumption of tea. Conversely, increased focus on domestic demand will not only safeguard the income of tea growers and stakeholders but also contribute to the economic growth of the tea industry and the nation as a whole. A strategic shift towards promoting and expanding the local market for Tanzania's tea is necessary to achieve increase of tea domestic market which will stimulate more production of tea, reduce dependency on the global market, alleviate export costs, and mitigate challenges associated with international market requirements, such international quality standards, certifications, as well as currency exchange rates.

This research aimed at investigating the factors causing low domestic consumption of tea in Tanzania. While existing literatures have explored the effects of socio-demographics and health consciousness on tea consumption in various countries, a comprehensive examination of the factors affecting domestic

consumption in Tanzania is notably absent. This research is crucial for informing policymakers, tea marketers, and processors in developing targeted strategies to promote domestic tea consumption, thereby bolstering the economic resilience of Tanzania's tea industry.

1.3 Objectives

1.3.1 Overall objective

The overall objective of the research is to contribute towards promotion of domestic tea consumption through determination of factors contributing to low tea consumption in Tanzania.

1.3.2 Specific Objectives

1. To assess the tea purchasing and consumption habits of the consumers
2. To determine the effects of socio-demographic factors on tea consumption
3. To find out how consumers view the connection between tea drinking and well being
4. To determine the effects of marketing mix elements on tea consumption

1.4 Research Questions

1. Do the participants have a regular purchasing and consumption habits/behaviour of drinking tea?
2. Do socio-demographic factors have any impact on tea consumption?
3. Does the Tanzanian population associate tea drinking with well-being?
4. Does the implementation of a marketing mix strategy influence the level of tea consumption?

1.5 Significance of the Study

The present study contributes to the understanding of factors which facilitates the low consumption of tea in Tanzania. The knowledge on the factors affecting tea consumption in Tanzania can be used to advise policy makers and tea marketers or manufacturers to formulate appropriate strategies for promoting tea consumption and hence increasing the level of domestic consumption. The results also shade light on the attitude of the society towards tea drinking and hence enable the marketers to consider the effect of marketing mix in market segmentation. In order to evaluate the efficacy of the strategies and services employed by tea marketers, the insights gleaned from this research could be leveraged by tea companies or institutions to optimize their managerial approaches. This may entail refining marketing strategies, deploying persuasive tactics to augment revenue, and fostering incentives for farmers to maintain tea production levels.

1.6 Scope of the study

The purpose of this study was to find out the factors that cause Tanzania's low tea consumption, the case of Ilala district in Dar es Salaam city, Tanzania. The individuals and important tea stakeholders including private tea processors, blenders, packers, government regulators and development organizations found in Ilala were included in the study. Data on tea consumption patterns, respondents' opinions of the relationship between tea consumption and health, and initiatives to promote tea in Tanzania were gathered and analysed for the study.

Even though this study is limited to a single district, its conclusions provide policy makers, tea marketers, and tea processors with broader insights into the factors that contribute to low tea consumption. The insights can be used in developing plans to encourage domestic tea consumption and strengthen Tanzania's tea industry's financial position. One significant limitation of the study was the

dearth of prior researches on tea consumption and marketing in Tanzania, which affected the development of a theoretical framework for the topic.

LITERATURE REVIEW

This chapter reviews literature on consumption behaviour, focusing on Keynesian Theory and Real Income, Input-Process-Output Models, health-conscious consumer behaviour, and empirical reviews on tea consumption. It provides a conceptual framework for understanding the role of disposable income, marketing efforts, demographic factors, and health-conscious consumer behaviour in influencing consumption decisions. By examining these diverse aspects, the review aims to offer a comprehensive understanding of the factors driving consumer's choices, particularly in the context of tea consumption. This foundation will support the analysis and interpretation of findings in subsequent chapters.

2.1 Definitions of key terms and concepts

2.1.1 Tea

Tea is an aromatic beverage prepared by pouring hot or boiling water over cured or fresh leaves of *Camellia sinensis* (Wang *et al.*, 2022). Apart from traditional teas (*Camellia sinensis*), there is a wide range of herbal teas which are not made from *Camellia sinensis*. Herbal teas are made from plants such as hibiscus, ginger, lemon grass, grains, and even mushrooms (Hicks, 2009). However, the focus of the present

study is about the factors affecting consumption of tea which is made from *Camellia sinensis* only and Made-tea means the leaf of tea plant when manufactured (Tanzania tea regulations, 2020). Depending on the level of fermentation (oxidation) there are three most commonly known made-teas, namely, green tea (unfermented), oolong tea (semi-fermented) and black tea (fully fermented) (Deebhijarn, 2016).

2.1.2 Health consciousness

Health consciousness, a critical aspect in understanding consumer behaviour, encompasses not only the awareness of health issues but also the proactive consideration of these concerns in everyday dietary choices. It involves a conscious effort by consumers to prioritize health considerations when selecting various food items, including but not limited to vegetables, fruits, meat, fish, and beverages (Tran *et al.*, 2020).

2.1.3 Marketing strategies

Marketing strategy, a pivotal component in shaping consumer behaviour, encompasses a multifaceted approach adopted by organizations to meet the needs and preferences of their target customers. It involves not only offering quality products at competitive prices but also implementing effective promotional strategies to communicate the value proposition to consumers. Furthermore, proactive engagement with distribution outlets facilitates the accessibility and availability of products, thereby stimulating demand and enhancing overall performance (Ejike, 2020).

2.2 Theoretical Review

Tea is one of the key cash crops that contribute to the economy of Tanzania in terms of employment, income, export earnings and raw materials for the industries. Brief review of some relevant researches revealed that, in Tanzania, tea was produced for export only and this notion affected consumption of tea among Tanzanians (Baffes, 2005). According to Adam Smith, consumption is the sole end and purpose of all production and the welfare of the producer ought to be attended to, only so far as it may be

necessary for promoting the consumer (Roach, 2019). For the case of the present research, the level of tea production is dependent on the level of its consumption, that is, higher level of consumption stimulates more production of tea which in turn affect positively the growth and development of tea industry in the country. The current research examined and analysed the factors that affect the level of tea consumption in Tanzania. This research was founded on various consumer behaviour theories and models as explained below.

2.2.1 Economic Theory (Keynesian Theory and Real Income)

Within the realm of economic theories, scholars widely contend that consumer purchase decisions are intricately linked to their economic conditions. Notably, the Keynesian Theory and Real Income emphasize the pivotal role of disposable income as a primary determinant of consumption behaviour. According to these theories, individuals strive to maximize their utility, or satisfaction, through purchases aligned with their purchasing power, chiefly represented by disposable income. In the context of this research, which aims to delve into the intricacies of domestic tea consumption in a tea-producing country, these economic theories hold particular relevance. Understanding the nuances of how disposable income influences consumer behaviour becomes essential in unravelling the intricacies of tea consumption patterns. For instance, during periods of economic crisis, a decline in individuals' disposable incomes can significantly impact their purchasing behaviour, potentially leading to shifts in tea consumption habits (Abhijeet, 2019).

This economic theory assumes significance in the current study as it provides a theoretical foundation for exploring the determinants of tea consumption, particularly in a nation with a thriving tea production industry. Investigating the relationship between economic conditions, as reflected in disposable income, and the amount and frequency of tea consumption across diverse income groups becomes paramount. Moreover, the implications of this theory extend to marketers operating in the tea industry. Understanding how economic conditions influence consumer behaviour allows for more effective market segmentation. By categorizing consumers based on income levels, marketers can tailor their strategies to cater to specific segments, thereby potentially increasing tea sales. In the context of the tea-producing country under study, this economic theory framework provides a lens through which the complexities of domestic tea consumption can be analysed and understood, contributing to a more nuanced exploration of the factors influencing this phenomenon.

2.2.2 Consumer Behaviour Models- Input, Process, Output Model

The input-process- output model focuses on the product that is being marketed, the environmental forces and family background of the consumer (Khemlani, 2014; Saeed, 2019). The model consists of three components, namely inputs, process and outputs.

In this model, inputs are the marketing efforts taken by the organization in terms of product, price, place and promotion, and the environmental forces include family, reference groups, culture, social class etc., which influence the decision-making process of a consumer. The process is concerned with the purchase process. A consumer goes through various steps like need recognition, awareness, evaluation and purchase in order to make a buying decision. While satisfied consumer acts as the brand ambassador exerting influence on future purchase, dissatisfied consumer acts as a negative reference point spoiling the marketing efforts of the company to promote the product. The third component is the output which refers to the consumer's response to the marketing efforts of the organization. Some of these responses that are displayed by a consumer include buying decision, choice of product, choice of brand, choice of dealer or store, purchase timing and amount and post-purchase behaviour.

