

A Study on Public Perception for Franchise Tea Outlets towards Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar with reference to the Greater Mumbai

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Abstract

This research looks at the public's choice for franchise tea outlets in Greater Mumbai, with a focus on three popular franchise tea outlets establishments: Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar. The goal is to get an understanding of customer behaviour and preferences in the competitive tea market landscape with different Parameters like taste, variety, pricing, ease of location, and overall experience, personnel friendliness, cleanliness, service effectiveness, product quality, competitive pricing, and client loyalty. for this study data collected on the basis of questionnaire, surveys, observational and provide complete insights into public preferences, the drivers of their decisions and demographic differences in preferences. statistical techniques, such as Chi-square tests or regression analysis, will be used to investigate correlations between variables and identify developing patterns. The findings of the study are intended to give practical insights for franchise tea outlet operators, policymakers, and researchers interested in understanding consumer behaviour and market dynamics within the Greater Mumbai tea sector ecosystem.

Key Words: Public perception, Franchise tea outlets, Yewale, Saiba, Chai Sutta Bar, Greater Mumbai

1. Introduction

1.1 Introduction to Public Perception in Greater Mumbai:

Millions of people in the vibrant metropolis of Greater Mumbai now consider tea culture to be an important part of their everyday lives. Tea shops have evolved into hubs for socializing, leisure, and even business meetings in addition to serving refreshments in the fast-paced world we live in. of the options available, franchise tea shops such as Yewale, Saiba, and Chai Sutta Bar have become well-known for providing a variety of blends and experiences to suit the wide range of consumer preferences.

Mumbai is a great place to study consumer preferences and habits, especially when it comes to tea drinking. Mumbai is known for its fast-paced lifestyle and diversified population. Mumbai provides a distinctive perspective for researching the workings of franchise tea shops and the public's attraction because it is a metropolis with a diverse population of ethnicities, customs, and lifestyles.

Greater Mumbai's tea culture has changed dramatically over the years, with franchise tea shops like Yewale, Saiba, and Chai Sutta Bar becoming essential elements of peoples' everyday lives. In addition to providing a range of tea blends, these establishments offer distinctive experiences to accommodate a wide range of tastes. It is important to

comprehend the inclination of the public towards these franchise tea establishments to augment customer contentment and mold Mumbai's tea culture.

Mumbai is a thriving metropolis with a diversified population that has a range of interests and preferences. Mumbai's culinary scene has become more dynamic due to the rise of franchise shops in the city's strongly ingrained tea culture. In this busy metropolitan setting, investigating public preferences for franchise tea shops offers valuable insights into customer behaviour and aids in improving service offerings and marketing methods.

1.2 Introduction to Franchise outlets in Greater Mumbai Like Yewale Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

1.2.1 Franchise Outlets in Greater Mumbai:

Tea is more than just a refreshment in the fast-paced metropolis of Greater Mumbai; It is an essential component of daily life and the city's cultural fabric. In light of this, franchise tea shops have become thriving hubs that provide Mumbai's sophisticated tea connoisseurs with an array of tastes and experiences. This introduction aims to give a general overview of the franchise tea stores' environment in Greater Mumbai, emphasizing their importance, diversity, and dynamic role in forming the tea culture of the city.

Greater Mumbai, known as the "City of Dreams," is a dynamic, diverse city with an unwavering spirit. The smell of freshly brewed chai fills the air, calling both locals and tourists to indulge in this beloved ritual amid its busy streets and tall skyscrapers. Mumbai's dynamic population's changing preferences and lifestyle choices are reflected in the city's abundance of franchise tea shops, in addition to their deep-rooted love for tea.

To satisfy the tastes of its energetic populace, franchise tea shops have become an essential component of Greater Mumbai's culinary scene by providing a variety of tea blends and distinctive experiences. These are a few well-known franchise tea shops that have established themselves in the city, Like Yewale Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

1.2.2 Yewale Amruttulya:

Yewale Amruttulya is a symbol of history and taste, providing a distinctly Indian tea experience that has endured across generations. This introduction seeks to capture the spirit of Yewale Amruttulya by tracing its humble origins, encapsulating its ethos, and honoring its enduring legacy in the hearts and palates of tea connoisseurs.

