



21-22 November 2024

TEA CONSUMPTION PREFERENCES AMONG ROMANIAN CUSTOMERS

HAJDU ROBERT¹, TRANDAFIR ALEXANDRA¹, BERCIA IULIAN¹, PETI ELENA¹,
GORDAN MARIUS-IONUT^{1*}

¹University of Life Sciences "King Mihai I" from Timișoara, Faculty of Management and Rural Tourism, Romania

Abstract: Tea consumption in Romania remains relatively low compared to other countries, with coffee traditionally being the beverage of choice. However, there is a gradual shift as consumers begin to explore tea options. This study examines the preferences and consumption patterns of Romanian tea consumers in order to understand the drivers influencing their choices. Quantitative data was collected through a survey conducted in Romania in 2024, which included questions regarding preference for tea over coffee, as well as the preferred type of tea and tea brand. Recommendations suggest that tea producers and retailers should focus on educational marketing campaigns, product diversification, and improving accessibility to encourage increased tea consumption.

• Introduction

Tea ranks among the most consumed beverages worldwide, renowned for its diverse flavors, cultural significance, and associated health benefits. In Romania, however, coffee and soft drinks are dominant as the beverage of choice, embedded in the nation's social and cultural practices. Despite this long-standing preference, there is a growing interest among Romanian consumers in exploring tea options. Factors such as increasing health awareness, exposure to global cultures, and a desire for more variety in drink choices may all be contributing to the rising interest in tea. As such, tea consumption in Romania reflects a growing interest in health and wellness, with preferences spanning traditional, fruit-infused, and herbal varieties, influenced by both cultural and modern trends.

Understanding this emerging shift is crucial for stakeholders in the tea production and import industry. As such, by investigating the preferences, consumption patterns and reasons for consumption of Romanian tea consumers, we aim to address the research gap regarding this market segment in Romania. Such insights are valuable for producers and retailers aiming to tap into and expand this evolving market. By identifying the key drivers behind consumer choices, including flavor preferences, frequency of consumption, and brand loyalty, stakeholders can tailor their product offerings and marketing strategies to better meet the needs of Romanian consumers.

• Material and method

A cross-sectional survey was conducted to assess tea consumption preferences of Romanian consumers. A structured questionnaire was administered to a diverse sample of Romanian consumers to collect data on their behaviors, motivations, and perceptions related to tea. The survey aimed to identify the drivers influencing their choices. Data were analyzed using descriptive statistics in order to highlight patterns and trends in tea consumption and were visualized through figure and graphical representations.

• Results and discussions

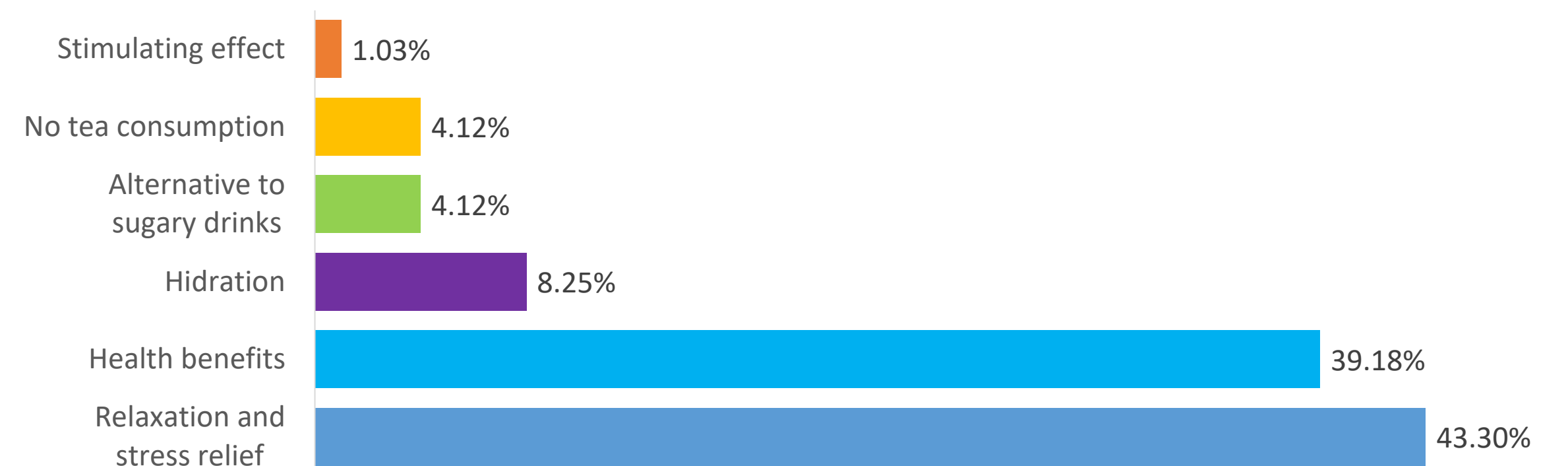


Figure 1. Main drivers of tea consumption

Figure 1 shows that tea is mainly consumed for relaxation (43.3%) and health benefits (39.2%), with other reasons like hydration and alternatives to sugary drinks being less significant.