According to this model, the inputs (marketing efforts and socio-cultural forces) trigger the consumer to start identifying the needs and ensuring that he or she gets the intention to buy a product after careful evaluation of the product. The consumers purchase quality, available, affordable, accessible and acceptable product or service. The decision of the consumer to buy or not to buy the product depends on the strength of stimuli such as marketing and socio-economic stimuli. If the tea marketers understand these stimuli and design products according to the needs of the consumers, then the stimuli can be used as a powerful tool to attract and retain the consumers to buy more and hence increasing the consumption of tea products (Guntapon, 2015).

This model is helpful to the current research in understanding the factors that affect purchasing behaviour of consumers and the consequences of the same factors on tea consumption. Also, the model acts as a base for the current research in identifying and evaluating what the marketers are doing to increase tea sales as well as the marketing strategies developed and implemented by the tea companies, organizations and individuals in promoting tea consumption in the country.

2.2.3 Demographics and purchasing behaviour

The conceptual model developed by (Mahmud, 2018) in the research paper entitled “Relationship between Demographics and Consumer Behaviour” carried in Dhaka City indicated that, demographics have an impact on the purchasing behaviour of consumers. Demographic factors (gender and household income) affected consumer’s behaviour (preference for cuisine, frequency of restaurant dining and reason for restaurant dining) of tertiary level students in Dhaka (Mahmud, 2018). While consumer’s preferences change with age and level of education, sex and income also affect the choice of product and decision making patterns (Abhijeet, 2019). This model is important in this research as it is linked to the determination of the associations between the demographic characteristics and the purchasing behaviour of tea consumers in Tanzania.

2.2.4 Health-Conscious Consumer Behaviour

According to (Guntapon, 2015), consumer behaviour is changing rapidly because of health conscious about eating, drinking and playing sports to take care of themselves. Consumers are aware and scared with so much information that is presented out about disease, disease-free and healthy. Most consumers need a good body image and healthy which is important for the consumption to organize of their life with the key trend of health such as emphasis on weight control, natural advantage, less sugar and take part in the digestive system. This means that, consumers are more likely to respond positively towards products with health benefits. With the changing lifestyle and increasing lifestyle issues, consumers are becoming much more conscious and aware about their health and many share the perception that the onset of many chronic diseases can be prevented with the proper intake of nutritious diet (Guntapon, 2015).

2.3 Empirical Literature Review

2.3.1 Tea in the Economy of Tanzania

Tea industry significantly serves as a vital contributor to the nation's economic landscape. It contributes more than USD 45 million to Tanzania’s export earnings, provides employment to about 50,000 farming families and a total employment (direct and indirect) of about 2,000,000 people (Dogeje and Ngaruko, 2023). Moreover, tea serves as a crucial source of revenue through crop taxes for the local councils in

tea-producing regions. Its multifaceted impact extends beyond direct employment, encompassing various aspects of economic activity and local development initiatives.

2.3.2 Production and Marketing of Tanzania’s Tea

In Tanzania, tea is grown under two production systems, smallholders and large estates (Dogeje and Ngaruko, 2023). Smallholders consist of individual family-owned tea farms of about 2 hectares and contribute to about 28 per cent of total made tea in Tanzania and the remaining share is from large estates which mostly operated by the private multinational companies. There are about 32,000 small-scale farmers and 12 companies owning tea estates. There are 23 primary processing factories, 19 of them owned by large-scale farmers and 4 jointly owned with smallholder farmers. There are 9 licensed blending and packaging factories owned by private companies, located in the 8 tea-producing districts across the six regions.

The factories that process green leaves purchase the leaves from smallholder farmers and process them alongside green leaves harvested from their estates. Then tea processing factories sell their made tea to blending factories both domestically and internationally. About 80% of tea production is exported in bulk either through the Mombasa tea auction (50%) or by direct contract sales (50 and internal sales represent about 20% of production (table 2.1). The major direct importers of Tanzania’s tea include United Kingdom, Germany, India, and United Arab Emirate (Baffes, 2005).

Table 2.1: Tanzania’s Made-tea Markets

Year	Total Production	International Sales		Local sales	
	Volume (Tons)	Volume (Tons)	Price (US\$/Kg)	Volume (Tons)	Price (US\$/Kg)
2010/2011	34,013	27,972	1.69	6,041	4.40
2011/2012	32,436	27,597	1.91	4,839	4.47
2012/2013	33,685	28,064	2.07	5,621	4.20
2013/2014	29,597	23,925	1.89	5,672	3.69
2014/2015	35,143	29,570	1.56	5,573	3.35
2015/2016	34,545	30,058	1.72	4,487	3.50
2016/2017	27,963	23,315	1.73	4,648	3.58
2017/2018	34,011	29,363	2.10	4,648	3.67
2018/2019	37,193	33,164	1.43	4029	3.56
2019/2020	28,715	24,215	1.46	4500	3.62
2020/2021	27,509	23,787	1.62	3,722	3.71
2021/2022	24,824	21,836	1.59	2,988	3.35

Source: TBT Annual Reports, 2023

As it is shown in the table 2.1, Tanzanian tea is sold abroad at a low price compared to the local market. However, traders prefer exporting due to the certainty of the foreign market and the short selling time of large quantity of tea, as buyers (blenders) in the local market are few and hesitant to buy large amounts. Tanzania is thought to be among the nations with the lowest global per capita tea consumption rates. In Tanzania, the average annual per capita consumption of tea stood at 0.11 kg/head/year in 2018 and 2019, 0.08 kg/head/year in 2020, 0.06 kg/head/year in 2021, and 0.05 kg/head/year in 2022 (ITC, 2023). This

suggests that there may be a latent or dormant market in Tanzania, which should be fully taken advantage of through persistent marketing initiatives.

Table 2.2: Per capita Tea Consumption (Kg) In Selected Countries

Country/Year	2011-13	2012-14	2013-15	2014-16	2015-17	2016-18
Turkey	3.04	3.12	3.14	3.20	3.13	3.04
Libya	2.34	2.70	2.19	2.40	2.58	2.80
Afghanistan	2.19	2.73	2.44	2.20	1.69	1.37
Egypt	1.14	1.22	1.11	1.05	0.99	0.96
Morocco	1.73	1.79	1.78	1.86	1.93	2.04
Kenya	0.54	0.65	0.66	0.69	0.71	0.73
Tanzania	0.11	0.11	0.11	0.10	0.10	0.10

Source: ITC, 2019 (All figures comprise both imported and (where applicable) locally produced tea)

In 1979, Tanzania banned tea imports to protect domestic blenders and packers (ENDA, 2004). Notwithstanding the prohibition, illegal imports from nearby tea-producing countries supply a certain amount of tea to the local market of Tanzania. Despite the lack of precise estimates, industry representatives and government officials concur that tea imports account for between 30 and 35 percent of domestic consumption (ENDA, 2004).

2.3.3 Challenges facing tea marketing in Tanzania

The key challenges facing the marketing of Tanzanian tea include the need to increase production to meet market demand on a continuous basis, the desire to increase quality of sold tea to capture more markets and fetch better prices, the need to diversify and prospect for more market opportunities in domestic as well as in international markets, and the low price of green leaf given to smallholder farmers compared to the costs of production (TSHTDA, 2013). Also, Tanzania’s tea has been over dependent to export markets and heavy reliance on bulk tea exports as opposed to exporting finished and consumer ready tea products.

Even though the export market generates foreign exchange earnings, Tanzania's tea industry faces challenges in global markets. Tanzania is a price taker in regional and international tea markets (TSHTDA, 2016). This makes it vulnerable to price shocks, which can have a detrimental impact on smallholder farmers, especially those who heavily rely on tea production for their income. Also, Tanzania’s tea faces high competition in the world tea markets from other tea producing countries in terms of quality. Additionally, Tanzanian tea does not meet the international certification requirements necessary for tea exports to command a high price (TSHTDA, 2016). Table 2.3 indicates tea prices in the international markets where Tanzania’s made-tea receives the lowest price.

Table 2.3: Unit Price per Kilogram of World Tea Exports (US\$/Kg)

Country	2018	2019	2020	2021
Japan	27.27	26.41	28.88	30.14
Taiwan	12.62	11.64	12.84	12.61
Germany	11.22	10.98	10.16	11.13
Sri-Lanka	4.99	4.57	4.64	4.60

Rwanda	2.93	2.77	3.00	2.75
Kenya	2.93	2.33	2.17	2.23
Tanzania	2.10	1.43	1.46	1.62

Source: International Tea Committee, 2022

2.4 Factors affecting tea consumption

2.4.1 Effect of demographic factors on tea consumption

The study conducted by (Rezaee *et al.*, 2016) on factors affecting tea consumption pattern in an urban society in Iran revealed factors such as age, gender, weight, education level, and marriage to be having an influential impact on tea consumption. For instance the individuals aged from 36-45 consumed more tea than the respondents of 35 years and below, men drank tea more than women, married took much tea than single and educated participants consumed more tea than uneducated (Rezaee *et al.* 2016).

