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A Cup of Recognition: Investigating Public Awareness and Perception of Alif Tea Stall in Tiruchirappalli

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Abstract

This study investigates the brand awareness of Alif Tea Stall, a local tea vendor, within the competitive market of Tiruchirappalli. Employing a mixed-methods approach, this research explores consumer perceptions, brand recall, and factors influencing brand awareness. The findings provide valuable insights into the effectiveness of Alif Tea Stall's branding strategies, consumer behavior, and recommendations for enhancing its market visibility.

Keywords: brand awareness, consumer perception, local business, marketing strategy, tea stall, public awareness.

I. INTRODUCTION

Brand awareness is a pivotal component of a business's marketing strategy, enabling a brand to establish its market presence and foster customer loyalty. This study focuses on Alif Tea Stall, a local tea stall that has garnered regional recognition through word-of-mouth, social media, and community engagement. As a small-scale enterprise, Alif Tea Stall exemplifies the growing trend of local businesses competing with established brands. Investigating the role of brand awareness in its growth trajectory offers valuable insights for small business owners and entrepreneurs in similar sectors. This paper examines the impact of Alif Tea Stall's branding strategies on customer awareness, perceptions, and decision-making processes.

Objectives of the study:

The primary objectives of this study are:

1. To assess the current level of brand recognition of Alif Tea Stall among consumers in Trichy City.
2. To evaluate the factors that influence customer loyalty and retention towards Alif Tea Stall, including product quality, pricing, accessibility, and overall satisfaction.
3. To analyze the impact of brand awareness on consumer behavior, decision-making processes, and loyalty towards Alif Tea Stall.

Research Problem

Despite operating in a crowded and competitive market, Alif Tea Stall seeks to establish a strong brand presence and differentiate itself from other tea stalls in Trichy City. However, it is unclear whether the stall's branding efforts have been successful in creating a recognizable identity among its target audience. This study aims to address the following research problems:

1. To what extent is Alif Tea Stall recognized and recalled by consumers in Trichy City?
2. Has Alif Tea Stall's branding efforts successfully translated into consumer loyalty and retention?
3. What factors contribute to the level of brand awareness and loyalty towards Alif Tea Stall among its target audience?

By investigating these research problems, this study seeks to provide insights into the effectiveness of Alif Tea Stall's branding strategies and identify areas for improvement to enhance its market presence and competitiveness.

Literature Review

The importance of brand awareness, customer engagement, and loyalty in the tea industry has been highlighted in various studies.

Mohamed Ibrahim and Habeebur Rahman (2018) investigated customer satisfaction towards mobile banking services in Tiruchirapalli city, emphasizing the significance of service quality and customer satisfaction in the banking sector.

Menon and Joseph (2019) conducted a case study in Kerala to understand consumer preferences for traditional versus modern tea outlets. The study highlighted the significance of ambiance, product quality, and customer service in influencing consumer preferences for tea outlets.

Habeebur Rahman and Mohamed Ashik (2019) conducted a study on Ola cabs in Tiruchirapalli city, highlighting the importance of service quality in influencing user satisfaction.

Sharma (2023) explored the role of digital media platforms in enhancing brand awareness and customer engagement for Chaayos, a tea café chain. The study emphasized the significance of personalized experiences, hygienic ambiance, and innovative marketing strategies in creating a strong brand identity.

A study on brand equity analysis of selected tea brands in India (IOSR Journal, 2024) examined the components of brand equity, including brand awareness, image, and trust. The findings suggested that effective branding strategies are essential for gaining a competitive advantage in the tea market.

Shams (2024) investigated the factors influencing consumer purchase decisions for branded tea, highlighting the importance of availability, complaint management systems, and health concerns. The study also found that socio-economic factors like education and income levels significantly impact brand loyalty among tea consumers.

Methodology

This study employed a mixed-methods approach, integrating both quantitative and qualitative research techniques to provide a comprehensive understanding of the research problem.

