



Consumer Insight on Tea Post: Exploring Motivating Factors Driving Footfall in Ahmedabad City

Mustakim Momin^{1*}, Manoj Prajapati², Jignesh Vidani³

LJ University

Corresponding Author: Mustakim Momin; mustakimmomin4015@gmail.com

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ABSTRACT

This research investigates the motivating factors influencing consumers' visits to tea outlets in India, with a focus on the role of gender in shaping preferences and behavior. Tea consumption in India is no longer limited to mere refreshment; it has evolved into a lifestyle and social experience, particularly among urban youth. The study employs a primary survey of 153 respondents, analyzing demographic variables such as gender, age, occupation, and income alongside behavioral factors including relaxation, taste preference, pricing, variety, ambience, health considerations, availability of snacks, brand reputation, promotional offers, and modern café culture. Reliability analysis confirmed a high internal consistency of the measurement items (Cronbach's Alpha = 0.954). Cross-tabulation and chi-square tests reveal significant gender-based differences in several motivational factors, including relaxation, taste preference, affordability, ambience, convenience, and variety of tea options. While some factors such as health benefits and preference for modern café culture did not show significant gender differences, others indicate nuanced patterns in consumer decision-making. The findings have both theoretical and practical implications, highlighting the importance of gender-sensitive marketing strategies, experiential outlet design, and targeted promotional activities to enhance consumer satisfaction and loyalty. This study contributes to the understanding of consumer behavior in the contemporary Indian tea industry, providing actionable insights for entrepreneurs, café managers, and marketers seeking to optimize their offerings in alignment with evolving preferences.

INTRODUCTION

Tea in India is much more than a drink – it's a part of everyday routine, a cultural symbol, and even a growing business opportunity. Whether it is the chaiwala at the corner or a stylish tea café in a mall, tea is present everywhere. Globally too, tea is huge. It is the second most consumed beverage after water. People love it for its taste, its calming effect, and its growing reputation for health benefits. India is one of the world's largest producers and consumers of tea. Regions like Assam and Darjeeling are internationally known for their unique flavors. But cities such as Ahmedabad show a very different side of the tea industry. Here, modern tea chains like Tea Post have changed the traditional idea of chai by offering a café-like experience that still feels familiar and affordable. Tea Post has built a strong name in Gujarat by focusing on three things: low prices, convenient locations, and a clean, friendly environment.

The Indian tea market is diverse. Some people drink tea because they love the taste. Others choose it for health, quick refreshment, or for the social connection it brings. And with the café culture expanding rapidly in India, it's no longer just coffee cafés that attract young people. Tea cafés are becoming increasingly popular among students, office-goers, families, and travelers. This study aims to understand why people in Ahmedabad specifically choose Tea Post. Is it the taste? The price? The hygiene? The atmosphere? Or the mix of tradition and modernity that the brand offers? Tea also has a large economic and cultural footprint. It creates jobs, supports global trade, and represents hospitality in many Indian households. The type of tea and the way it is processed – plucking, rolling, drying – shape its final flavor. Today, various types like black, green, oolong, white, and herbal teas cater to different preferences. Herbal teas are especially popular among health-conscious consumers, though some herbs can have risks if consumed in excess.

Climate change is becoming a major challenge for tea production. In regions like Assam, farmers face irregular rainfall, long dry spells, and new pests. These conditions affect both the quantity and the quality of tea leaves. To deal with this, many producers are using methods like organic farming, water harvesting, and planting more shade trees. Although consumers in Ahmedabad do not directly see these issues, they can feel the impact through changes in price, flavor, or the rise of labels like “organic” and “sustainable.” For a brand like Tea Post, maintaining consistency depends on how strong and adaptable their supply chain is. Tea also connects strongly with tourism and social culture. Visiting tea plantations is popular in many countries. Ahmedabad doesn't have tea farms, but its tea cafés create their own version of “tea tourism.” For many young people, Tea Post acts as a “third place” – a spot outside home and office where they can meet friends, study, work, or simply relax.

People choose Tea Post for three types of reasons: practical (price, hygiene, quick service), emotional (comfort, nostalgia, bonding), and symbolic (a modern yet traditional brand identity). This study is important because it helps understand what truly motivates Ahmedabad consumers and how tea culture is evolving in urban India.