The research on the factors influencing tea consumption behaviour in Sri Lanka revealed that, age, family size, and monthly tea expenditure were the most significant factors (Kularatne, 2016). The study found that 49.6 per cent of respondents were 19-30 years old and this was the age category that mostly consumed tea. The findings also suggested that people are more health conscious and are less likely to be influenced by advertisements but rather be influenced by family members. The study of (Chen *et al.*, 2016) who carried out a research on the factors influencing tea consumption among Chinese urban residents found that tea consumption was significantly impacted by gender differences, and personal income.

The literature collectively highlights a consistent pattern: demographic factors play a pivotal role in shaping tea consumption habits across diverse cultural contexts. Whether it's the preference of older age groups in Isfahan, the influence of family dynamics in Sri Lanka, or the gender and income disparities observed in Chinese urban areas, demographic variables consistently intersect with tea consumption behaviours. These findings underscore the need for tailored marketing strategies and public health initiatives that account for the nuanced interplay between demographic factors and tea consumption patterns worldwide.

2.4.2 Effect of health consciousness and preferences on tea consumption

In countries like India, Pakistan and China, the habit of drinking tea is attributed by the purchasing power, peoples' consciousness of health benefits associated with tea drinking, tea brands, culture and customs of heredity (Prasetia *et al.*, 2020). Similarly, a study on factors affecting consumption of organic tea carried by (Ojha, 2019) in Kathmandu valley Nepal found positive and highly significant correlation between health benefits and consumption of organic tea. From this finding it can be inferred that most of the people consume organic tea for health benefits.

Urbanization and growing consumer's concern for food safety and health in recent times has resulted in a new tide in consumption of safe and healthy foods especially organic tea (Ghai, 2017). Similarly, green tea as well as herbal and fruit teas are gaining popularity in different markets, especially in Europe, due to real or perceived health benefits (Indrani, 2018; Etheridge and Derbyshire, 2020). Furthermore, the study on customers perception and satisfaction towards green tea carried out by (Indrani, 2018) in Coimbatore City in India indicated that, tea consumers are influenced by the health benefits and wellness associated with tea drinking. The polyphenols present in tea can also decrease the risk factor of specific type of cancers by inducing phase I and phase II metabolic enzymes that increase the formation and excretion of detoxified metabolites of carcinogens (Suzuki *et al.*, 2016). Health

benefits have become the most important determinant of the factors affecting consumer preference towards purchase of organic tea products (Mudoji, 2018; Nakov *et al.*, 2020).

Moreover, the level of tea consumption can also be affected by the competing beverages such as soft drinks, coffee, non-traditional tea and fruits. When soft drinks, carbonated beverages are sold at lower price than that of tea, then the preference of consumers becomes higher for these drinks than for tea (FAO, 2024). The tendency of customers shifting to other drinks causes low demand for tea which in turn influences low level of tea consumption among individuals.

2.4.3 Effect of marketing mix strategy on tea consumption

The marketing mix combines product, price, promotion, and distribution channels to increase product awareness, usage, sales, and business profits in the target market. Good quality products align with customer needs and desires, ensuring customer satisfaction. The product's prices must accurately reflect its value for consumers to maintain their loyalty. Also, the marketing mix's success relies on the availability of products at the right time, quantity, and location for easy access by customers.

The research on the consumer buying behaviour in relation to consumption pattern of tea in India revealed that while considering a particular tea brand, things like popularity of a particular tea brand, loyalty towards specific brand and other qualitative factors like colour and aroma are associated while choosing that particular brand (Ghosh and Ghosh, 2013). Many companies that fail to develop effective marketing strategies face competition and lose out (Bahador, 2019). Challenges to tea marketing include low product quality, weak brand awareness, low demand, high competition, low product diversification, high prices, confusing advertisements, and mismanagement decisions (Bahador, 2019), suggested that Kenyan tea's domestic market was shrinking due to unfavourable marketing strategies, with efforts focusing on foreign markets. Promoting domestic markets would increase brand ownership, create a competitive platform, and boost smallholder earnings.

Promotional strategies include all means through which a company communicates the benefits and values of its products and persuades targeted customers to buy them (Ghosh and Ghosh, 2013). The specific combination of promotional methods used are advertising, personal selling, sales promotion and public relation (Ghosh and Ghosh, 2013).

The study on the “influence of sales promotion strategies on consumer behaviour in the alcoholic spirits industry in Nairobi” conducted by (Mark and Ochieng, 2014) reported that, sales promotion strategies such as vouchers, premium products, gifts, extra products, reduced prices, free samples and sweepstakes had a significant positive influence on the consumer purchasing behaviour. The study also, recommended that the management of the bars and wines and spirits outlets should formulate comprehensive and effective sales promotion strategies that seek to build brand awareness, creating favourable brand attitudes, gaining market share, inducing purchase, building brand loyalty and increasing sales (Mark and Ochieng, 2014).

The role of promotion in increasing the level of tea consumption is supported by (Chee-beng *et al.*, 2010). They illustrate how tea drinking surged in Quanzhou due to concerted efforts from tea farmers, merchants, and the government in post-Mao China. The re-invented tradition of tea consumption provides a new way of consuming tea and conducting social relations in Quanzhou China. This is in line with (Odunlami and Akinruwa, 2014) whose research reported that promotion influences product awareness and sales revenue of the organization. The results from analysis showed that a 1% shift in promotion will cause a 52.6% shift in product awareness and 49.6% shift in sales revenue (Odunlami and Akinruwa, 2014).

Interestingly, the research conducted by (Shchekhula, 2022) suggested that promotion was needed to enhance sales and quantity of bubble tea consumption. One of the strategies was to organize events such as concerts every month under the sponsorship of Bubble Tea Company. Second was to advertise the product on social media like face book, instagram, twitter, snap chat and pinterest. Third strategy was to provide special offers to the customers such as buy one get one free, discount, get free drink on birth day and free tea tasting.

Furthermore, the research on the effect of alcohol advertising, marketing and portrayal on drinking behaviour conducted in United Kingdom by (Smith and Foxcroft, 2009) concluded that there was an association between exposure to alcohol advertising or promotional activity and subsequent alcohol consumption in young people. More importantly, the role of product diversification strategy on the performance of tea industry cannot be over emphasized. Tea diversified products which include tea food, tea cosmetics, tea extract and medicine and various types of tea products which are served in a variety of forms such as powdered tea, bottled tea, tea bags and tea boxes allow the consumers to choose a broader range of products which in turn enhance the increase of the level of tea consumption in respective countries (Hajra, 2019).

2.4.4 Conceptual framework of research

The main issue in this study was to investigate the factors affecting domestic consumption of tea in Tanzania. In this study, socio-demographic characteristics, consumers’ health consciousness and marketing strategies have shown to have effect on the level of tea consumption. While socio-demographic characteristics and health consciousness are pivotal, understanding broader influences such as cultural preferences and economic conditions is imperative. These factors not only shape consumption patterns but also offer avenues for targeted interventions to promote tea consumption. By exploring the geographic distribution and accessibility of tea products, alongside perceptions of quality and pricing strategies, we can unravel nuanced insights into consumer behavior. Furthermore, integrating analyses of evolving lifestyles and dietary trends provides a comprehensive understanding of the dynamics at play. This multifaceted approach, elucidated in Figure 1, facilitates a holistic comprehension of the relationship between independent variables and the dependent variable of tea consumption in Tanzania.

