THE ANALYSIS OF CHINESE TEA CONSUMPTION BY CHINESE STUDENTS BASED ON DRINKING MOTIVATIONS

(A Case study in President University)

By

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THESIS ADVISER

RECOMMENDATION LETTER

This thesis entitled **"THE ANALYSIS OF CHINESE TEA CONSUMPTION BY CHINESE STUDENTS BASED ON DRINKING MOTIVATIONS"** prepared and submitted by PENG YI in partial fulfillment of the requirements for the Bachelor degree in Economic –Major in Management has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense

Cikarang,Indonesia,February27 ,2012

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DECLARATION OF ORIGINALITY

I declare that this thesis, entitled **"The analysis of Chinese Tea consumption by Chinese students based on drinking motivations** (Case study in President University)**"** is, to my best knowledge and belief, an original piece f work that has not been submitted, either in whole or part, to another university to obtain a degree.

Cikarang, Indonesia,February 27 ,2012

PENG YI

ABSTRACT

China tea is one of the most valuable primary commodities in the world, playing the significant role in human daily life. Tea is both the oldest and currently the most popular beverage in the world next to water. Although tea is only cultivated in a few countries, the custom of tea drinking spreads all over the world. There are more than 3000 different types of tea. China, as the original tea producing country, produces most types of rare tea and annually exports 18% of the entire world tea market.

In China, a tea house is traditionally quite similar to the American "cafe", albeit centered Around tea rather than coffee. People gather at tea houses to chat, socialize, and enjoy tea. Young people often meet at tea houses for dates. Especially, the Guangdong (Cantonese) style teahouses are very famous abroad, such as in New York, San Francisco, etc. These tea houses not only serve tea, but also dim sum people can eat different kinds of food when they drink tea.

This study quantitatively examined reasons for Chinese student who stay in jababeka industry park to consume Chinese tea in outside, a drinking motivational model has four factors including "enhancement," "social motives" "coping with unpleasant" and "conformity and acceptance" this model used to describe the important motivation driving Chinese students to consume tea. These findings provide strategic plans and commercial guidance for China tea companies who wish to expand their business like Tea house in Jababeka industry park Indonesia.

The use of drinking motivational model varied across the 86 samples .weighted mean and Likert scale are used as statistical treatment in this research. The finding shows

that the dominant motivation faction that drives Chinese students to consuming

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CHAPTER I

INTRODUCTION

1.1 Background of the Study

China tea is one of the most valuable primary commodities in the world, playing the significant role in human daily life. Tea is both the oldest and currently the most popular beverage in the world next to water. Although tea is only cultivated in a few countries, the custom of tea drinking spreads all over the world. There are more than 3000 different types of tea. China, as the original tea producing country, produces most types of rare tea and annually exports 18% of the entire world tea market (The Tea Council, 1999)

Tea is an aromatic <u>beverage</u> prepared by adding cured leaves of the *Camellia sinensis* plant to hot water. The term also refers to the plant itself. After <u>water</u>, tea is the most widely consumed beverage in the world. (Iris Macfarlane (2004). *The Empire of Tea*. The Overlook Press.) It has a cooling, slightly bitter, <u>astringent</u> flavour which many enjoy (Penelope Ody, (2000). *Complete Guide to Medicinal Herbs*. New York, NY: Dorling Kindersley Publishing.)

The history of "Tea house" needs dates back over one thousand years ago. The teahouse as a social setting played an important role in Chinese history. Even though there is no original documented record of when the first teahouse was established, teahouses historically have been, and currently are common throughout China, especially in the southern tea producing regions. In ancient times, the teahouse was the only non-religious place for public communication, recreation, and social activities. In large cities, some of the teahouses were the centers of non-government organizations and clubs, while others were used for transacting business (Chen, 1982). In <u>China</u>, a tea house is traditionally quite similar to the American "cafe", albeit centered Around tea rather than <u>coffee</u>. People gather at tea houses to chat, socialize,

and enjoy tea. Young people often meet at tea houses for dates. Especially, the Guangdong (Cantonese) style teahouses are very famous abroad, such as in New York, San Francisco, etc. These tea houses not only serve tea, but also dim sum   people can eat different kinds of food when they drink tea. People call these kinds of tea houses. (From Wikipedia, the free encyclopedia)

According to the China Industrial and Commercial Bureau of Statistics report, In there are more than 50,000 Tea house in 23 provinces, In many cities, the number of tea house is still an annual growth rate of 20% from 2005-2010 years. Quiet environment, good service tea house attracts more and more consumers to the business and leisure activities (Source: www.teaw.com).

