

Appendix

Questionnaire

1) What is your gender?

- Male
- Female

2) What is your age?

- <20
- 20-29
- 30-39
- 40-49
- 50 +

3) What is your occupation?

- Student
- Student with part time job
- Full time job
- Freelancer
- Unemployed

4) What is the highest degree or level of your education you have completed?

- Less than a high school diploma
- High school degree
- Bachelor's degree
- Master's degree

- Doctorate
- Others

5) What is your monthly income?

- Below \$100
- \$100-\$299
- \$300-\$499
- \$499-\$999
- \$1000-\$2900
- \$3000 +

6) Do you like drinking tea?

- Yes
- No

7) What types of tea do you prefer?

- Green tea
- Black tea
- Oolong tea
- Dark tea (Pu'er)
- Scented tea
- Herbal tea
- Milk tea
- None
- Others

8) When did you start drinking tea?

- Less than one year
- 1-2 years
- 3-4 years
- 5-10 years
- More than 10 years

9) How often do you drink tea per week?

- Once
- 2-3 times
- 4-5 time
- Everyday
- None

10) What time of the day do you like drinking tea?

- In the morning
- In the afternoon
- In the evening
- I do not drink tea
- Others

11) Your monthly expense on tea consumption

- None
- Less than \$10
- \$10-\$29

- \$30-\$49
- \$50-\$99
- More than \$100

12) The amount of your monthly tea consumption

- Less than 1 catty (600g)
- 1-3 catties (600-1800g)
- 4-5 catties (2400-3000g)
- More than 5 catties (3000g)

13) What is your tea taste preference?

- Smooth fresh type
- Strong type
- Aromatic type
- Tea with nice-looking leaves
- Tea with sweet/fruity/creamy taste
- I do not drink tea
- Others

14) What is your purpose of drinking tea?

- It can quench thirst
- Habit
- Weight loss
- Health benefits
- Reduce stress

- I do not drink tea
- Others

15) What are your criteria for purchasing tea?

- Quality
- Price
- Taste
- Brand
- Health care function
- Variety
- Packaging
- Others

16) Where do you purchase your tea from?

- Mall / supermarket
- Grocery store
- Tea wholesale market
- Online channels
- Branded tea stores
- Others

17) Where do you get your information about tea from?

- TV
- Newspaper / magazine
- Social media and websites

- Outdoor billboard
- Other's recommendation
- Others

Table 1 Tea Production in China

Year	Production (metric tons)	Production change (%)
2010	1462500	0%
2011	1607600	10%
2012	1761500	10%
2013	1887200	7%
2014	2049300	9%
2015	2276600	11%
2016	2313300	2%
2017	2460400	6%
2018	2610400	6%
2019	2800000	7%

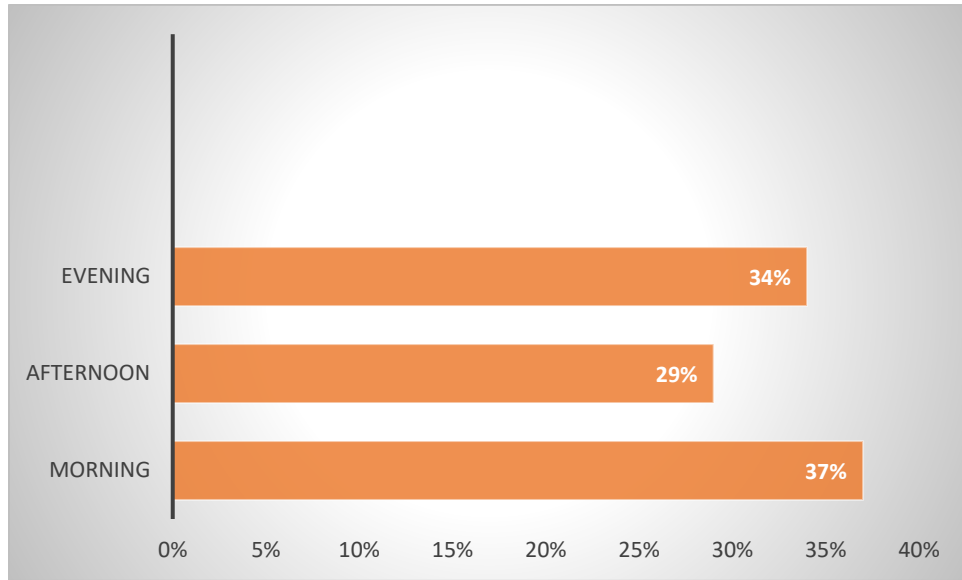
Source: (Own work)

Table 2 Domestic Tea Consumption and Sales Volume

Year	Sales Volume (metric tons)	Per capital Consumption (kg)
2011	1096100	0.8
2012	1240100	0.9
2013	1338300	1
2014	1502500	1.1
2015	1679100	1.2
2016	1710600	1.2
2017	1817000	1.3
2018	1910500	1.4