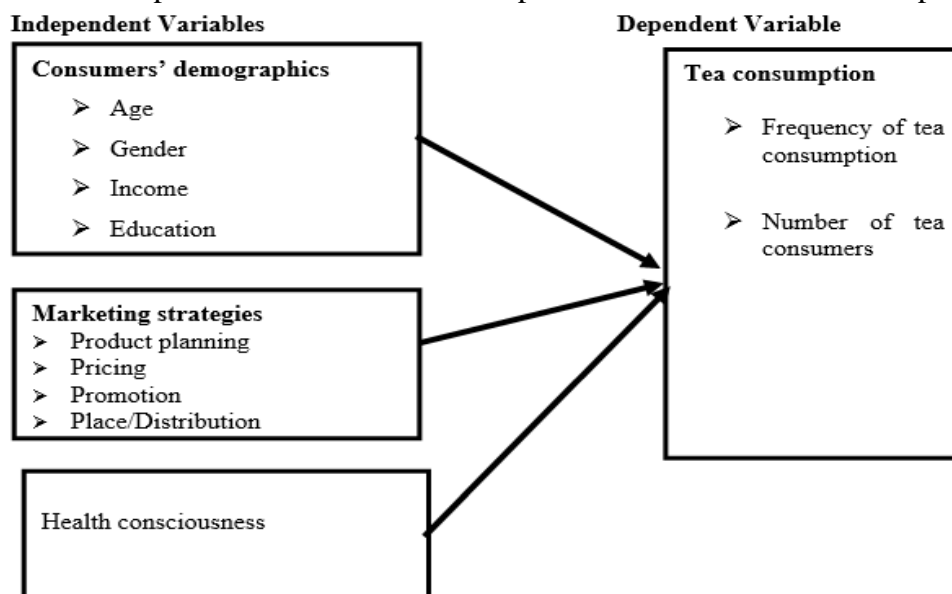


Figure 2.1: Conceptual Framework

2.4.5 The link between socio-demographic factors and tea consumption

Consumers' behaviour differs from person to person based on age, gender, income, education and employment status. As these factors change, they affect consumer behaviour (amount of purchase, frequency, preference, choice of products or brands). Age brings changes to people's lifestyle and affects their needs and personal values (Abhijeet, 2019). For example, with increasing population and changing demographics, food consumption had experienced a significant transition in terms of quantity and quality. It was also, highlighted that increase in the proportion of males in the population lead to higher consumption of poultry and aquatic products in the study area (Abhijeet, 2019). According to Food and Agriculture Organization of the United Nations, growing consumption of tea in producing countries, was influenced by demographics such as age, education, occupation, and income growth (FAO, 2022). The following hypothesis is therefore formulated.

Hypothesis 1: *There is significant relationship between socio-demographic factors and the level of tea consumption*

2.4.6 The link between marketing mix strategy and tea consumption

Marketing strategy has become a relevant tool in the world for any organization to remain in the competitive market environment and become stronger (Ogohi, 2020). Most of the successful company nowadays such as McDonalds, Apple and Adidas have built a strong mix marketing strategy for their product that is why they can sustained in the business for many years and being a leader in their industry (Bahador, 2019).

The marketing mix strategies include all the responses of a firm in ensuring that the target market positively influences their product demand. Firms which aspire to meet the customer needs often have to focus on understanding the customers and developing appropriate strategies to improve their performance (Bahador, 2019). Marketing mix consists of everything the firm can do to influence the demand for its product (Bahador, 2019). Therefore, the hypothesis is formulated as follows.

Hypothesis 2: *There is significance relationship between marketing mix strategy and the level of tea consumption.*

2.4.7 The link between consumers' health consciousness and tea consumption

Health consciousness has been considered as the best predictor of consumer attitude and behaviour towards organic food (Valley, 2020). The health factor creates a positive attitude about organic food consumption as a way to prevent diseases (Rana and Paul, 2017). The increased awareness of health and changing lifestyles, coupled with rising concerns about the benefits associated with health and wellness food have led to significant changes in consumer behaviour towards healthy food consumption in recent years (Ali and Ali, 2020). Thai health-conscious consumers tend to have yoghurt, fruits and vegetables as their top healthy snack choices. The reason and motivations for consumption are mostly that they want to have better health, stay healthy, and keep fit (Chaowanapunja, 2019). When making purchase decision, consumers care much about service quality and health consciousness rather than marketing mix factors, (Tran *et al.*, 2020). Rising trend of urban population and consumer's concern for nutrition, health, quality of foods and environment in recent times has resulted a change in consumption of organic foods especially Organic Tea (Shehata *et al.*, 2004; Mudoi, 2018). Therefore, the hypothesis is formulated as follows.

Hypothesis 3: *There is significance relationship between health conscious of consumers and the level of tea consumption*

RESEARCH METHODOLOGY

3.1 Research design

The study employed a cross-sectional survey research design to collect data on the factors affecting tea consumption in Ilala district. This type of design is a good choice when a researcher wants to find out about the characteristics, preferences, opinions, or beliefs of a group of research participants (Owens, 2002). A cross-sectional study is a type of research design in which a population's data is gathered at one particular point in time. Cross-sectional studies are less expensive and may be completed more quickly than longitudinal ones (Levin, 2006; Setia, 2018).

3.2 Study area

The research was carried out in Ilala district. Ilala is one of the five districts of Dar es Salaam region in Tanzania and lies between longitude 39° and 40° east and between latitude 60 ° and 70 ° south of the Equator. Ilala is located in the extreme eastern corner of Dar es Salaam region, bordering the Indian Ocean to the east. On western part, Ilala is bordered by Coast region and to the southern part bordered by Kigamboni and Temeke districts, whereas to the northern part it is bordered by Kinondoni and Ubungo districts (Figure 2). Ilala district covers an area of 364.9 km² and the population size of 1,649,912 (National Bureau of Statistics, 2022).

Ilala district was chosen as the study location for several reasons. Ilala is the main commercial centre in Tanzania and has a population with high purchasing power, diverse cultures, and people from different nationalities. The district is home to various socio-economic establishments like five-star hotels, airport, sea port, hospitals, and universities, where people can access food and drinks, including tea beverages. Additionally, Ilala has numerous industries, restaurants, cafes, malls, supermarkets, and shops. Important tea stakeholders' offices are also situated in Ilala, such as the Tea Board of Tanzania, Tanzania Smallholders Tea Development Agency, tea processing companies/factories, and tea blenders. These factors ensured the researcher to obtain the necessary data for the research.

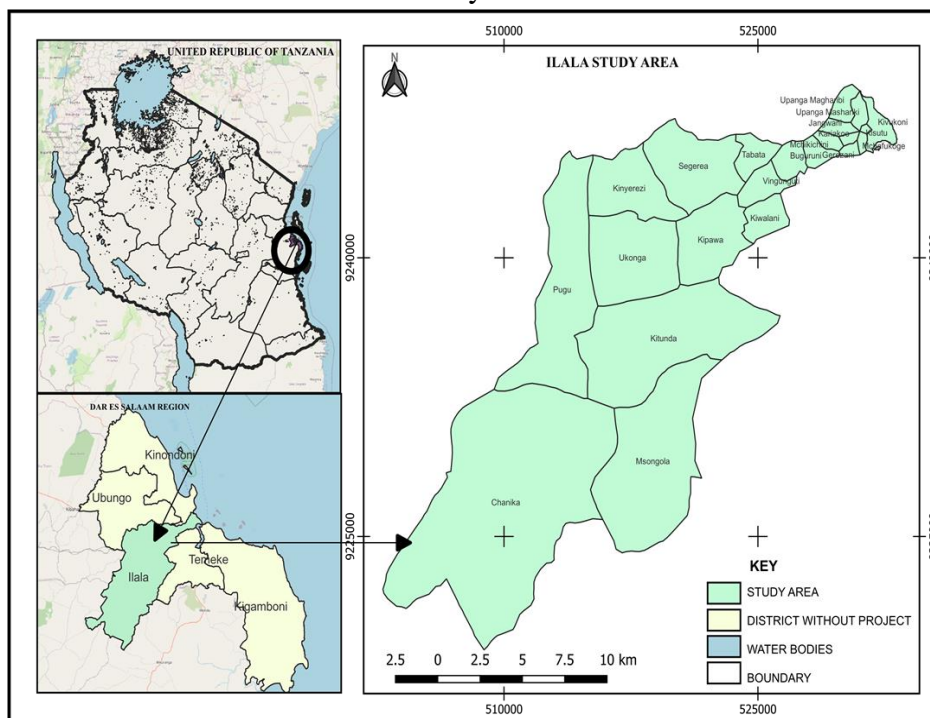


Figure 3.1: Map of the study area

3.3 Targeted Population

The study targeted 400 participants which include individuals residing in Ilala and employees from key tea institutions namely, TBT, TSHTDA, Kabambe Tea Factory, Dindira Tea Factory, Ambangulu Tea Factory, Amir Hamza Tea Factory and Wakulima Tea Company. The inclusion criteria for participation in the study were as follows; resident of Ilala district aged 18 years and above, and voluntary participation in the study. The participants involved in the study were mature enough to understand and provide relevant information required in the research.

3.4 Sampling procedures and sample size

3.4.1 Sampling procedures

The study used convenience sampling technique to select potential respondents from various locations, including hotels, hospitals, supermarkets, retail shops, house of prayers, universities, homes, and key stakeholders' offices. The respondents from their respective locations were conveniently asked to complete the questionnaires. Convenience sampling helped to gather important data that would not have been possible with probability sampling techniques which required more official access to population lists.