Quantitative Methodology

A structured questionnaire was administered to a sample of 39 customers of Alif Tea Stall. The survey aimed to measure their level of brand recall, recognition, and perceptions of the stall's quality, pricing, and customer service. The questionnaire comprised Likert scales, multiple-choice questions, and demographic information. The data collected was analyzed using MS Excel.

Qualitative Methodology

In-depth interviews were conducted with 40 frequent customers of Alif Tea Stall to gain insights into their emotional connection with the brand, reasons for loyalty, and overall perceptions of the stall's public image. However, only 39 customers responded to the questionnaire. The interviews were transcribed and analyzed manually to identify patterns and themes.

Data Analysis and Results

Table 1: Cross-tabulation of Age and their Level of Satisfaction

Response	20-30	31-40	41-50	Above 50	Total
Very Low	2	0	0	0	2
Low	0	1	0	0	1
Neutral	5	0	0	0	5
High	20	4	2	1	27
Very High	2	2	0	0	4
Total	29	7	2	1	39

Interpretation:

The cross-tabulation table shows the relationship between the respondents' age and their level of satisfaction with AlifTeastall. The results indicate:

The cross-tabulation analysis reveals a significant relationship between age and satisfaction with AlifTeastall. The majority of respondents (69.2%) reported high or very high satisfaction, with the 20-30 age group showing the highest frequency (72.4%) of high satisfaction responses.

Table 2: Cross-tabulation of Age and response about the price of the products

Response	20-30	31-40	41-50	Above 50	Total
Very Expensive	2	0	0	0	2
Expensive	0	1	0	0	1
Neutral	5	0	0	0	5
Reasonable	20	4	2	1	27
Very Reasonable	2	2	0	0	4
Total	29	7	2	1	39

Interpretation:

The cross-tabulation analysis reveals that 78.9% of respondents (31/39) in the 20-30 age group perceive AlifTeastall's products as "Reasonable" or "Very Reasonable", indicating a positive perception of pricing among younger customers.

CHI-SQUARE TESTS

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.460 ^a	12	.576
Likelihood Ratio	10.611	12	.563
Linear-by-Linear Association	.723	1	.395
N of Valid Cases	39		
a. 19 cells (95.0%) have expected count less than 5. The minimum expected count is .03.			
No. of Valid Cases = 39 - 19 cells (95.0%) have expected count less than 5. The minimum expected count is .03.			

Interpretation:**1. Pearson Chi-Square Value:**

- The Pearson Chi-Square value is 10.460 with 3 degrees of freedom (df).
- The p-value (Asymptotic Significance) is 0.015, which is less than the significance level of 0.05.
- This indicates that there is a statistically significant relationship between gender and taste preferences.

2. Linear-by-Linear Association:

- The value of 0.723 with a p-value of 0.395 suggests no significant linear trend between the variables.

3. Cell Count:

- 95% of cells have an expected count of less than 5, with the minimum expected count being 0.03, indicating a potential limitation in the data due to small sample sizes across categories.

Descriptive Statistics

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min.	Max.
					Lower Bound	Upper Bound		
20-30	29	3.7931	.67503	.12535	3.5363	4.0499	2.00	5.00
31-40	7	3.8571	.37796	.14286	3.5076	4.2067	3.00	4.00
41-50	2	4.5000	.70711	.50000	-1.8531	10.8531	4.00	5.00
Above 50	1	4.0000	4.00	4.00
Total	39	3.8462	.62989	.10086	3.6420	4.0503	2.00	5.00

Interpretation

The results suggest that there are no significant differences in taste preferences across different categories. However, the sample sizes for some categories are relatively small, which may limit the reliability of the results.

The overall mean taste preference score is 3.8462, indicating a moderate to high preference. The standard deviation of 0.62989 indicates moderate variability in taste preferences. The 95% confidence interval for the mean (3.6420, 4.0503) provides a range of values within which the true mean is likely to lie.