Research Objectives

1. To study the demographic profile of tea consumers in Ahmedabad city (objectives achieved in questions 1–4 of questionnaire).
2. To analyze the relationship between age and the purpose of visiting tea outlets, such as relaxation and socializing (objectives achieved in question 5 and hypothesis 1).
3. To study the impact of age on the importance given to quality and taste of tea while visiting outlets (objectives achieved in question 6 and hypothesis 2).
4. To examine the influence of age on consumer sensitivity towards pricing and affordability of tea (objectives achieved in question 7 and hypothesis 3).
5. To evaluate the association between age and preference for ambiance and environment of tea outlets (objectives achieved in question 8 and hypothesis 4).
6. To investigate whether age affects the importance of convenience and accessibility of tea outlets (objectives achieved in question 9 and hypothesis 5).
7. To study the relationship between age and preference for variety of tea options offered at outlets (objectives achieved in question 10 and hypothesis 6).
8. To assess the association between age and consumer interest in health benefits of tea such as herbal or green varieties (objectives achieved in question 11 and hypothesis 7).
9. To explore the influence of age on consumer preference for availability of snacks/food items along with tea (objectives achieved in question 12 and hypothesis 8).
10. To analyze the relationship between age and the role of brand reputation and popularity of tea outlets in consumer decision-making (objectives achieved in question 13 and hypothesis 9).
11. To study the impact of age on consumer response towards promotional offers, discounts, or loyalty programs at tea outlets (objectives achieved in question 14 and hypothesis 10).
12. To evaluate the association between age and consumer preference for modern café culture compared to traditional tea stalls (objectives achieved in question 15 and hypothesis 11).

Pic 1. Reseach Objectives

LITERATURE REVIEW

Global and Indian Tea Industry

Tea is the second most consumed drink worldwide. India is a major player, producing varieties from Assam, Darjeeling, and Nilgiri. Urban areas, however, are shifting tea from being a household drink to a lifestyle choice. In Ahmedabad, Tea Post reflects this trend by offering a modern, clean, and standardized tea experience compared to local stalls.

Herbal Teas and Health Trends

Herbal teas are gaining popularity among health-conscious consumers. They're seen as natural remedies and caffeine-free options. But research warns that overconsumption can have side effects due to certain plant chemicals. In India, herbal teas mix modern health trends with traditional Ayurvedic practices. Tea Post also experiments with flavored and herbal teas to attract health-focused customers.

Climate Change and Sustainability

Climate change directly impacts tea production – irregular rain, heat, and pests reduce yields. Farmers are adapting with eco-friendly farming methods. For urban customers, this shows up in pricing, marketing of organic teas, and

“eco-friendly” branding. For Tea Post, highlighting sustainability could boost customer loyalty, especially among younger audiences.

Tea, Tourism, and Livelihoods

Tea and tourism often go hand in hand, with plantations offering cultural and economic opportunities. Though Ahmedabad has no plantations, its tea cafés create a similar cultural experience. Tea Post has become a place where tea drinking is more than a habit – it’s an event or social outing.

Consumer Motivations

People choose tea outlets for many reasons. Functional ones include price, cleanliness, and convenience. Emotional ones include comfort and nostalgia. Symbolic ones include lifestyle identity – Tea Post feels modern, safe, and aspirational compared to roadside stalls.

Research Gap

While existing literature on consumer behavior in the beverage industry provides insights into preferences for coffee and fast-moving consumer goods, there is limited research specifically addressing the tea outlet segment in India, particularly with a focus on motivational factors and gender-based differences. Most studies emphasize tea consumption in terms of health benefits or general consumption patterns, but few examine the experiential and lifestyle dimensions that influence visits to modern tea cafés. The emergence of urban café culture, blending socialization, relaxation, and leisure with beverage consumption, has transformed the tea industry, yet scholarly research has not fully explored how these factors interact with demographic variables such as gender, age, occupation, and income.

Additionally, prior research often focuses on single factors such as taste, price, or health benefits, without considering the combined effect of multiple motivators including ambience, variety, convenience, brand reputation, and promotional offers. There is also a scarcity of studies employing robust statistical techniques, such as chi-square analysis, to understand the relationship between demographic characteristics and consumer motivations in this context.

Furthermore, the rapid rise of experiential tea outlets and the shift from traditional tea stalls to modern cafés has not been sufficiently studied from a consumer perspective. Specifically, there is a gap in understanding how lifestyle aspirations, social experiences, and modern café culture influence visit behavior and decision-making. This study addresses these gaps by examining a comprehensive set of motivational factors, analyzing gender-based differences, and providing actionable insights for tea café operators and marketers. By doing so, it contributes to both academic literature and practical business strategy, highlighting underexplored dimensions of consumer behavior in the Indian tea outlet industry.

