

CONSUMER PREFERENCES OF TEA AND BUBBLE TEA IN BENGALURU (URBAN)

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ABSTRACT

Recent years has seen an upsurge of varieties of tea - Bubble tea being one among them. It consists either of milk or other tea base, or both including flavours and syrups along with tapioca pearls or jelly. The aim of the study was to determine the preference of the consumers towards tea and bubble tea. A sample of 323 tea consumers was identified with 200 being consumers of bubble tea using a questionnaire to elicit information on the consumption pattern and preferences. Majority of tea and bubble tea consumers belonged to 15-18 years age group (41.5 % and 40 %), were students (57.9 % and 36.5 %) and were females (65.9 % and 68.5 %). Significant association was seen between the marital status and gender with cups of tea consumed per week at 5 % level of significance, [$\chi^2(0.05, 1df) = 3.841$]. Significant association with gender was seen with taste and customization of the drink ($p=5.991, p<0.05$), convenience and availability of bubble tea ($p=3.841, p <0.05$). Hence, gender and marital status are the major determinants for the preference of tea whereas gender, convenience and availability are the major determinants for the preference of Bubble tea.

KEYWORDS: Perception, Preferences, Customization