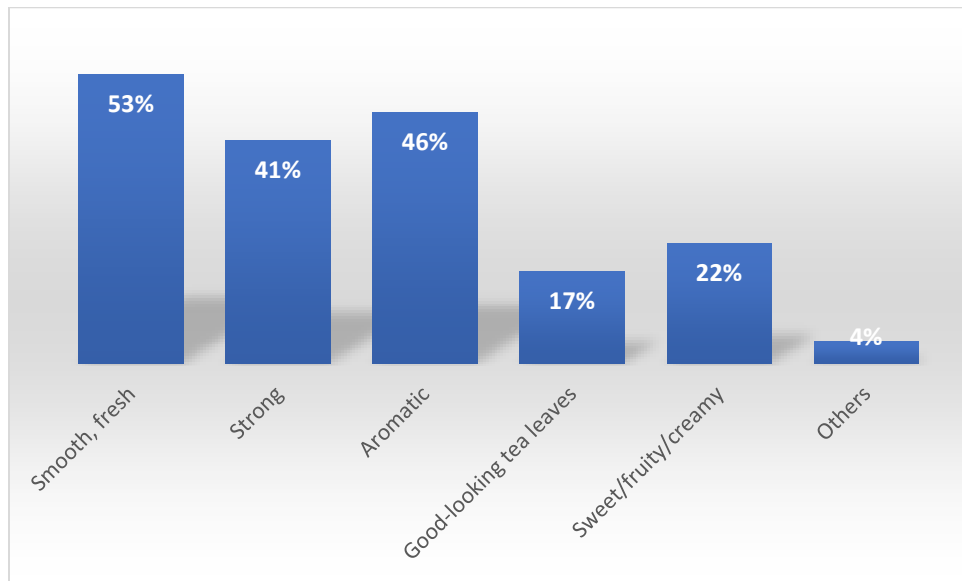
Source: (Own work)

Figure 1 The Amount of Monthly Tea Consumption



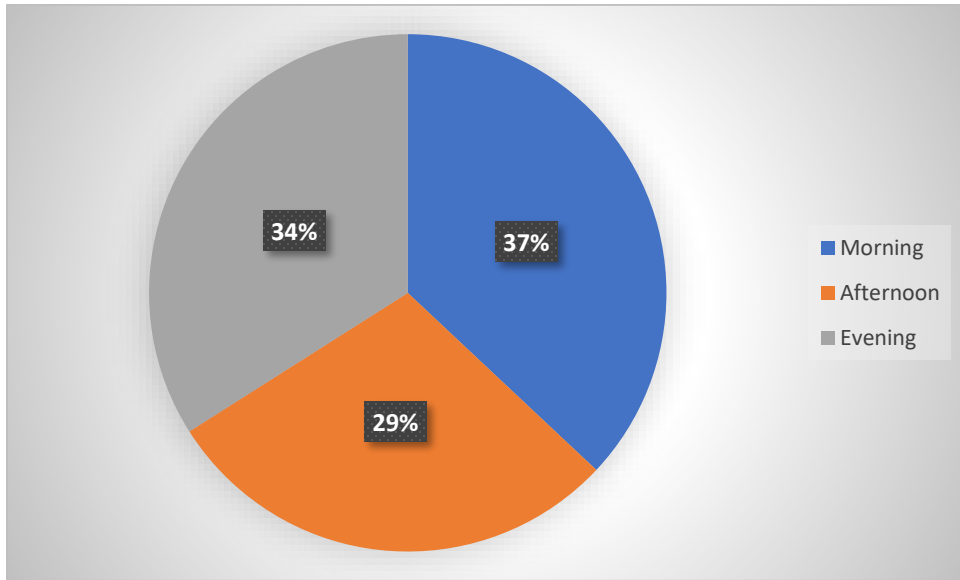
Source: (Own work, Excel)

Figure 2 Tea Taste Preference



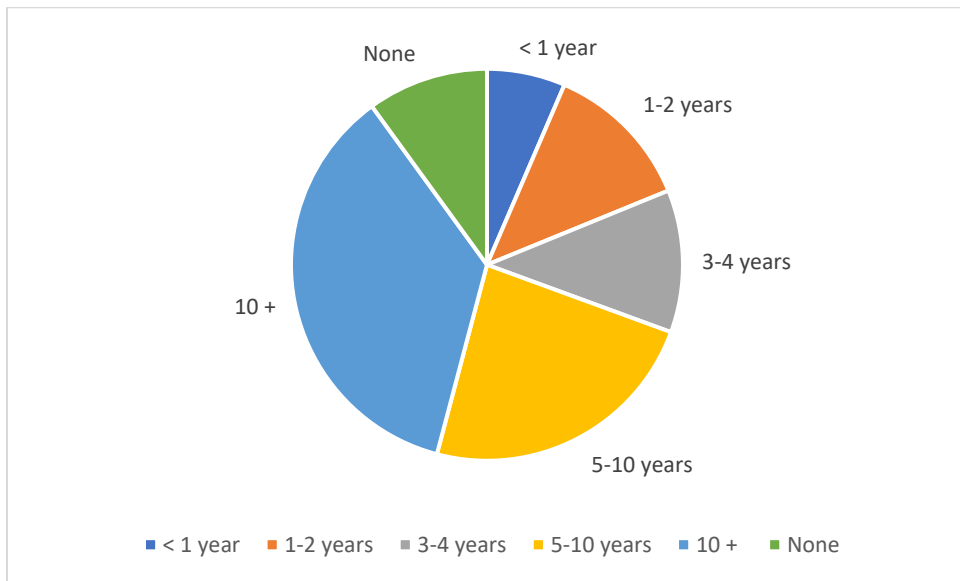
Source: (Own work, Excel)

Figure 3 Time of the Day Preferred drinking Tea



Source: (Own work, Excel)

Figure 4 Length of drinking tea



Source: (Own work, Excel)