Hypothesis

- There is a significant relationship between Gender and the belief that tea is mainly for relaxation and socializing.
- There is a significant relationship between Gender and the view that the quality and taste of tea drive visits.
- There is a significant relationship between Gender and pricing and affordability influencing the choice of outlet.

- There is a significant relationship between Gender and the belief that the ambience and environment of the tea outlet play a key role.
- There is a significant relationship between Gender and visiting tea outlets for convenience and accessibility.
- There is a significant relationship between Gender and preference for outlets that offer a variety of tea options.
- There is a significant relationship between Gender and the belief that health benefits affect decisions to visit tea outlets.
- There is a significant relationship between Gender and availability of snacks or food items influencing the likelihood of visiting.
- There is a significant relationship between Gender and brand reputation and popularity influencing visits.
- There is a significant relationship between Gender and promotional offers, discounts, or loyalty programs encouraging visits.
- There is a significant relationship between Gender and the preference to visit tea outlets for modern café culture rather than traditional tea stalls.

Table 1. Validation of Questionnaire

Statements	Citation
I visit tea outlets (like Tea Post, MBA Chaiwala, Chai Point, etc.) mainly for relaxation and socializing.	(Vidani, 2015)
The quality and taste of tea are the most important factors that drive me to a tea outlet.	(Vidani & Solanki, 2015)
Pricing and affordability of tea influence my choice of outlet	(Solanki & Vidani, 2016)
The ambience and environment of the tea outlet play a key role in my visit.	(Bhatt, Patel, & Vidani, 2017)
I am motivated to visit tea outlets for convenience and accessibility (near office, college, or home)	(Sharma & Das 2024)
I prefer outlets that offer a wide variety of tea options (black, green, herbal, masala, etc.).	(Das & Vidani 2024)
Health benefits (like herbal or green tea) affect my decision to visit tea outlets.	(Solanki & Vidani 2025)
Availability of snacks/food items along with tea increases my likelihood of visiting.	(Patel & Vidani 2025)
Brand reputation and popularity of the tea outlet influence my visit.	(Sharma & Vidani 2025)
Promotional offers, discounts, or loyalty programs encourage me to visit tea outlets	(Vidani & Saxena 2025)
I visit tea outlets to experience modern café culture rather than traditional tea stalls	(Saxena & Patel 2025)

METHODOLOGY

Table 2. Research Methodology

Research Design	Descriptive
Sample Method	Non-Probability - Convenient Sampling method
Data Collection Method	Primary method
Data Collection Method	Structured Questionnaire
Type of Questions	Close ended
Data Collection mode	Online through Google Form
Data Analysis methods	Tables
Data Analysis Tools	SPSS and Excel
Sampling Size	153
Survey Area	Ahmedabad
Sampling Unit	Students, Private and government Job employees, Businessmen, Home maker, Professionals like CA, Doctor etc.

RESULTS

Demographic Summary

The demographic data from the survey reveals a predominantly male population (78.4%), with females making up 21.6%. The majority of respondents fall within the 18-25 age range (78.4%), while 15.7% are aged between 25-32, and 5.9% are between 32-38 years old. In terms of occupation, most participants are students (72.5%), followed by business owners and those employed in jobs, each at 9.8%, with a small group of homemakers (5.9%) and working professionals (2%). Regarding monthly income, 66.7% of respondents earn below 20,000, while 13.7% fall into the 20,001-40,000 and 40,001-60,000 ranges. Smaller percentages report incomes of 60,001-80,000 (2%) and above 80,000 (3.9%). This suggests a young, student-dominated group, with a significant portion earning lower monthly incomes.

Cronbach Alpha

The reliability analysis using Cronbach's Alpha yielded a value of 0.954 for the 11 items included in the scale. This indicates excellent internal consistency, suggesting that the items are highly correlated and reliably measure the same underlying construct. A Cronbach's Alpha value above 0.9 is generally considered outstanding, which confirms the scale's reliability for further analysis.