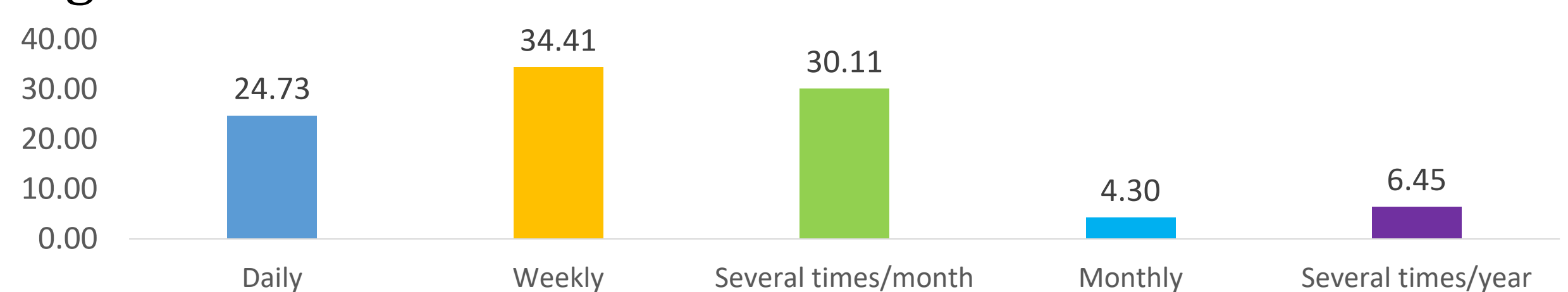


Figure 2. Main drivers of tea consumption

Tea consumption (figure 2) is most common on a weekly basis, followed by several times/month, while daily drinkers form a smaller group. Regarding tea types (figure 3), fruit flavors lead overwhelmingly, followed by calming options like chamomile and health-oriented choices like green tea. Consumers are diverse in brand preference (figure 4), with Fares dominating the tea market, followed by non-brand and homegrown choices. 36 other tea brands amount for 44.09% of choices.