3.4.2 Sample Size Determination

The study employed Cochran's (1977) sample size determination formula to estimate the standard sample size from unknown population. This formula was developed by William G. Cochran and it is expressed as:

$$n = \frac{z^2 pq}{e^2}$$

Where;

n = Sample size

z = Standard error associated with the chosen level of confidence (typically 1.96)

p = Variability in the population. This is taken from previous study or pilot. Since there was no previous study or estimate, then 0.5 is used for p, 95% confidence level, and acceptable error was 5%

e = Acceptable sample error

Therefore, z = 1.96, p = 0.5, q = 0.5 and e = 0.05

Then the sample size was;

$$n = \frac{(1.96)^2 * (0.5) * (0.5)}{(0.05)^2} = 384.16$$

n ≈ 384

Despite the fact that the above formula suggests the sample size of 384, the study chose to increase sample size to 400 respondents.

3.5 Data Types and Sources

The study collected both primary and secondary data. Primary data is the first-hand information that was collected by the researcher directly from the respondents using questionnaire (Appendix A). The data collected include demographic profiles (age, gender, marital status, education, employment status and monthly income), tea consumption habits, and factors affecting tea consumption. Data were collected for three months, from 18 March, 2022 to 30 June 2022.

Secondary data are the data which are not originally collected but rather obtained from published or unpublished sources (GUPTA, 1969). Secondary data include tea production, tea consumption and tea price. The sources of secondary data include reports from Tanzania Tea Board, International Tea Committee and Food and Agriculture Organization.

3.6 Data Collection Instrument and Techniques

Structured questionnaires were employed to collect primary data from study participants. Before the final form of the questionnaire was adopted, the researcher pre-tested the questions and made any necessary adjustments before the questionnaire's final version was distributed. Pre-testing was done to find and fix any unclear or unanswerable questions, as well as any incomplete information or ambiguities. In this instance, 30 members of the study population were chosen and requested to fill out the questionnaire. In addition, the interviewer inquired about any potential issues they noticed during the pretest and finally the researcher made improvement of the questions based on the findings.

Importantly, the researcher recruited four enumerators for the assistance on data collection. Though this increased research costs but was helpful in collecting adequate data on time. Four hundred copies of structured questionnaires were hand delivered and personally filled by the respondents in the presence of respective interviewer/enumerator. In average one questionnaire took 25 minutes to be completed by the respondent. After completion, the questionnaires were collected by the researcher/enumerator on spot and finally all 400 questionnaires were completed.

3.7 Data analysis methods

The raw data were edited, coded, and loaded into a computer program of statistical packages for social science (SPSS) software version 20.0. The descriptive statistical analysis was done in order to understand consumers' tea purchasing and consumption habits as well as consumers' perceptions regarding the connection between tea drinking and health. Multiple regression analysis was performed to determine the impact of socio-demographic characteristics and marketing mix techniques on tea Consumption.

3.7.1 Objective one:

To assess the tea purchasing and consumption habits of consumers in Ilala district.

This objective aimed at understanding how Tanzanian consumers engage with tea, by examining their habits, preferences, and patterns of tea consumption. This objective was analysed using descriptive statistics to obtain frequencies and percentages of the key variables.

3.7.2 Objective two:

To determine the effects of Socio-Demographic Factors on Tea Consumption

Multiple regression analysis used to determine the significant relationship between independent variables and dependent variable used in the study. In the analysis, age, gender, education, and monthly income were the independent variables, while tea consumption was the dependent variable. The following multiple regression model was used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Whereby:

Y = Dependent Variable (Tea consumption)

β_0 = y – intercept (Constant)

β_1 = regression coefficient of age

β_2 = regression coefficient of gender

β_3 = regression coefficient of education level
 β_4 = regression coefficient of monthly income
 X_1 = Age factor
 X_2 = gender factor
 X_3 = Education level
 X_4 = Monthly income
 ε = error term

3.7.3 Objective three:

To assess consumer's perceptions of the relationship between health and tea drinking

Understanding consumers' perceptions regarding the health concerns of tea is essential. Descriptive statistics were used to assess consumers' perceptions regarding the relationship between health and tea drinking. Respondents rated their responses using a Likert Scale (ranging from 1 - Strongly Disagree to 5 - Strongly Agree). Means and standard deviations were used to describe these responses.

3.7.4 Objective four:

To determine the effect of marketing mix strategies on tea consumption.

Descriptive statistics were initially used to summarize respondents' Likert Scale responses related to this objective. After descriptive analysis was conducted on the attributes used to measure independent variables, researcher performed multiple regression analysis in order to identify the strength of relationship existing between independent variables and dependent variable. Through multiple regression analysis, researcher was able to identify variable with high contribution and factors with low contribution to the dependent variable. The following multiple regression model was used:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Whereby:

Y = Dependent Variable (Tea consumption)

β_0 = y – intercept (Constant)

β_1 = regression coefficient of product factor

β_2 = regression coefficient of price factor

β_3 = regression coefficient of place/distribution channel

β_4 = regression coefficient of promotion factor

X_1 = Product factor

X_2 = Price factor

X_3 = Place/distribution channel

X_4 = Promotion factor

ε = error term

3.7.5 Hypotheses Tests

The researcher conducted tests to determine if there was a relationship between independent and dependent variables. The study used the significance value to accept or reject hypotheses, with acceptance occurring when the significance value is lower than 0.05. The direction of the relationship was identified using the coefficients. The researcher formulated the following hypotheses.

Hypothesis 1: There is relationship between demographic characteristics and tea consumption

H1.1: There is relationship between age of consumers and tea consumption

Ho: There is no relationship between age of consumers and tea consumption

Ha: There is relationship between age of consumers and tea consumption

H1.2: There is relationship between education level and tea consumption

Ho: There is no relationship between education level and tea consumption

Ha: There is relationship between education level and tea consumption

H 1.3: There is relationship between income and tea consumption

Ho: There is no relationship between income and tea consumption

Ha: There is relationship between income and tea consumption

H 1.4: There is relationship between gender and tea consumption

Ho: There is no relationship between gender and tea consumption

Ha: There is relationship between gender and tea consumption

Hypothesis 2: There is relationship between marketing mix strategy and tea consumption.

H2.1: There is relationship between various product flavors and tea consumption.

Ho: There is no relationship between various product flavors and tea consumption.

Ha: There is relationship between various product flavours and tea consumption

H 2.2: There is relationship between product pricing and tea consumption.

Ho: There is no relationship between product pricing and tea consumption.

Ha: There is relationship between product pricing and tea consumption

H 2.3: There is relationship between safe and convenient distribution channel and tea consumption

Ho: There is no relationship between safe and convenient distribution channel and tea consumption.

Ha: There is relationship between safe and convenient distribution channel and tea consumption

H 2.4: There is relationship between promotion and tea consumption.

Ho: There is no relationship between promotion and tea consumption.

Ha: There is relationship between promotion and tea consumption

RESULTS

This section deals with presentation of the findings obtained from the research. Firstly, presents socio-demographic profile of the respondents, followed by tea purchasing and consumption habits, and then the impact of health concerns and marketing mix factors on tea consumption.

4.1 Participants Profile

The main socio-demographic characteristics of study participants are summarized in Table 4.1. Majority of the participants were male and belonged to the age range of 18 to 35. The table also reveals that most of the participants graduated from university.

Table 4.1: Socio-demographic profile of study participants

Variables	Categories	N (400)	Percent (%)
Age	18-35	263	65.75
	36-45	56	14.00
	46-55	42	10.50
	56+	39	9.75
Gender	Male	244	61.0
	Female	156	39.00
Education level	Informal	14	3.50
	Primary school	49	12.25

Variables	Categories	N (400)	Percent (%)
	Secondary school	60	15.00
	College	69	17.25
	University	208	52.00
Marital status	Single	236	59.00
	Married	141	35.25
	Divorced	3	0.75
	Widow	20	5.00
Employment	Student	159	39.75
	Retired	14	3.50
	Employed	95	23.75
	Self employed	102	25.50
	Unemployed	30	7.50
Monthly income (Tshs)	<200,000/=	167	41.75
	200,000-500,000/=	114	28.50
	500,000-800,000/=	54	13.50
	800,000-1,000,000/=	41	10.25
	1,000,000-1,500,000/=	15	3.75
	>1,500,000/=	9	2.25

4.2 Tea purchasing and consumption habits of respondents.

The study analysed respondents’ tea purchasing and consumption habits, with the results presented in Table 4.2.