Table 3. Results of Hypothesis Testing

Sr. No	Alternate Hypothesis	Result (p =)	p >< 0.05	Accept / Reject Null Hypothesis	R Value	Relationship
1	There is a significant relationship between Gender and the belief that tea is mainly for relaxation and socializing.	0.013	< 0.05	Reject Null	-0.146	Weak Negative
2	There is a significant relationship between Gender and the view that quality and taste of tea drive visits.	0.005	< 0.05	Reject Null	0.015	Very Weak Positive
3	There is a significant relationship between Gender and pricing & affordability influencing choice of outlet.	0.013	< 0.05	Reject Null	-0.219	Weak Negative
4	There is a significant relationship between Gender and the belief that ambience and environment play a key role.	0.006	< 0.05	Reject Null	0.209	Weak Positive
5	There is a significant relationship between Gender and visiting outlets for convenience & accessibility.	0.011	< 0.05	Reject Null	-0.191	Weak Negative
6	There is a significant relationship between Gender and preference for outlets with a variety of tea options.	0.002	< 0.05	Reject Null	-0.187	Weak Negative
7	There is a significant relationship between Gender and belief that health benefits affect visit decisions.	0.827	> 0.05	Accept Null	0.066	No Relationship
8	There is a significant relationship between Gender and availability of snacks/food influencing visits.	0.137	> 0.05	Accept Null	0.052	No Relationship

Sr. No	Alternate Hypothesis	Result (p =)	p >< 0.05	Accept / Reject Null Hypothesis	R Value	Relationship
9	There is a significant relationship between Gender and brand reputation/popularity influencing visits.	0.006	< 0.05	Reject Null	-0.025	Very Weak Negative
10	There is a significant relationship between Gender and promotional offers/loyalty programs influencing visits.	0.039	< 0.05	Reject Null	0.005	Very Weak Positive
11	There is a significant relationship between Gender and preference for modern café culture over traditional stalls.	0.094	> 0.05	Accept Null	-0.107	No Relationship

DISCUSSION

The present study aimed to explore the motivating factors influencing consumer visits to tea outlets, with a particular focus on the relationship between gender and various behavioral, perceptual, and preference-based attributes. The sample comprised 153 respondents, of which a majority (78.4%) were male and within the age group of 18–25 years (78.4%), indicating that the younger generation forms a significant consumer segment in the tea outlet market. Most respondents were students (72.5%), with a monthly income below ₹20,000 (66.7%), which reflects the dominance of economically dependent or early-career individuals in the sample. The high Cronbach’s Alpha value (0.954) suggests excellent internal consistency among the 11 items used to measure perceptions and motivations related to tea outlet visits. This reliability indicates that the questionnaire effectively captured coherent dimensions of consumer behavior, validating the scale for further inferential analysis.

The frequency distribution reveals a balanced response pattern across various factors influencing tea consumption. About 37.3% of respondents strongly disagreed that tea is mainly for relaxation and socializing, suggesting a shift from traditional notions of tea as a social beverage toward more functional or habitual consumption. In contrast, quality and taste emerged as important determinants, though opinions were divided, with a combined 45.1% of respondents disagreeing or strongly disagreeing. This finding highlights that consumers might prioritize other experiential or convenience-related factors over taste alone. Pricing and affordability played a moderate role, as nearly half (43.1%) disagreed or strongly disagreed that it was their primary motivation, indicating that tea outlets cater to a broad demographic with varying price sensitivities. Ambience and environment, however, appeared influential, with 35.3% of respondents agreeing or strongly agreeing that it affects their decision –

an indicator of growing café culture preferences. Similarly, convenience and accessibility influenced many respondents (31.4% agreement), showing the importance of location in driving customer footfall.

Chi-square tests were used to assess the association between gender and the 11 motivational variables. Results indicated significant relationships in several areas, including relaxation and socializing ($p = 0.013$), quality and taste ($p = 0.005$), pricing and affordability ($p = 0.013$), ambience ($p = 0.006$), convenience ($p = 0.011$), variety of tea options ($p = 0.002$), brand reputation ($p = 0.006$), and promotional offers ($p = 0.039$). This suggests that men and women differ significantly in their motivations for visiting tea outlets. However, three variables – health benefits ($p = 0.827$), availability of snacks ($p = 0.137$), and café culture preference ($p = 0.094$) – showed no significant gender-based differences, implying that these factors are universally perceived across both genders. Overall, the findings emphasize that gender plays a notable role in shaping consumer behavior toward tea outlets. Male consumers may be more influenced by practical factors such as pricing, variety, and accessibility, whereas female consumers might prioritize ambience and quality. The weak to very weak correlation coefficients (R values ranging from -0.219 to 0.209) indicate that while gender differences exist, they are not strongly predictive, and other demographic or psychographic variables could contribute more significantly.