Yewale Amruttulya is rooted in the rich soil of Maharashtra and can be traced back to the picturesque village of Nashik, where the Yewale family set out to share their passion for tea with the rest of the world. Shri Sambhaji Yewale's humble tea stand in 2011 has grown into a well-known brand linked with quality, authenticity, and innovation.

At the heart of Yewale Amruttulya is a deep respect for tradition and an unshakable dedication to excellence. each cup of tea is skillfully made from the finest ingredients and imbued with the warmth and hospitality that have come to define the Yewale experience. beyond just a beverage, Yewale Amruttulya represents a concept of spreading joy, making relationships, and cultivating moments of shared bliss. Yewale Amruttulya has grown beyond its geographical borders, spreading its aromatic brews throughout Maharashtra and beyond. Yewale locations have become beloved monuments, attracting customers with their seductive aroma and exquisite taste. beyond the cup, Yewale Amruttulya has threaded its way into the fabric of communities, enhancing lives and leaving an indelible imprint on the cultural environment.

As Yewale Amruttulya evolves and expands, it stays committed to providing an outstanding tea-drinking experience. With each sip, customers are led on a journey of flavour and memories, where each cup tells a story, and every moment is treasured. With innovation as its compass and tradition as its anchor, Yewale Amruttulya anticipates the future with limitless optimism, eager to spread its wings and touch the hearts of tea lovers all over the world.

1.2.3 Saiba Amruttulya:

Saiba Amruttulya stands out as a beacon of authenticity and flavour, providing a one-of-a-kind tea-drinking experience that is strongly steeped in Maharashtrian heritage. This introduction seeks to capture the essence of Saiba Amruttulya by tracing its roots, emphasizing its essential ideals, and demonstrating its significance in the world of tea culture. Saiba Amruttulya's humble roots can be traced back to Maharashtra's cultural heartland, where the founders set out to revive and promote the traditional art of chai manufacturing. Inspired by Maharashtrian tea culture's rich tradition, Saiba Amruttulya was founded with the goal of sharing the timeless charm and enticing tastes of handcrafted chai with the rest of the world.

Saiba Amruttulya is a well-known tea franchise established in Pune, Maharashtra. The brand was launched in 2018, with the first franchise in Balaji Nagar, Katraj, Pune. Saiba Amruttulya has swiftly extended its influence since its beginning, with over 280 franchisees in seven Indian states servicing about 20,000 consumers every day.

Saiba Amruttulya's core values include a strong respect for tradition and authenticity. Each cup of chai is skillfully made with carefully selected ingredients that capture the essence of Maharashtrian flavors. Beyond just a beverage, Saiba Amruttulya represents a philosophy of simplicity, kindness, and hospitality, enabling customers to rediscover the joys of chai in its simplest form. With its distinct taste profiles and constant commitment to quality, Saiba Amruttulya has etched out a place in the hearts and palates of tea connoisseurs across Maharashtra. From noisy street corners to tranquil cafés, Saiba outlets have become popular locations, attracting customers with their enticing aroma and soul-satisfying chai. More than a brand, Saiba Amruttulya has become a cultural icon, representing the unbroken tie between tradition and taste.

As Saiba Amruttulya grows and evolves, it stays committed to conserving the spirit of Maharashtrian tea culture while also encouraging innovation and originality. With each cup, diners are led on a sensory trip through Maharashtra's flavors and smells, with each sip evoking memories of home and ancestry. With an uncompromising dedication to excellence and a desire for perfection, Saiba Amruttulya pledges to thrill tea lovers and aficionados alike, one cup at a time.

1.2.3 Chai Sutta Bar:

Chai Sutta Bar exemplifies the fusion of tradition and modernity, providing a one-of-a-kind tea-drinking experience that fits into today's lifestyle. This introduction aims to capture the essence of Chai Sutta Bar by tracing its origins, demonstrating its unique approach, and emphasizing its importance in the area of urban tea culture. Chai Sutta Bar arose from the bustling streets of Mumbai, where a group of dedicated entrepreneurs set out to reinvent the tea-drinking experience for a new generation of city dwellers. Chai Sutta Bar, inspired by the city's bustling pulse and the eternal attraction of chai, was created as a refuge for tea connoisseurs seeking a mix of nostalgia and novelty in every cup.