Table 4.2: Tea purchasing and consumption habits of the respondents.

Item	Frequency (n)	Percentage (%)
Beverages most frequently consumed (n=400)		
Tea	113	28.25
Other beverages	287	71.75
How many times you consume tea daily? (n=113)		
Once	71	62.8
Twice	17	15
Thrice +	25	21.7
How many cups do you drink per day? (n=113)		
One	67	59.8
Two	18	16.1
Three +	28	24.1
Types of tea preferred (n=113)		
Black tea with sugar	92	81.42
Black tea without sugar	5	4.42
Green tea with sugar	11	9.73
Green tea without sugar	2	1.77

Item	Frequency (n)	Percentage (%)
Others (camellia spp)	3	2.66
Location of tea purchase (n= 113)		
Supermarket	28	24.78
Retail shop	57	50.44
Wholesaler	9	7.96
Others	19	16.81

The study reveals that 71.75% of survey respondents prefer other beverages (e.g. juice and soft drinks) over tea, with 62.8% drinking tea once daily and 59.8% drinking one cup daily. Majority of those who preferred soft drinks and other beverages associated tea and health problems such as diabetes, high blood pressure, and headache. Other participants preferred carbonated beverages because they are in the ready-to- drink form. Majority, 81.42 percent of those who preferred tea consumed black tea with sugar and purchased it from retail shops closer to their residence (Table 4.2).

4.3 Tea options available and marketing aspects in the study area

Respondents were asked to describe the variety or forms of tea options available in their market and whether they had ever tried specialty or premium teas (e.g., matcha, oolong, white tea). The respondents were also asked about tea marketing effort shown by tea companies in the study area.

Table 4.3: Analysis of tea options available and marketing aspects

Question	Frequency (n)	Percentage (%)
How would you describe the variety or forms of tea options available in the market? (n=400)		
Moderate with some options	31	7.8
Limited with few options	369	92.3
Have you ever tried specialty or premium teas? (e.g., matcha, oolong, white tea)? (n=400)		
Yes	28	7.0
No	69	17.3
Don't know	303	75.8
How often do you see advertisements promoting tea consumption? (n=400)		
Occasionally	42	10.5
Rarely	81	20.3
Never	277	69.3
In the past year, have you noticed any marketing efforts to promote tea over other beverages? (n=400)		
Yes	21	5.3
Occasionally	82	20.5
No	297	74.3

The research findings in Table 4.3 show that tea market in the study area has limited variety or forms of tea with few options for consumers. The findings also indicate that a significant portion of respondents have limited knowledge about specialty or premium teas such as matcha, oolong, and white tea,

highlighting the need for tea institutions and companies to diversify their product to cater to consumer preference. The analysis of data further indicates lack of effective marketing strategies for promoting tea consumption, as majority, 74.3 percent of respondents reported not seeing any advertisements or marketing efforts to promote tea over other beverages.

4.4 Health concerns

The study assessed the effect of health consciousness on tea consumption and the responses are summarized in Table 4.4. In this study, perceived negative health effect of tea as a factor affecting tea consumption is described by the use of four items, H1, H2, H3, H4 and H5. Respondents were asked to rate their responses using Likert Scale which are 1-Strong Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strong Agree.

Table 4.4: The Effect of Health Consciousness on Tea Consumption

Descriptive Statistics				
Item code	Description	N	Mean	Std. Deviation
H1	Tea consumption promotes a healthy lifestyle	400	2.45	1.638
H2	I think that tea beverage is not healthy at all.	400	4.20	1.457
H3	I believe that sugar content in tea beverage may contribute to diabetes or obesity	400	4.48	1.128
H4	I think that tea may potentially increase blood pressure.	400	4.61	.998
H5	I believe that the caffeine content in tea is detrimental to my health.	400	4.55	1.125
	GRAND MEAN		4.06	

The grand mean in Table 4.4 indicates that majority of the respondents in the study have a negative perception of the relationship between health and tea drinking, as they believe that tea contributes to health problems such as blood pressure, diabetes, and obesity. Additionally, most of the respondents disagreed that tea consumption promotes a healthy life style, indicating a preference against drinking tea due to its perceived negative health effects.

4.5 Marketing mix factors

The study assessed the effect of marketing mix strategy (product design, pricing, place/distribution and promotion) on the level of tea consumption by addressing number of questions concerning the objective. The researcher wanted to know whether or not quality product with different forms or flavour, pricing policy, distribution channels or place, and promotion has any impact on consumption of tea. Respondents were asked to rate their responses using Likert Scale which are 1-Strong Disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strong Agree

Table 4.5: The Influence of Marketing Mix Strategy on Tea Consumption

Descriptive Statistics				
Item code	Descriptions	N	Mean	Std. Deviation
M1	Availability of more flavour options influence my decision to drink tea	400	3.55	1.681
M2	Quality products influence my decision to consume tea	400	3.96	1.503
M3	High price of sugar decreases my decision to drink tea	400	4.76	.859
M4	Low pricing of tea influences the decision to purchase tea	400	4.78	.870
M5	I prefer buying tea from nearby retail tea shops	400	4.02	1.655
M6	Safe and convenient location can influence my decision to purchase tea	400	4.40	1.332
M7	Advertisement can influence my decision to purchase tea	400	4.35	1.377
M8	Promotional campaigns highlighting health benefits influence my willingness to consume more tea	400	4.44	1.172
GRAND MEAN			4.28	

The grand mean 4.28 in Table 4.5 reveals that marketing mix elements significantly influences tea consumption, with high price of sugar, low pricing of tea, safe and convenient locations, advertisements, and promotion of tea health benefits, being key factors. Locations or distribution channels which ensure tea safety or health issues, easy accessibility and proximity to the places that align with the needs and preferences of potential consumers increase the likelihood of customers to purchase tea products. Furthermore, the mean 4.76 indicates that, majority of respondents strongly agree that high sugar price significantly decreases their tea consumption, as they do not consume tea without sugar.

4.6 Multiple Regression Analysis

Multiple regression analysis was performed in order to identify the strength of relationship existing between independent variables and dependent variable. Through multiple regression analysis, researcher was able to identify variables with high contribution and factors with low contribution to the dependent variable.

4.6.1 Marketing Mix Factors on Tea Consumption

The independent variable marketing mix strategy was measured using four variables which are Product (M1), Pricing (M2), Place/Distribution (M3), and Promotion (M4). All attributes were included in the analysis.

Table 4.6: Model Summary for Marketing Mix Strategy on Tea consumption

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. Change	F
1	.827 ^a	.684	.680	1.018	.684	213.292	4	395 ^a	.000	

a. Predictors: (Constant), Product, Price, Place, Promotion,

The coefficient of determination, R- square was found to be 0.684 indicating that the model explains 68.4% of the variations in the dependent variable tea consumption, leaving 31.6% unexplained. This implies that the model is significant in studying tea consumption because it has captured the important independent variables.

4.6.1.1 Analysis of Variance for Marketing Mix Strategy

Analysis of variance was performed by the researcher in order to determine the statistical significance of the collected data.

Table 4.7: Analysis of Variance for Marketing Mix Strategy

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	883.469	4	220.867	213.292	.000 ^b
	Residual	409.028	395	1.036		
	Total	1292.498	399			

a. Dependent Variable: Tea consumption

b. Predictors: (Constant), Product, Price, Place, Promotion,

Table 4.7 indicates that, the results are statistical significance and the model used for analysis is adequate. This is shown by the significance level of 0.000 which is less than P-value of 0.05 indicating that the model used explains well the dependent variable which is tea consumption.

4.6.1.2 Regression Coefficient Results for Marketing Mix Strategy

Researcher performed Regression Coefficient so as to measure the significance and contribution of Marketing Mix Strategy (product, price, place and promotion) on tea consumption.

Table 4.8: Regression Coefficient Results for Marketing Mix Strategy

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
Constant	.592	.297		1.997	.047	.009	1.175
Product	.268	.023	.481	11.773	.000	.224	.313
Price	-.062	.021	-.090	-2.966	.003	-.103	-.021
Place	.143	.027	.222	5.290	.000	.090	.196
Promotion	.222	.037	.250	5.964	.000	.149	.296

a. Dependent Variable: Tea consumption

Table 4.8 reveals that, marketing mix strategy, particularly product, place, and promotion, has a positive and significant impact on the amount of tea consumed. The standardized coefficients indicate that product contribute the most, followed by promotion and place, while price negatively affects tea consumption. Generally, the results indicate a positive and significant relationship between marketing mix factors (product, place, promotion) and tea consumption. However, there was a negative relationship between price and the amount of tea consumed. The results supported the alternative hypothesis, leading to the rejection of the null hypothesis.