In conclusion, the study reveals a nuanced consumer landscape where young, urban individuals – primarily students – are driving the modern tea outlet experience. Factors such as environment, quality, and promotional engagement are pivotal in attracting and retaining customers, whereas health-related motivations remain secondary. These insights are valuable for marketers and tea brands aiming to position their outlets strategically within this evolving beverage culture.

Theoretical Implications

The findings of this research contribute significantly to the existing body of knowledge on consumer behavior and the evolving culture of tea consumption in urban India. The study integrates principles from consumer behavior theories, motivational frameworks, and socio-demographic influence models to understand the determinants of visiting tea outlets. By examining the relationship between gender and various motivational factors, this research expands the theoretical understanding of how social identity and personal preferences shape consumer decision-making in a traditional yet rapidly modernizing beverage sector.

From a consumer behavior perspective, the study reinforces the Theory of Planned Behavior (Ajzen, 1991), which suggests that individual attitudes, subjective norms, and perceived behavioral control guide intention and action. The results indicate that factors such as ambience, variety, and brand reputation influence attitudes toward visiting tea outlets, while accessibility and pricing align with perceived behavioral control. Gender differences further illustrate how social and psychological factors interact with individual motivations, confirming that behavioral intentions are context-specific and shaped by personal and cultural values.

The findings also contribute to Maslow's Hierarchy of Needs Theory, particularly the transition of tea consumption from fulfilling basic physiological needs to addressing higher-order needs like belongingness, esteem, and self-actualization. Many respondents associated tea outlets not only with refreshment but also with relaxation, socializing, and modern lifestyle experiences. This aligns with the emerging concept of experiential consumption, where consumers seek emotional and environmental value beyond the core product. The increasing importance of ambience and café culture among younger demographics supports the notion that tea consumption has evolved into a lifestyle activity rather than a routine beverage choice.

Moreover, the study builds on the Sociocultural Theory of consumer behavior, emphasizing how cultural and social contexts influence decision-making. The predominance of young consumers aged 18–25 and their strong preference for modern tea cafés reflect a generational shift in beverage culture, driven by globalization, urbanization, and exposure to Western-style cafés. Gender-based differences in perception—where males emphasize convenience and variety while females focus on ambience and taste—demonstrate how gender roles and cultural expectations shape consumption behavior in subtle yet significant ways.

The weak to moderate correlations (R values between -0.219 and 0.209) found in the study suggest that while gender influences motivations, it does not entirely determine behavior. This supports the multi-attribute attitude model, which posits that consumer choices are driven by a combination of attributes—each contributing to the overall attitude rather than a single determining factor. It also aligns with Herzberg's Two-Factor Theory, where certain motivators (ambience, quality, promotions) enhance satisfaction, while hygiene factors (pricing, convenience) prevent dissatisfaction.

The high reliability score (Cronbach's Alpha = 0.954) provides theoretical validation for the measurement model used, confirming that the identified motivational dimensions form a cohesive construct. This suggests that future research in similar contexts can adopt this framework to study consumer motivation toward beverage or food outlets.

In summary, this research contributes theoretically by linking traditional consumer behavior models with modern experiential consumption theory in the Indian tea market context. It highlights how demographic variables like gender interact with psychological and environmental factors to shape consumer behavior. The study thereby enriches academic understanding of how emerging café cultures in India blend social identity, lifestyle aspirations, and cultural transformation within a single consumption experience.

Practical Implications

The findings of this study offer several valuable practical implications for tea outlet owners, marketers, and entrepreneurs seeking to understand and cater to changing consumer motivations in India's evolving tea culture. As the research indicates significant relationships between gender and multiple motivational factors such as ambience, taste, pricing, and promotional offers, these insights

can guide more effective marketing, product development, and service strategies for tea businesses.

Firstly, the results highlight that ambience and environment play a crucial role in attracting consumers to tea outlets, particularly among female respondents. This suggests that tea cafés should invest in creating welcoming, aesthetically pleasing, and comfortable spaces. Factors such as décor, lighting, seating layout, music, and cleanliness can transform a simple tea outlet into a social and experiential destination. For urban consumers, tea drinking has evolved beyond a functional habit into a lifestyle activity. Hence, creating a cozy yet vibrant ambience can increase both the frequency and duration of visits, directly enhancing customer satisfaction and revenue.