Chai Sutta Bar is founded on a desire to modernize traditional chai culture. Each brew is made with high-quality ingredients and unique taste combinations, demonstrating a blend of authenticity and inventiveness. Beyond merely a beverage, Chai Sutta Bar symbolizes an inclusive mentality, inviting customers to gather and appreciate life's simple pleasures over a warm cup of chai. Chai Sutta Bar has grown in popularity since its start, with locations in cities across India. Chai Sutta Bar locations have become social hubs, attracting a varied audience with their laid-back

atmosphere and delectable chai choices. Chai Sutta Bar's creative approach and contemporary flare have transformed the tea-drinking environment, capturing the interest of a new generation of chai fans.

As Chai Sutta Bar grows in reach and influence, it stays committed to pushing the boundaries of traditional chai culture while remaining faithful to its beginnings. With each cup, customers are led on a sensory trip through India's flavors and smells, with each sip evoking feelings of familiarity and adventure. Chai Sutta Bar's dedication to quality, innovation, and community promises to thrill tea aficionados and city dwellers alike, one taste at a time.

2. Review of Literature

The study on public perception for franchise tea outlets in Greater Mumbai, with an emphasis on Yewale, Saiba, and Chai Sutta Bar, is set within the larger context of consumer behavior, brand perception, and culinary preferences. This section intends to provide insights into the elements impacting public perception of franchise tea outlets, as well as the significance of these outlets in Mumbai's urban scene, by reviewing existing literature.

(Jangjarat et al., 2023) The study looks at what influences public perceptions of ChatGPT as a Robo-Assistant in Thailand. Data was gathered from 1,880 respondents utilizing convenience sampling and statistical analysis software. The study discovered that factors such as score, gender, education, and social media activity influence ChatGPT awareness and use. The model predicted ChatGPT use with 96.3% accuracy, indicating that it is well accepted in Thailand. The findings provide recommendations for the successful application of AI models and the development of friendly robots in human-robot interaction.

(Lee et al., 2021) This research intends to establish balanced profitability for franchisors and franchisees, hence encouraging franchising sustainability. A model was created to investigate the correlation between franchisor and franchisee marketing decisions, brand equity, and financial success. Using data from Korean franchise networks, the study discovered that advertising and promotion expenditure benefits both franchisors and franchisees, but store count did not. This shows that marketing decisions may be employed to produce balanced profitability, hence enhancing franchising's sustainability.

(Jiang, 2023) This study investigates the cultural relevance of tea drinking among Ming literati in the latter half of the Ming dynasty. Tea was seen as a natural lifestyle and a potent symbol of elegant existence in society. This dual meaning bolstered the Ming literati's self-expression and identity, particularly given their limited professional choices. The study investigates tea's significance in tea literature, artworks, and tea clubs. It adds to conversations about the interconnections of nature, culture, and history, emphasizing how the pursuit of nature is a kind of cultural power.

(Calderon-Monge, E., & Huerta-Zavala, P. 2015) The decision a prospective franchisee makes when opening a store for the first time is the subject of this article. The goal is to examine the link between two signals supplied by the franchisor—brand equity and price—and franchise selection. Signalling theory gives a technique for examining this connection. Using data panel methods, we infer that brand equity, upfront franchise fees, and early investment are the signals considered by Spanish franchisees when establishing franchise stores between 2002 and 2008.

(Sulistiono Morita, 2010) Promotion plan is an important marketing tactic for maintaining a product's market presence and persuading customers to purchase it. This study looks into the promotion method utilized by tea beverage franchise firms like Tea. Tea to improve their goods and build brand recognition. The franchise employs both direct and indirect promotional techniques, including seminars, self-employed speaker events, print media, and online advertising. The study shows that good advertising may draw attention and generate a purchasing option for the products.

(Patil, G. R., & Sharma, G. 2022) The research focuses on the whole development of cities, including access to basic amenities, infrastructure, transit, opportunities, and environmental conditions. It employs Principal Component Analysis (PCA) to calculate Urban Quality of Life (UQoL) scores for 14 Indian cities. The score is based on seven criteria: basic amenities, economic development, safety and security, transportation access, environmental effect, infrastructure development, and gender role. According to the study, transportation access has the greatest impact on UQoL, although the Gender Role Index (GRI) adds substantially. The study gives useful insights for urban planners on policy initiatives to increase UQoL in cities, with Greater Mumbai ranking first. The findings can help urban planners make better decisions to improve the quality of life in their communities.