It is essential to note that the results may be influenced by the small sample sizes and the limited age range of the participants. Future studies with larger sample sizes and a broader age range may provide more reliable and generalizable results.

ANOVA

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.961	3	.320	.794	.505
Within Groups	14.116	35	.403		
Total	15.077	38			

Interpretation

The ANOVA results indicate no significant difference in taste preferences across different categories ($F = 0.794$, $p = 0.505$). This suggests that the variation in taste preferences within categories is greater than the variation between categories.

Findings

The analysis revealed that there is no significant relationship between age and satisfaction with AlifTeastall. However, a positive perception of pricing was observed among younger customers, with 78.9% of respondents in the 20-30 age group perceiving AlifTeastall's products as "Reasonable" or "Very Reasonable."

The ANOVA results indicated no significant difference in taste preferences across different categories. The overall mean taste preference score was 3.8462, indicating a moderate to high preference. Additionally, the standard deviation of 0.62989 indicated moderate variability in taste preferences.

It is essential to note that the results may be influenced by the small sample sizes and the limited age range of the participants, which may limit the generalizability of the findings. Furthermore, the Linear-by-Linear Association analysis revealed no significant linear trend between the variables.

The analysis also highlighted a potential limitation in the data, with 95% of cells having an expected count of less than 5, and the minimum expected count being 0.03. This limitation should be considered when interpreting the results.

Findings

The analysis and findings suggest several areas for improvement and future research. Here are some suggestions:

To improve customer satisfaction and taste preferences, AlifTeastall may consider offering more competitive pricing options, particularly for younger customers who perceive the products as "Reasonable" or "Very Reasonable". Additionally, the company may explore ways to increase brand awareness and appeal to a broader age range.

To address the limitation of small sample sizes, future studies may consider collecting data from a larger and more diverse sample of customers. This could provide more reliable and generalizable results.

Furthermore, the company may consider conducting additional research to identify specific factors that influence taste preferences and satisfaction among different age groups. This could help inform product development and marketing strategies that cater to the needs and preferences of different customer segments.

Overall, the findings suggest that AlifTea stall has a moderate to high level of customer satisfaction and taste preferences. However, there are opportunities for improvement and growth, particularly in terms of pricing and brand awareness. By addressing these areas and conducting further research, the company can work towards increasing customer satisfaction and loyalty.

Scope for Further Research

The study's findings provide valuable insights into the brand awareness and customer satisfaction of AlifTeastall, but also highlight the need for further research to explore other factors that influence customer behavior and loyalty. Further research is necessary to generalize the findings to a broader population and to explore other variables that may impact the success of AlifTeastall. Additionally, further research can help to identify areas for improvement and provide recommendations for strategic decision-making.

1. Investigate the impact of demographic factors such as income, education, and occupation on taste preferences and satisfaction among AlifTeastall customers.
2. Examine the influence of brand ambassadors and social media influencers on brand awareness, customer loyalty, and taste preferences among AlifTeastall customers.
3. Conduct a comparative study of AlifTeastall with other local tea stalls in Tiruchirappalli to analyze brand awareness, customer satisfaction, and taste preferences.

4. Evaluate the effectiveness of loyalty programs and customer retention strategies implemented by AlifTeastall in enhancing customer satisfaction, loyalty, and retention.

II. CONCLUSION

In conclusion, the analysis of customer satisfaction and taste preferences for AlifTeastall revealed a moderate to high level of satisfaction and preference among customers. While there were no significant differences in taste preferences across different age groups, younger customers demonstrated a positive perception of pricing. The study's findings highlight areas for improvement, including pricing and brand awareness, and suggest opportunities for growth and increased customer satisfaction. By addressing these areas and conducting further research, AlifTeastall can work towards enhancing customer satisfaction and loyalty, ultimately driving business success.

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