

The Impact of Marketing Mix Strategy on Tea Consumption in Ilala District, Tanzania

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ABSTRACT

Research aimed to contribute towards enhanced domestic tea consumption through determination of the impact of marketing mix strategy on tea consumption in Tanzania. Cross-sectional survey was used to collect data from 400 respondents in Ilala, Dar es Salaam city. Descriptive statistics were used to summarize tea drinking habits, while multiple regression model was employed to determine the relationship between marketing mix elements and the consumer's level of tea consumption. The results revealed that product design ($\beta = 0.481$), place/distribution ($\beta = 0.222$), and promotion ($\beta = 0.250$) positively impacted tea consumption, while prices ($\beta = -0.900$) negatively affected the level of tea consumption at $P < 0.05$. This study echoes findings from other researchers who reported that aligning marketing mix strategies enhances business performance and long-term profitability (Bahador, 2019). The role of promotion in increasing tea drinking behavior is also reported by (Chee-beng 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. The study suggests that enhancing marketing mix strategies, raising public awareness about tea's health benefits are crucial for boosting tea consumption in the country.

Key words: Tea business, Domestic tea consumption, Tea product design, Tea promotion.

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INTRODUCTION

Tea is one of the most popular beverages consumed worldwide due to its refreshing taste, attractive aroma, and potential health benefits (Deebhijarn, 2016). Depending on the level of fermentation (oxidation) there are three most commonly known teas, namely, green tea (unfermented), oolong tea (semi-fermented) and black tea (fully fermented) (Deebhijarn, 2016).

In Tanzania, tea ranks the sixth major cash crop for export. Approximately, tea contributes the revenue of US \$ 60 million to the Tanzania's economy annually (Dogeje & Ngaruko, 2023). More than 32,000 households 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 estates and tea factories and approximately 2 million of people indirectly benefit throughout the tea value chain including selling fertilizers, workers applying fertilizers to farms transportation of teas, selling herbicides, blend and packers factories, selling teas, tea plucking (Dogeje & Ngaruko, 2023).

The trend of tea consumption in the world exhibits upward movement from 2,995,000 tons in 2001 to 5,879,000 tons in 2020 (International Tea Committee [ITC], 2020). The most likely explanation for tea's rise in the global is its perceived health benefits (Valavanidis, 2019). Other significant factors contributing to the global increase in tea consumption include the development of tea products, such as herbal tea, fruit fusions, gourmet flavoured teas, and ready-to-drink teas (Hayat et al., 2015). Additionally, consumers can now purchase a greater variety of tea products in various formats, including powdered tea, bottled tea, tea bags, and tea boxes, increasing the amount of tea consumed in the respective countries (Prasetia et al., 2020). More significantly, consumers' desire for tea is fuelled by favourable marketing mix strategies including product design, pricing policy, distribution channels, and promotion, which in turn raises the level of purchase and consumption (Baig et al., 2020).

While several authors (Valavanidis, 2019; Willer et al., 2019; Hosseinzadeh- and Salehpour, 2021; FAO, 2022), offer valuable insights into the global rise in tea consumption, there remains

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a necessity for a more thorough comprehension of the topic, especially within certain tea-producing countries including Tanzania where consumption is noted to be both low and stagnant. Tanzania exhibits a notably low level of domestic tea consumption compared to other tea-producing nations globally, positioning it among the countries with the lowest annual tea consumption per capita. The per capita tea consumption of Tanzania is 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), and China (1.48 kg/head/year)

(ITC, 2020). Only 20% of Tanzania's tea is marketed domestically, indicating a low level of demand for tea within the country, whereas about 60% of tea produced in other countries worldwide is consumed locally. As a result of low demand in the internal markets, Tanzania's tea is compelled to rely on the export markets.

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 external economic uncertainties. This was observed in the declining tea consumption in traditional importing countries like Europe and the Russian Federation (Food and Agriculture Organization [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).

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 this. Domestic market will stimulate more production of tea, reduce dependency on the global market, alleviate export costs, and mitigate challenges associated with international market requirements, such as quality standards, certifications, as well as exchange rates. The present research aimed at investigating the impact of marketing mix strategy on tea consumption and purchase patterns in Tanzania.