(Thomas et al., 2021) The study uses a Socioeconomic Index to evaluate the link between travel behaviour and perceptions of sustainable transportation in Greater Mumbai, India. Data was gathered from 722 people. The indicator was developed using Principal Component Analysis, and variations in trip time and perception were examined independently. Redit analysis was used to analyse perceptions about sustainable transportation. The findings revealed that as the socioeconomic index climbed, travel time and time spent on walking and public transportation declined, but time spent on private and paratransit modes increased. The study also discovered a lower tolerance for sustainable mobility among high-index-score persons. This data can assist policymakers discover strategies to supply and promote sustainable transportation that is tailored to an individual's socioeconomic status.

3. Relevance of the Study

The study on public opinion of franchise tea shops in Yewale, Saiba, and Chai Sutta Bar in Greater Mumbai is critical for a variety of stakeholders, including consumers, business owners, legislators, and researchers. Understanding public perception allows consumers to make more educated selections about where to shop based on criteria like quality, cost, and ambiance. The survey offers franchise tea store owners and operators significant information into consumer preferences, satisfaction levels, and areas for improvement. In a competitive market like Greater Mumbai, franchise tea shops must distinguish themselves in order to attract and keep consumers. The insights can assist firms discover unique selling characteristics, areas of strength, and areas for improvement, guiding strategic decisions to acquire a competitive advantage.

Franchise tea shops are an important part of metropolitan landscapes, adding to the energy and culture of places like Mumbai. The study's findings can help drive urban development programs and regulations focused on increasing culinary variety, supporting small enterprises, and improving people's general quality of life. The study contributes to the existing academic literature on consumer behavior, brand perception, and culinary trends. Understanding public perception may promote community participation and debate, so enhancing social links and cohesiveness in communities and cities. Its findings have the ability to guide decision-making processes, inspire positive change, and improve the entire tea-drinking experience for residents and tourists to Mumbai.

Understanding consumer preferences for franchise tea establishments is important for both businesses and regulators. This study's findings can help franchise tea stores improve their marketing tactics, product developments, and customer service. Furthermore, it assists policymakers in developing urban planning and regulatory frameworks to encourage a flourishing tea culture and improve customer experiences in Greater Mumbai.

4. Scope of the Study

4.1) Conceptual Range: The research looks at public perceptions of franchise tea shops, focusing on things like brand recognition, image, product quality, price, ambiance, and customer experience.

4.2) Geographical Scope: The study focuses on Greater Mumbai, which includes several neighborhoods, commercial districts, and suburban regions inside the city borders. It tries to depict Mumbai's various demographics and spending trends.

4.3) Demographic Evaluation: This study examines customer preferences and views of franchise tea stores Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar while taking age, gender, income, occupation, and residential location into account.

4.4) Gender: Respondents are both male and female.

4.5) Tea franchise outlets: The study looks at public perception, customer preferences, and satisfaction levels with franchise tea drinking at Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar in Greater Mumbai.

5. Methodology

5.1) Respondent Class: 120 respondent's samples are selected for this study; those are Residents, frequently visiting individuals, and non-frequent visitors of Greater Mumbai who drink tea from franchise locations, namely Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar, comprise the target demographic.

5.2) Method of Sampling: The study will utilize a stratified random sampling approach to ensure equal representation across many demographic groups, such as age, gender, economic level, and geographic region.

5.3) Method of data collection: Both primary and secondary data are used in this study.

5.3.1) Primary data: It was gathered at random from 120 people in Mumbai.

5.3.2) Secondary data: Information gathered from books, journals, websites, and newspapers will be used to support the study.

5.4) Statistical Methods for Data Analysis: The hypothesis is tested using Chi Square and descriptive statistics.

5.5) Ethical Concerns: Ethical guidelines will be followed in the study in order to ensure participant anonymity, confidentiality, and informed consent.

