

The Influence of Demographic on Tea Consumption in China

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Abstract : This study investigates the tea consumption based on the Double-Hurdle model. The results of a CHNS survey of 12,745 samples in China offer two preliminary insights: First, we can't apply the conclusions we get by using all samples to the men or women subgroups. Second, men and women are impacted by different demographic not only on the intention to drink tea, but also on the quantities of tea consumed. These two findings suggest that appropriate and corresponding marketing strategies should be developed to targeting on the different groups of tea consumers.

Keywords : Chinese, CHNS, Double-Hurdle model, tea consumption

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