METHODOLOGY

Study Area/Location

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 1). Ilala district covers an area of 364.9 km² and the population size of 1,649,912 (National Bureau of Statistics, 2022).

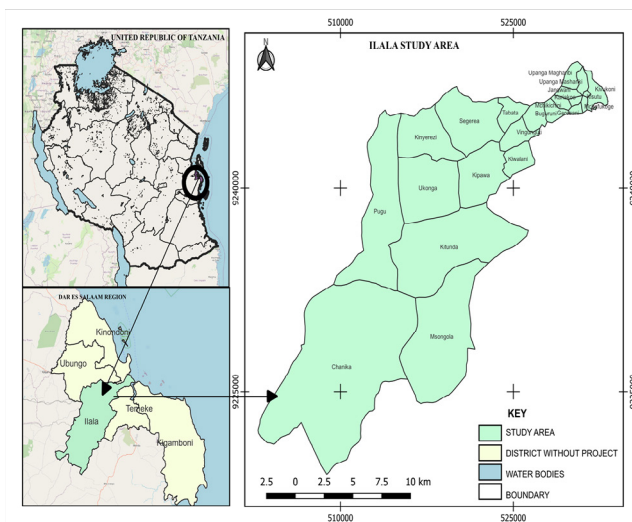


Figure 1: Map of the study area

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

Research Design

The study employed a cross-sectional survey research design to collect data.

Targeted Population

The study targeted 400 participants which include individuals residing in Ilala and employees from key tea institutions namely, Tea Board of Tanzania, Tanzania Smallholders Tea Development Agency, 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 from 400 respondents in Ilala district using semi-structured questionnaires.

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.

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

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.

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. 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:

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

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

RESULTS AND DISCUSSION

Tea Purchasing and Consumption Habits

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 1).

Table 1: 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
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 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.

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. The research findings in Table 2 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.



Table 2: 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

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; Prasetya *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; Prasetya *et al.*, 2020).

This study is also supported by (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.

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. 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. This should be part of the methodology

The grand mean 4.28 in Table 3 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.

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.

Regression Coefficient Results for Marketing Mix Strategy

Table 4 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.

The research 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 contributes the most, followed by promotion and place. On the other hand, high prices of tea beverage which is linked to the price of sugar negatively affected tea consumption in the study area. When implemented well, marketing mix strategy can have a significant impact on tea consumption. 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.

The present study echoes findings from other researchers who reported that affordable price, effective promotional strategy and interaction with the distribution outlets create demand for the products and increasing performance as well as long-term profitability (Bahador, 2019; Ejike, 2020). The research conducted by (Ofori *et al.*, 2020) backups the current research by indicating that, high prices and lower product quality of tea have negative consumers demand and hinders marketing efforts.

This present findings are also supported by (Chee-beng *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. The current results are also consistent with the research of (Odunlami and Akinruwa, 2014), which found that promotion positively affects the organization's sales revenue and product awareness. Analysis revealed that a 1% change in promotion will result in a 52.6% change in product awareness and a 49.6% change in sales income (Odunlami and Akinruwa, 2014). Further support was received from (Shchekhula, 2022) who reported that promotion positively influenced sales and quantity of bubble tea consumption.

Table 3: The Influence of Marketing Mix Strategy on Tea Consumption

<i>Descriptive statistics</i>				
<i>Item code</i>	<i>Descriptions</i>	<i>N</i>	<i>Mean</i>	<i>Std. Deviation</i>
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	

Table 4: Regression Coefficient Results for Marketing Mix Strategy

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

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.

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 tea purchasing and consumption behaviour 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

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, 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:

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.

Local market focus

Rather than relying solely on the international market, Tanzania's tea industry should prioritize expanding its local market.

Health education

Educating tea consumers and the general public about the health benefits of tea is crucial. In the current study only 20% of consumers are aware of these benefits. Dispelling misconceptions and promoting tea's positive impact can drive increased consumption



and educating the public about the nutritional value and cultural significance of tea.

Effective marketing mix strategy

Marketers and manufacturers should implement robust marketing efforts to attract consumers. Provision of quality, affordable, accessible, and available tea products will encourage more people to choose tea. Effective planning and implementation of this strategy are recommended for the tea business's success.

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