6. Objective of the Study:

- 1) To Examine Overall Public Perception variables such as taste, variety, and Pricing, location convenience or over all Experience.
- 2) To Compare Preference level of Yewale Amruttulya, Saiba Amruttulya & Chai Sutta Bar.
- 3) To Evaluating Customer Satisfaction levels by looking at factors including personnel friendliness, cleanliness, service effectiveness, and product quality.
- 4) To Analyzing Market Positioning on the basis of the market share, competitive pricing, and client loyalty of Yewale, Saiba, and Chai Sutta Bar.
- 5) To Understanding Revisit Intentions defines important factors affecting return to drink a tea in same franchise outlet and favourable word-of-mouth.

7. Hypothesis of the Study:

Hypothesis -1

Ho: There is no Significant Impact on the difference of Public Perception for Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar franchise tea outlets are not affected by taste, variety, pricing, location convenience, or overall experience.

H1: There is Significant Impact on the difference of Public Perception for Yewale Amruttulya, Saiba Amruttulya and Chai Sutta Bar franchise tea outlets are affected by taste, variety, pricing, location convenience, or overall experience.

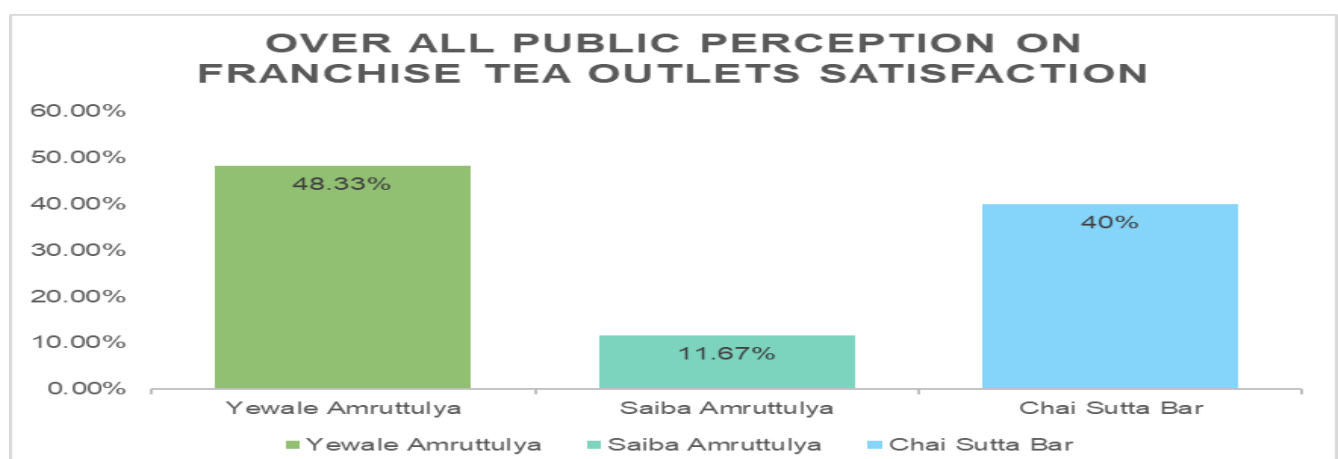
Hypothesis - 2

Ho: There is no substantial variation in the Preference level of customers between Yewale Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

H1: There is substantial variation in the Preference level of customers between Yewale, Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

8. Result:

8.1 Public Perception towards Yewale Amruttulya, Saiba Amruttulya & Chai Sutta Bar:



8.2 Comparing Yewale Amruttulya, Saiba Amruttulya & Chai Sutta Bar:

Particulars	Choices of Tea stalls	Number of Respondents	Percentage (%)
8.2.1 Which of the following do you prefer?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	64 15 41 120	53.33 12.50 34.17 100
8.2.2 Which Tea stall is easily available in your area?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	68 10 42 120	56.67 8.33 35 100
8.2.3 Among the following, which tea stall do you prefer in terms of cleanliness and hygiene?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	54 13 53 120	45 10.83 44.17 100
8.2.4 Which tea stall provider do you prefer for taste and preference?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	60 14 46 120	50 11.67 38.33 100
8.2.5 Which tea stall do you prefer at the time of Extreme craving?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	64 15 41 120	53.33 12.5 34.17 100
8.2.6 Which tea stall provider gives you tea at a reasonable price?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	65 14 41 120	54.17 11.67 34.17 100
8.2.7 Which tea stall do you prefer in terms of ambience (a place in the sense of a good mood, atmosphere)?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	48 14 58 120	40 11.67 48.33 100