Now, because of economic globalization, more and more Chinese people to do business here and work in Indonesia , Indonesia is a very traditional country, he has a unique culture, unique food culture, as some foreigners living in Indonesia, sometimes miss all of the things at home ,especially the food and also the drinkers ,

In Indonesia, the local people like to drink the tea of their own country because of the different weather and climate, many Chinese people in Indonesia is not well adapted to the side of the tea culture. in China, tea has many years of history, the Chinese people on their own the hometown of tea has a very deep emotion

Because the world is changing and people's habits are changing also. Chinese tea in China is very successful. But in Indonesia, although there are a lot of Chinese people working here, but the vast majority of Chinese young people, China's tea business competition is fierce, so many Chinese businessmen want to own tea business to other countries if that country there are many Chinese people. Has more than 20 million Chinese and Indonesia Chinese in Indonesia, after working hours, the Chinese would like to find a comfortable and quiet place to relax , Although the habits of the younger generation in China is basically the same, but now it is in a foreign country, probably because of the changes of the environment and affected by the other courntry's affected So if the Chinese businessmen would like to develop and expand their tea

business in Indonesia where have a lots of Chinese and must understanding the younger generation of Chinese in Indonesia and understanding their habits already has been changed or not . President University have a lot of Chinese student who study in here. If the Chinese businessmen want to expand the tea business in Jababeka Industry park. So that's possible.

1.2 Problem Identified

Since currently the Tea to becoming the most popular beverage in the world next to water, and the number of Tea house keeping increasing and the trend of Tea consumption keeping rising in China. So if establish Tea house in Indonesia we will face a lot of problems and Despite the many Chinese people in Indonesia, but they are basically stay in the same area , actually many Chinese yong people stay Indonesia already more than 1 years , Time can make people change a lot, whether hobby or habit. So Chinese company will choose some place which have a lot of Chinese to do the Experiment just like Taman aggrek apartement or Jababeka Industry park .because in those place have many Chinese employees there , or Chinese student there ,so know the consumer's need and desire that's the most important thing. The researcher made a study about the dominant motives by China's Tea drinkers (case study in President University). The purpose is to find out the dominant motives of Chinese students to consume Chinese Tea in outside To get deeper understanding of the Chinese students So the company who just want to establish Tea house in Jababeka Industry park of Indonesia can evaluate correctly the Chinese students to consume Chinese tea in outside .

1.3 Statements of the Problem

This research will answer the follow question

What are the dominant motives of Chinese students who stay in Jababeka Industry park to consume Chinese tea in outside?

1.4 Research Objectives

This study is going to describe the motivation among consumers and find out What

are the dominant motives of Chinese students who stay in Jababeka Industry park to consume Chinese tea outside? This study is conducted through the four factors of dinking motivations.

1.5 Significance of the Study

The research aims to contribute highly to the following institutions:

1.5.1 For the author

a) Have a better understanding of China's Tea drinkers in President University

b) To implement our knowledge acquired in the class into real world

1.5.2 For Chinese Companies

This research indirectly help Chinese companies that who just want to expand their business "Tea house" in Jababeka Industry park of Indonesia make a research about the study of the motives of Chinese students who stay in Jababeka industry park of Indonesia to consume Chinese Tea in outside . Through this research, those Chinese companies could know clearly about the Chinese students Tea drinkers and make a better supervisory and Create a more comprehensive plan

1.6 Theoretical Framework

The theoretical framework below is a motivation model for drinking use among adolescents (Cooper. M. 1992) the figure is as below:

Cooper and colleagues (1992) indicate the motivations model use posits that the anticipated action on people affects their decision to drink or not to drink. Four motives defined by an individual's expectancies are reinforcement (positive or negative) and source of reward (internal or external)