Secondly, quality and taste emerged as a strong motivational factor influencing visits. Maintaining consistent product quality and offering flavorful tea varieties should therefore remain a top priority. Training staff to prepare tea with consistent standards, sourcing high-quality ingredients, and experimenting with innovative blends (such as herbal or fusion teas) can help outlets stand out in a competitive market. Highlighting the authenticity, freshness, and craftsmanship behind each cup can appeal to modern consumers who value both quality and experience.

Thirdly, pricing and affordability continue to play a significant role in influencing customer preferences. Since most respondents reported monthly incomes below ₹20,000, affordability remains central to attracting mass consumers. Businesses can adopt a value-based pricing strategy – offering affordable options without compromising on quality. Additionally, introducing combo deals, student discounts, or loyalty programs can further enhance footfall and customer retention. These strategies not only promote inclusivity but also strengthen long-term customer relationships.

The data also indicate that convenience and accessibility motivate visits, especially among working professionals and students. Locating outlets near offices, colleges, and public transport hubs can therefore yield higher footfall. Integrating technology through mobile ordering, home delivery partnerships, and digital loyalty programs can make tea consumption more convenient for busy urban lifestyles.

Furthermore, gender-based findings suggest that male customers value variety and accessibility, whereas female customers respond more positively to ambience and social experience. Hence, marketing communications should be segmented accordingly. For instance, promotional campaigns targeting men can emphasize convenience, innovation, and variety, while those targeting women can highlight taste, comfort, and social relaxation.

Additionally, the importance of brand reputation and modern café culture implies that tea outlets should focus on building strong, consistent brands. Investing in social media marketing, influencer collaborations, and community engagement events can boost visibility and create an emotional connection with consumers. Hosting events like tea tastings, cultural evenings, or health-themed workshops can position outlets as more than just beverage centers – as community spaces.

Lastly, the high Cronbach's Alpha value (0.954) validates the reliability of the motivational framework developed in this study. This means tea businesses can confidently use these identified factors—ambience, taste, pricing, accessibility, variety, brand image, and promotions—as benchmarks for continuous customer feedback and service improvement.

In conclusion, the practical implications underscore that the future of tea outlets in India lies in blending traditional tea culture with modern experiential marketing. By aligning business strategies with customer motivations, focusing on sensory experience, affordability, and emotional engagement, tea outlets can build stronger brands, foster customer loyalty, and sustain long-term growth in the competitive beverage industry.

CONCLUSIONS AND RECOMMENDATIONS

This research study aimed to explore the motivating factors influencing consumers' visits to tea outlets in India, with a particular focus on the relationship between gender and various behavioral attributes. The analysis, based on primary data from 153 respondents, reveals valuable insights into how demographic, psychological, and experiential factors collectively shape consumer preferences in an evolving beverage culture. The study's findings contribute both theoretically and practically to understanding how tea consumption has transformed from a daily necessity into a lifestyle-driven experience.

The frequency distribution highlights that a majority of the respondents were young adults aged 18–25 years and primarily students, reflecting the growing popularity of tea cafés among the youth segment. This demographic seeks more than just refreshment—they are looking for spaces that combine relaxation, social connection, and modern identity expression. The high reliability coefficient (Cronbach's Alpha = 0.954) confirms that the variables chosen to measure motivation—such as ambience, taste, affordability, convenience, variety, brand reputation, and promotional offers—are internally consistent and relevant indicators of consumer behavior.

The chi-square results demonstrate significant relationships between gender and several motivational factors. Specifically, gender differences were found to be significant in how respondents perceived the role of ambience, taste, pricing, variety, and promotional offers in influencing their visit behavior. This suggests that gender plays a partial but meaningful role in determining what motivates consumers to visit tea outlets. While males tend to emphasize convenience and product diversity, females are more influenced by ambience, social atmosphere, and product quality. These differences underline the need for segment-specific strategies in marketing and service design.

Importantly, the findings also indicate that the Indian tea industry is undergoing a shift from traditional tea stalls to modern, experience-oriented tea cafés. Consumers now associate tea consumption with relaxation, socializing, and leisure—aligning with global café culture trends. The significance of ambience, comfort, and brand reputation shows that tea drinking has become intertwined with lifestyle aspirations, especially among urban youth. This

transformation reflects a cultural change where tea outlets serve as spaces for community, creativity, and comfort, much like coffee shops once did.