8.2.8 Have you come across any bad experience with reference to?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar None of the Above Total	15 08 18 79 120	12.5 6.67 15 65.83 100
8.2.9 Which tea stall provides a better overall experience?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	58 14 48 120	48.33 11.67 40 100
8.2.10 Which tea stall would you suggest to your close relatives and friends?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	58 14 48 120	48.33 11.67 40 100
8.2.11 In your point of view, which Tea franchise outlets Brand looks more attractive?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar Total	44 10 66 120	36.67 8.33 55 100
8.2.12 Do you always Drink tea in the same Franchise outlets?	Yewale Amruttulya Saiba Amruttulya Chai Sutta Bar None of the above Total	23 02 18 77 120	19.17 1.67 15 64.16 100

(Sources: Data collected through questionnaire)

8.3 Hypothesis Testing

Hypothesis -1

Ho: There is no Significant Impact on the difference of Public Perception for Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar franchise tea outlets are not affected by taste, variety, pricing, location convenience, or overall experience.

H1: There is Significant Impact on the difference of Public Perception for Yewale Amruttulya, Saiba Amruttulya and Chai Sutta Bar franchise tea outlets are affected by taste, variety, pricing, location convenience, or overall experience.

Table - 1 Overall Satisfaction Level of Tea Franchise Outlets

Name of Tea Franchise outlets	Satisfied	Not Satisfied	Total
Yewale Amruttulya	48.33 %	51.67 %	100
Saiba Amruttulya	11.67 %	88.33 %	100
Chai Sutta Bar	40 %	60 %	100
Total	100	200	300

The hypothesis was analyzed using percentages, tabulations, and graphs.

The analysis based on graphs and charts it is observed that 48.33 % of respondents satisfied with Yewale Amruttulya, 11.67 % Saiba Amruttulya and 40 % Chai Sutta Bar as compared to 51.67 % of respondents not satisfied with Yewale Amruttulya, 88.33 % Saiba Amruttulya and 60 % Chai Sutta Bar franchise tea outlets. This shows that difference in their satisfaction level then Null hypothesis is rejected, and alternative hypothesis accepted.

The hypothesis was proved by using the test Chi – square:

Table 1: Observed Value

Name of Tea Franchise outlets	Satisfied	Not Satisfied	Total
Yewale Amruttulya	19	21	40
Saiba Amruttulya	05	35	40
Chai Sutta Bar	16	24	40
Total	40	80	120

Table 2: Expected Value

Name of Tea Franchise outlets	Satisfied	Not Satisfied	Total
Yewale Amruttulya	13	27	40
Saiba Amruttulya	13	27	40
Chai Sutta Bar	14	26	40
Total	40	80	120

Table 3: Chi- square Calculation

O	E	O – E	(O – E) ²	(O – E) ² / E
19	13	06	36	2.77
05	13	-08	64	4.92
16	14	02	04	0.29
21	27	-06	36	1.33
35	27	08	64	2.37
24	26	-02	04	0.15
Chi Square Calculated Value				11.83

The computed value of chi-square i.e., 11.83 is greater than the table value of chi square for 2 degrees of freedom at 5% level of significance (5.99). Hence, we reject the null hypothesis and accept alternative hypothesis and conclude that there is significant impact on the difference of public perception for Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar franchise tea outlets are affected by taste, variety, pricing, location convenience or overall experience.

Hypothesis – 2

Ho: There is no substantial variation in the Preference level of customers between Yewale Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

H1: There is substantial variation in the Preference level of customers between Yewale, Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

Table - 2 Preference of Customers for Tea Franchise Outlets

Choices Preference	Prefer	Not Prefer	Total
Yewale Amruttulya	53.33 %	46.67 %	100
Saiba Amruttulya	12.50 %	87.50 %	100
Chai Sutta Bar	34.17 %	65.83 %	100
Total	100	200	300

The hypothesis was analyzed using percentages, tabulations, and graphs. The analysis based on graphs and charts it is observed that 53.33% of respondents prefer Yewale Amruttulya, 12.50% Saiba Amruttulya and 34.17% Chai Sutta Bar as compared to 46.67% of respondents not prefer Yewale Amruttulya, 87.50% Saiba Amruttulya and 65.83% Chai Sutta Bar franchise tea outlets. This shows that difference in their Preference level then Null hypothesis is rejected, and alternative hypothesis accepted.