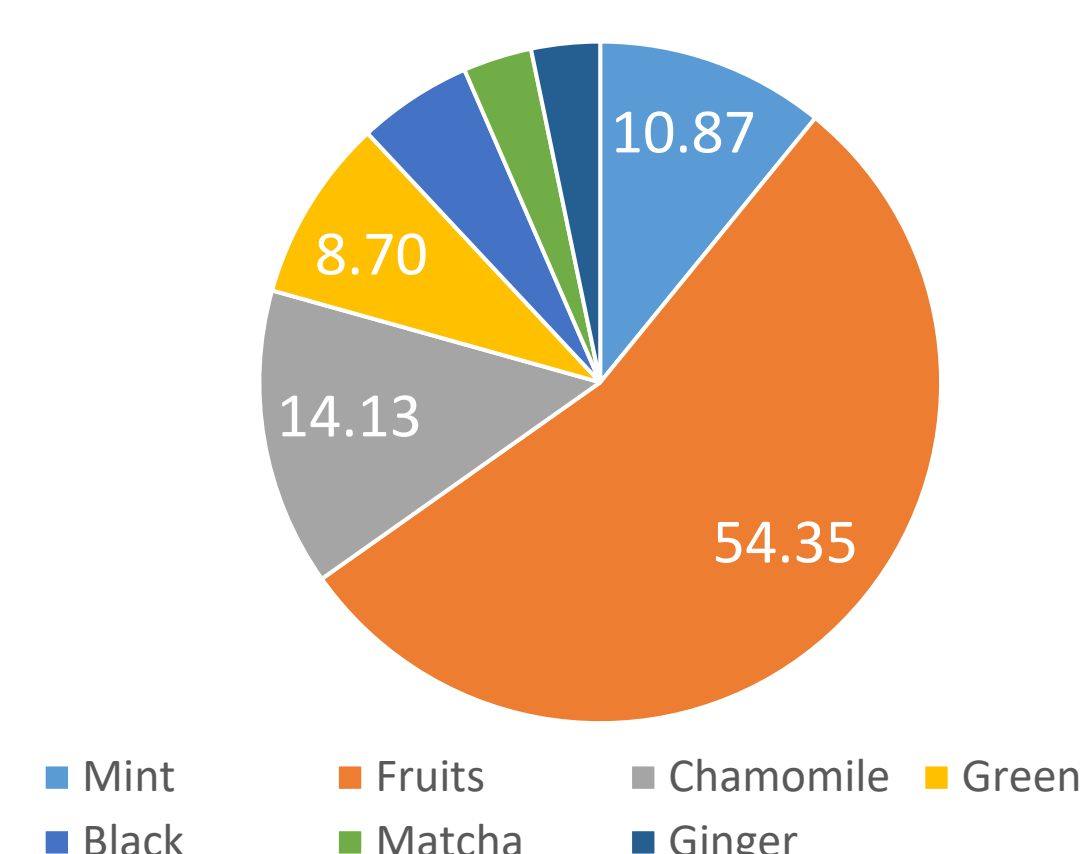


Figure 3: Tea types

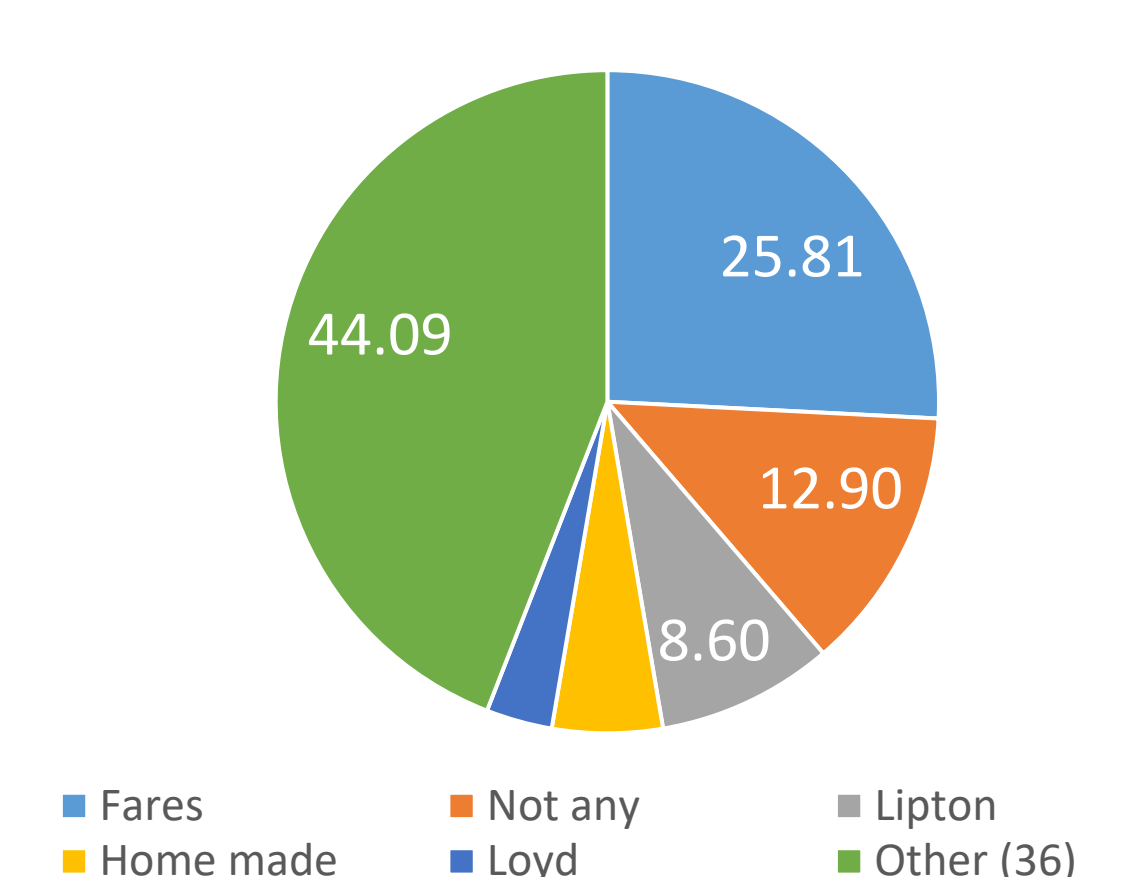


Figure 4: Tea brands

• Conclusions

Tea consumers exhibit diverse brand preferences with a strong inclination toward fruit flavors, highlighting a mix of personalization and a preference for refreshing, health-conscious options.