4.6.2 Effect of Socio-demographic on Tea Consumption

Multiple regression model was used in this study to examine the effects of socio-demographic factors on tea consumption. The independent variable demographic factor was measured using four variables which are age, gender, education level, and monthly income. All attributes were included in the analysis and the results are presented below.

4.6.2.1 Model Summary

Model summary helps to show how much the dependent variable is explained by the independent variable. In explaining how much the dependent variable (amount of tea consumed) explained by the independent variable (Demographic factors), the value of R-square was used.

Table 4.9: Model Summary for demographic factor on Tea consumption

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.746 ^a	.556	.551	1.206	.556	123.557	4	395 ^a	.000

a. Predictors: (Constant), monthly income, age, gender, highest education level

The coefficient of determination, R- square was found to be 0.556 indicating that the model explains 55.6% of the variations in the dependent variable tea consumption, leaving 44.4% unexplained. This implies that the model is significant in studying tea consumption because it has captured the important independent variables.

4.6.2.2 Analysis of Variance for Demographic Factors

Analysis of variance was performed by the researcher in order to determine the statistical significance of the collected data.

Table 4.10: Analysis of Variance for Demographic Factor

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	718.364	4	179.591	123.557	.000 ^b
	Residual	574.134	395	1.454		
	Total	1292.498	399			

a. Dependent Variable: Tea consumption

b. Predictors: (Constant), age, gender, education level, and monthly income

Table 4.10 indicates that, the results are statistical significance and the model used for analysis is adequate. This is shown by the significance level of 0.000 which is less than P-value of 0.05 indicating that the model used explains well the dependent variable which is tea consumption.

4.6.2.3 Regression coefficients for demographic factors

Researcher performed Regression Coefficient so as to measure the significance and contribution of demographic factors on tea consumption.

Table 4.11: Regression Coefficient Results for Demographic Factors

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound

Constant	8.315	.269		30.964	.000	8.315	.269
D1-Age	.855	.072	.432	11.877	.000	.855	.072
D2-Gender	.171	.146	.044	1.167	.244	.171	.146
D3-Education	-.741	.058	-.498	-12.712	.000	-.741	.058
D4-Income	-.521	.059	-.351	-8.843	.000	-.521	.059
a. Dependent Variable: Tea consumption							

Table 4.11 displays that age significantly affects the amount of tea consumed ($P < 0.05$, Beta= 0.432). A unit change in age increases 43.2 percent of amount of tea consumed. On the other hand, the analysis indicates that tea consumption decreases with increase in levels of income ($P < 0.05$, Beta = -0.351) and education ($P < 0.05$, Beta = -0.498). Additional unit in education and income decreases the amount of tea consumed by 74.1 percent and 52.1 percent respectively. Furthermore, the results reveal that, gender differences do not have any significant effect on tea consumption ($P > 0.05$). The null hypotheses were rejected for age, education, and income, but accepted for gender. This implies that, tea manufacturers or marketers should consider age, education, and income when deciding the formats, size or types of packaging of teas to suit the preferences of all demographics.

DISCUSSION

The study examined the factors influencing low consumption of tea in Tanzania, highlighting tea Purchasing and consumption habits, the relationship between tea consumption and socio-demographics, perceived health effect, and marketing mix factors. This section also discusses the results of hypothesis tests conducted in relation to these factors.

5.1 Tea Purchasing and Consumption Habits

This objective aimed at understanding how Tanzanian consumers engage with tea. The researcher examined consumers’ habits, preferences, and patterns of tea consumption. The study revealed that the majority of the respondents, 71.75 per cent prefer competing beverages such as coffee and soft drinks to tea, which cause the overall amount of tea consumed to decline. The current study is in agreement with (TBT, 2012) which reported that consumers tend to favour competing beverages over tea due to their readily availability in various varieties and flavours. The present study is even more supported by (FAO, 2024) which revealed that, the traditional importing nations of Europe and North America have seen a decline in tea consumption as a result of growing competition from other beverages, especially coffee, carbonated drinks, and bottled water.

The analysis also reveals that, limited varieties or forms of traditional (*Camellia sinensis*) tea products in the domestic market hindered purchases and consumption of tea, as consumers have fewer options or alternatives tea products to choose and therefore less were likely to increase their purchases or consumption. In contrast, countries such as Japan, China, Korea, Indonesia, and India are using tea product diversification strategy to create varieties of products that appeal to customers as a means to enhance the level of tea consumption and competitiveness of tea industry in their countries (Hajra, 2019; Prasetia *et al.*, 2020). The increase in various types of tea products which are served in a variety of forms such as powdered tea, bottled tea, tea bags and tea boxes allow the consumers to choose a broader range of products which in turn enhance the level of tea consumption in respective countries (Hajra, 2019; Prasetia *et al.*, 2020).

This study is also contrary to (Omosa *et al.*, 2022) who reported that, in Kenya, tea firms make alternative tea products that could enable them to increase the number of consumers and their profits.

This helps to make up for their primary products' slow sales times. Companies that specialize in processing black tea, for example, have expanded into processing purple, green, white, yellow, pan-fried green tea from Kenya, white premium tea, silver tips, golden tips, and lemon grass tea. The study by (Omosa *et al.*, 2022) indicated a significant relationship between product diversification and product performance.

Tanzania's tea companies or tea marketers should focus on creating diverse tea products such as ready-to-drink tea, bottled tea, and specialty with various flavours and at the same time promote these varieties to consumers to attract a wider range of consumers and potentially increase tea consumption level.

5.2 Effect of Socio-Demographic Factors on Tea Consumption

The focus of this objective was to ascertain whether there was a significant association between tea consumption and age, gender, income, and education level. The analysis of data suggests that age has a positive and significant impact on tea consumption. As individuals grow older, their likelihood of consuming tea increases. Perhaps this reflects changing preferences or cultural habits over time. The results reveal that, any additional year of age of the respondents increase tea consumption by 43.2 percent. The current findings agree with (Rezaee *et al.*, 2016), who discovered a positive relationship between age and tea consumption. The findings of the current research also is in agreement with (Wanjiru *et al.*, 2018) who reported that younger generation in Kenya shows less interest in consuming tea due to cultural factors like attitude, perception, and taste preferences. Instead, they are attracted to bold yet straightforward brands and instant beverages like soda, chocolate, and coffee. Furthermore, is also supported by (Vieux *et al.*, 2019) who reported that tea consumption was highest among older adults (51–70 years).

In contrast, the results of (Kularatne, 2016), on the other hand, contradict the present study's findings, which found that younger generations drank more tea than older generations, indicating a negative association between age and tea consumption.

Therefore, current research suggests that tea marketers or Companies could develop products that cater specifically to the tastes and preferences of older consumers, such as specialized blends, health-focused teas, or easy-to-use packaging also, marketing campaigns could highlight the health benefits of tea for older adults, potentially increasing consumption further.

In exploring the dynamics of tea consumption, it was surprising to find that education exhibited a negative significant impact on tea consumption. This unexpected finding suggests that more educated individuals opt for alternative beverages or possess different dietary preferences altogether. This observation aligns with previous study indicating that educated individuals residing in urban areas often prefer other beverages over tea (Kipkoech *et al.*, 2013). This underscores the need for tea marketers and companies to devise targeted marketing strategies that cater to diverse consumer preferences, ensuring that tea remains a relevant and appealing choice across various demographic segments. By understanding and addressing the evolving preferences of consumers, tea marketers can effectively promote tea consumption among consumers of different levels of education, fostering sustained growth in the tea market.

Furthermore, the findings revealed that income has a negative significant impact on tea consumption. Higher income levels might be associated with access to a wider range of beverage choices, leading to reduced reliance on tea. The results agree with previous study which suggested that income negatively affects tea consumption, as higher income may lead to the preference for alternatives like coffee or cocoa beverages (Kipkoech *et al.*, 2013). However, there are conflicting studies suggesting that income

positively influence consumption, showing that people consume more during higher income or employment and less during unemployment (Carbone and Hey, 2004; Chen *et al.*, 2016). Owing to these contradictory results, tea marketers and organizations must conduct additional research in their particular target market to gain a comprehensive grasp of the complexity of tea consumer behaviour. Additionally, where income is a deterrent to drinking tea, premium tea items should be marketed to high-income consumers.