The hypothesis was proved by using the test Chi – square:

Table 1: Observed Value

Choices of Preference	Prefer	Not Prefer	Total
Yewale Amruttulya	21	19	40
Saiba Amruttulya	05	35	40
Chai Sutta Bar	14	26	40
Total	40	80	120

Table 2: Expected Value

Choices of Preference	Prefer	Not Prefer	Total
Yewale Amruttulya	13	27	40
Saiba Amruttulya	13	27	40
Chai Sutta Bar	14	26	40
Total	40	80	120

Table 3: Chi- square Calculation

O	E	O – E	(O – E) ²	(O – E) ² / E
21	13	08	64	4.92
05	13	-08	64	4.92
14	14	00	00	00
19	27	-08	64	4.92
35	27	08	64	4.92
26	26	00	00	00
Chi Square Calculated Value				19.68

The computed value of chi-square i.e. 19.68 is greater than the table value of chi square for 2 degrees of freedom at 5% level of significance (5.99). Hence, we reject the null hypothesis and accept alternative hypothesis and conclude that There is substantial variation in the Preference level of customers between Yewale, Amruttulya, Saiba Amruttulya and Chai Sutta Bar.

9. Finding of the Study

- 1) It has been observed that among three franchise outlets, Yewale Amruttulya tea franchise outlet has the most favourable perception among the public from the majority responses received in the questionnaire because Yewale Amruttulya tea franchise outlet might include flavour, tea quality, favourable atmosphere, affordability, convenience, and brand loyalty. liked by the public and it is oldest outlet in greater Mumbai by choice of all income and age level public Responses.
- 2) Saiba Amruttulya has also received less responses among all 3 franchise outlets study because it is one of the new franchise outlets in greater Mumbai and might be possible that public are unaware of this Tea franchise outlets branding and need to be famous among all age levels of customers.
- 3) It has been also finding out by surprising Chai Sutta Bar received 2nd Most positive responses among all 3 Franchise outlets the reason behind that young and college graduates like these types of tea brands and the Place of available Chai Sutta Bar most of near colleges, educational Institutions and Young Generation crowded areas.
- 4) While comparing all 3 Franchise outlets of tea franchise is quite difficult task but as per perceptions among study Yewale Amruttulya is on top followed by Chai Sutta bar and Saiba Amruttulya but still future is unknown if Chai Sutta Bar and Saiba Amruttulya can identify their SWOT analysis and applying can Jump on 1st Positions same.

10. Limitation of the Study:

- 1) The study only covers the Greater Mumbai area.
- 2) 120 samples were selected for the study.
- 3) Only 3 franchise outlets selected for the analysis.
- 4) Only Tea franchise outlets are covered for this study.
- 5) The Research study covers only Regular Tea products.

11. Conclusion of the Study

The study also provides insights into the competitive environment of the tea franchise market in Greater Mumbai by comparing the performance of Yewale Amruttulya, Saiba Amruttulya, and Chai Sutta Bar outlets. understanding rivals' strengths and shortcomings can help make strategic judgments about market positioning and differentiation. The implications for corporate strategy include designing specialized plans to improve customer happiness, service quality, pricing strategies, and differentiation from rivals. Identifying rising customer preferences and industry trends can lead to new prospects for development and expansion in the franchise tea business. In future more tuff competition will be seen by entering different types of Indian and foreign Tea franchise outlets so existing franchise outlets make strategies for the same.

Future study areas might include looking at other factors that influence choices, doing longitudinal studies to follow changes over time, and Investigating consumer views of new market entrants. In conclusion, the study offers useful insights on customer preferences for franchise tea stores in Greater Mumbai, with important implications for companies, legislators, and researchers in the food and beverage industry.

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