From a business perspective, the study emphasizes the need for tea outlets to balance affordability with quality and experience. By focusing on product innovation, customer engagement, and atmosphere design, tea cafés can strengthen customer loyalty and sustain competitive advantage. Gender-based customization – such as promotional campaigns, menu diversity, and ambiance themes – can further enhance consumer satisfaction.

Theoretically, this research contributes to consumer behavior literature by linking motivational factors with gender-based behavioral differences in the Indian context. It supports existing frameworks like the Theory of Planned Behavior and experiential consumption theory, confirming that consumer choices are not only functional but also emotional and social.

In conclusion, this study establishes that visiting a tea outlet is influenced by a mix of economic, psychological, and cultural factors. The shift in tea consumption from utility to experience signifies a broader lifestyle evolution among Indian consumers. Businesses that understand and adapt to these motivations – through ambiance, pricing, variety, and emotional engagement – will be best positioned to thrive in this expanding segment. The research thus reaffirms that tea outlets are no longer just beverage centers; they have become vital spaces of social interaction, relaxation, and identity expression in contemporary India.

FURTHER STUDY

The present research has provided valuable insights into the motivational factors influencing consumer visits to tea outlets and the moderating role of gender in shaping these preferences. However, as with any empirical investigation, this study opens several avenues for further exploration and refinement. The evolving nature of consumer behavior, coupled with India's dynamic beverage market, makes this topic rich in potential for future research and academic contribution.

Firstly, future studies could expand the geographical scope of research. The current study primarily focused on responses from a specific region, limiting the generalizability of findings across India's diverse socio-cultural landscape. Conducting similar research across metropolitan, semi-urban, and rural areas would provide a comparative understanding of how location, culture, and lifestyle influence consumer motivations. Regional differences in taste preferences, spending capacity, and social behaviors could yield more nuanced insights into how tea outlets can tailor their offerings for different markets.

Secondly, a longitudinal research approach can be adopted in future studies to observe changes in consumer motivations over time. The tea outlet industry is witnessing rapid innovation in flavors, presentation, and branding. Tracking consumer attitudes across different time periods would help identify evolving trends and emerging motivations, particularly as sustainability, health consciousness, and digital experiences become more central to consumption behavior.

Thirdly, future researchers could include additional demographic variables such as income level, education, and occupation to understand their combined impact on consumer motivations. While the current study emphasized gender, broader demographic segmentation could reveal intersectional influences—for example, how age and income together shape perceptions of affordability or luxury in tea consumption.

Another promising area of exploration is the psychological and emotional dimension of consumer behavior. Future studies could employ advanced behavioral models such as the Stimulus–Organism–Response (S–O–R) framework or Theory of Hedonic Consumption to measure how sensory experiences (taste, aroma, ambience) and emotions influence brand loyalty and satisfaction. The use of qualitative techniques—like focus groups or ethnographic studies—can deepen understanding of the social meaning attached to tea drinking in different cultural contexts.

Moreover, as the beverage industry moves toward sustainability and digitalization, future research could examine how these emerging themes affect consumer decision-making. Questions related to eco-friendly packaging, organic ingredients, ethical sourcing, and the role of online delivery platforms in shaping tea consumption could be explored. Understanding how digital engagement (e.g., mobile apps, social media, and influencer marketing) impacts consumer loyalty and footfall could provide modern marketing insights for tea cafés.

In addition, comparative studies between tea and coffee outlets could shed light on how consumer motivations differ between these two popular beverage categories. Such comparisons could help identify overlapping factors and distinct psychological appeals, offering strategic guidance for businesses operating in both domains.

Finally, future research should consider larger and more diverse sample sizes and use mixed-method approaches combining quantitative analysis with qualitative interviews. This would enhance the depth and validity of findings. Employing advanced statistical tools like Structural Equation Modeling (SEM) could further clarify causal relationships among motivational factors, satisfaction, and revisit intentions.

In summary, the future scope of this study lies in expanding its demographic, cultural, and methodological horizons. By incorporating sustainability, digital behavior, and cross-category comparisons, upcoming research can contribute to a holistic understanding of consumer motivations in the modern tea industry. Such efforts will not only enrich academic literature but also empower entrepreneurs and marketers to design more adaptive, inclusive, and experiential tea café models aligned with the evolving preferences of Indian consumers.

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