It is intriguing to note that gender does not demonstrate any significant relationship with tea consumption in this study. This implies that both men and women consume tea at comparable rates, a trend that is consistent with previous research findings (Zhiyuan, 2017). Such gender parity in tea consumption can serve as a significant avenue for scaling up the income of tea farmers, many of whom are women and children. By recognizing that tea consumption transcends gender lines, stakeholders in the tea industry, including marketers, policymakers, and agricultural organizations, can develop targeted initiatives to bolster tea production and sales. For women and children engaged in tea farming, this presents an opportunity for increased participation and economic agency. With tailored support programs and access to resources such as training, financing, and market networks, female and young tea farmers can harness the growing demand for tea across diverse consumer demographics. Besides that, initiatives aimed at promoting gender equality within the tea sector can further empower women and children, fostering sustainable livelihoods and contributing to broader socio-economic development goals. In essence, the absence of a gender disparity in tea consumption not only underscores the inclusivity of tea as a beverage choice but also signifies a potential pathway for enhancing the economic well-being of marginalized tea farmers, particularly women and children. Through targeted interventions that leverage this insight, the tea industry can emerge as a catalyst for positive change, driving income generation and empowerment at the grassroots level.

5.3 Consumer's perceptions of the relationship between health and tea drinking

Descriptive statistics were used to assess consumers' perceptions regarding the relationship between health and tea drinking. The findings of this study reveal a prevailing negative perception among respondents regarding the association between tea consumption and health. A significant majority of respondents believe that tea consumption is linked to health issues such as blood pressure, diabetes, and obesity. This perception likely influences their choices regarding tea consumption. Also, most respondents disagreed that tea promotes a healthy lifestyle. This suggests that they view tea as having adverse effects on health, leading to a preference against drinking it. Individuals who are aware of these potential health risks associated with tea are less likely to consume it. This awareness likely shapes their behaviour and decision-making.

The present study aligns with previous researches which indicated that health-conscious consumers are more likely to respond positively to products with health benefits or negatively to those causing health problems (Guntapon, 2015; Hansen and Thomsen, 2018; Das *et al.*, 2022). In conclusion, the study highlights the need for health education and accurate information about tea's impact on health. Addressing misconceptions and promoting evidence-based knowledge can help individuals make informed choices regarding their tea consumption.

5.4 Effect of marketing mix strategies on tea consumption.

The analysis was done in order to identify the strength of relationship existing between marketing mix strategies (product, price, place and promotion) and tea purchasing and consumption.

The analysis highlights the critical role of marketing mix strategies in influencing tea consumption. This study indicates that the low tea consumption observed was attributed to inadequate marketing efforts or promotions of tea over other beverages. However, further analysis found that marketing mix strategy can play a crucial role in influencing tea consumption when effectively implemented. The study identifies three essential marketing mix factors; product, place, and promotion which have positively and significantly impacted the amount of tea consumed. Offering high-quality tea with diverse flavor options positively influences consumer choices, while accessible and secure locations as well as well-executed promotional efforts play a crucial role in encouraging tea consumption and increased tea sales.

This study echoes findings from other researchers who reported that aligning marketing mix strategies (product, price, place, and promotion) enhances business performance and long-term profitability (Bahador, 2019). The role of promotion in increasing tea drinking behavior is also reported by (Cheebeng et al, 2010) who revealed that the popularity of tea drinking in Guangzhou came about as a result of promotion by various agents involving tea farmers, tea merchants, and the Government in post-Mao China.

On the basis of the findings, this study offers important implications for Government authorities, policy makers, researchers, companies and marketers in the tea industry, as they can use this information to develop effective marketing and promotion strategies to increase tea consumption. Additionally, these insights can be incorporated into public health initiatives related to tea consumption focussing on educating consumers about the health benefits of tea and dispelling misconceptions. Finally, the findings provide a base for further researches on domestic tea consumption in Tanzania.

However, there are few limitations with this study that need to be resolved in future researches. This study is limited by its sample size and locality. The study was conducted in the context of urban, Ilala district. This may affect generalization of the findings in other parts of Tanzania especially rural areas. Future research about low tea consumption in Tanzania should address the limitations of this study by including a larger sample size and collecting data from other regions, such as Mbeya, Njombe, and Iringa, where tea is predominantly grown. Furthermore, the study's reliance on cross-sectional data collected at a specific time may introduce bias and affect the results of hypothesis. As a result, longitudinal studies can be carried out to gather data at various intervals and prevent typical technique variance issues.

CONCLUSION AND RECOMMENDATIONS

6.1 Conclusion

Tea is an important commodity in the economy of Tanzania. It is a source of employment, ensures food security and contributes to the export earnings. More than 80 percent of Tanzania's tea is sold in the international market at the cost of low price because of low demand of tea in the local market. However, Tanzania needs to focus on expanding and strengthening its domestic tea market in order to increase profit and enhance tea consumption in the country. The aim of this research was to contribute towards enhanced domestic tea consumption by determining of factors influencing low consumption of tea in Tanzania.

This study focused on five key factors influencing low consumption of tea in Tanzania, despite numerous determinants influencing consumption behaviour. Firstly, the researcher found that, the majority of Tanzanians tend to choose alternative beverages to tea, which affects overall consumption. This preference for other beverages could be due to cultural habits, taste preferences, or marketing

efforts by competing products. Encouraging awareness about the health benefits and versatility of tea might help shift this preference.

Secondly, the study revealed that, the domestic market's limited variety of tea products hinders purchases and consumption leading to low consumption of tea. When consumers have fewer alternatives to choose from, they are less likely to

increase their tea consumption. Diversifying the types of tea available and promoting specialty blends could address this issue.

The third factor was about demographic issues. Age, education, and income significantly influence tea consumption. While gender does not play a significant role, understanding the preferences of different age groups, educational backgrounds, and income levels can inform targeted marketing strategies. For instance, promoting tea as a healthy choice for younger generation or emphasizing affordability for low-income households could boost consumption. The findings rejected the hypotheses that there were no relationship between tea consumption and age, education and income, but accepted the null hypothesis that there is no relationship between gender differences and tea consumption. These resulted into conclusion that there is significant relationship between tea consumption and age, education, and income whereas there is no significant relationship between gender and tea consumption.

Additionally, inadequate marketing efforts and promotions influenced low consumption of tea. Lack of information about the benefits of tea contributes to low consumption. The effective marketing mix strategies were found to have positive influence on tea consumer behaviour. Effective marketing mix strategies, including high-quality tea offerings, accessible locations, and well-executed promotions, can positively influence consumer behavior. Educating the public about the nutritional value, flavor profiles, and cultural significance of tea could enhance its appeal. The findings rejected the hypothesis that there is no relationship between tea consumption and marketing mix strategy (product, place, promotion, and price) and accepted the alternative hypothesis resulting in the conclusion that there is significant relationship between marketing mix strategies and tea consumption.

Finally, health concern also played a significant role in lowering tea consumption, with perceived health negative effects affecting the majority's preference for tea over other beverages. A significant number of respondents associate tea consumption with health issues such as blood pressure, diabetes, and obesity. This negative perception likely deters them from drinking tea.

Generally, the study concludes that, Tanzania needs to focus in expanding and strengthening its domestic tea market in order to enhance tea consumption and increase profit from tea production in the country. Factors such as preferences for other beverages, limited availability of tea varieties or flavours, inadequate tea marketing efforts, and perceived health negative effect of tea contributed to the low consumption of tea in Tanzania. Effective implementation of innovative marketing strategies, targeting specific demographic brackets and promoting the health benefits of tea can help Tanzania increase domestic tea consumption, benefiting both the economy and individual well-being.

6.2 Recommendations

In order to enhance tea consumption in the domestic market and increase the profitability of tea industry in Tanzania, the study is recommending the following:

1. **Product Diversification:** Tanzania's tea industry should diversify its tea product offerings, including ready-to-drink, instant, bottled, cold, organic, green and Oolong tea depending on the need of consumers. This strategy will enhance consumer choices and promote local consumption.

2. **Local Market Focus:** Rather than relying solely on the international market, Tanzania's tea industry should prioritize expanding its local market. By targeting domestic consumers, the industry can strengthen its position and reduce dependence on exports.
3. **Health Education:** Educating tea consumers and the general public about the health benefits of tea is crucial. Currently, only 20% of consumers are aware of these benefits. Dispelling misconceptions and promoting tea's positive impact can drive increased consumption.
4. **Effective Marketing:** Marketers and manufactures should implement robust marketing efforts to attract consumers. Provision of quality, affordable, accessible, and available tea products will encourage more people to choose tea.
5. **Targeted Strategies:** Tailoring tea product features and distribution strategies to meet the needs of older age groups, higher-income, and educated people segments is essential. Simultaneously, efforts should continue to engage non-consuming groups.
6. **Marketing Mix Strategy:** The proven effectiveness of the marketing mix strategy underscores its importance. Effective planning and implementation of this strategy are recommended for the tea business's success.

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