Positive
Reinforcement

Enhancement

Drink to enhance positive
mood

Social

Drinking to obtain positive
social rewards

Internal
Reward

External
Reward

Conformity

Drinking to avoid social
rejection

Coping

Drinking to regulate

Negative
Reinforcement
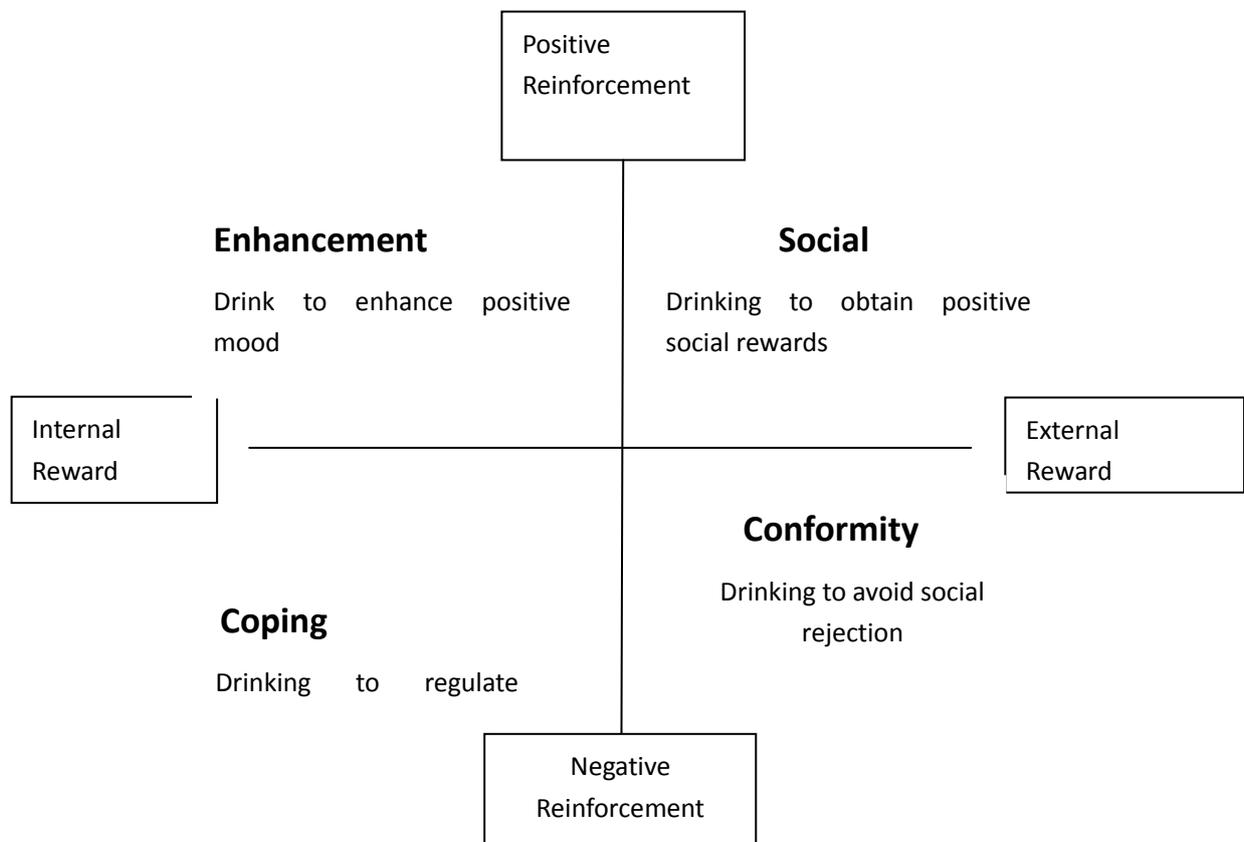
Figure 1.1: Motivations model for drinking use among adolescents, Cooper, M. (1992)

The motivations for drinking use among adolescents model indicate four factors by cooper and colleague (1992)

(1) Enhancement Motives is to enhance positive or achieve intoxication 'it's Fun', 'to feel good'.

(2) To cope with negative emotions. 'To decrease depression' 'to relax'

(3) For social reasons, for example something to do with friends' and 'to face people better'

(4) Conformity motives to avoid social rejection

1.7 Scope and Limitation of the Study

1.7.1 Scope of the study

In this research the population is the Chinese Students who study in President

University. The scope of this study is about to analyze the dominant motives of Chinese students which are enhancement, coping, social, conformity.

1.7.2 limitation of study

a) The collection of data, where the research was conducted only in President University which has limited sample size.

b) In the current research, it is considered important to have a quantitative measure of recent use that could be quickly and reliably reported. The disadvantage of selecting criteria and the likert scale is that they could not find other specific motivation from individuals. The best way for motivational research should combine quantitative and qualitative research

c) This study is only a study mainly about consumers drinking motives. Not about any others

1.8Definition Term

1.8.1Motive

Motivation: the term 'motive' can be defined as 'reason or cause inspiring action'; or as a psychological feature (emotion,desire,need) that arouses an action toward a desired goal; the reason for the action; which gives purpose and direction to behavior' (Oxford Dictionary). Motivation is a highly complex phenomenon that influences and is influenced by a large number of factors in the organizational environment the study of motivation is concerned with why individuals think and behave as they do.

1.8.2 Tea house

In China, a tea house is traditionally quite similar to the American "cafe", albeit centered around tea rather than coffee. People gather at tea houses to chat, socialize, and enjoy tea.

CHAPTER II

LITERATURE REVIEW

2.1 Motivation

2.1.1 Definition of motivation

Motivation refers to "the reasons underlying behavior" (Guay et al., 2010, p. 712).

Paraphrasing Gredler, Broussard and Garrison (2004) broadly define motivation as "the attribute that moves us to do or not to do something" (p. 106). Intrinsic motivation is motivation that is animated by personal enjoyment, interest, or pleasure. As Deci et al. (1999) observe, "Intrinsic motivation energizes and sustains activities through the spontaneous satisfactions inherent in effective volitional action. It is manifest in behaviors such as play, exploration, and challenge seeking that people Researchers often contrast intrinsic motivation with extrinsic motivation, which is motivation governed by reinforcement contingencies. Traditionally, educators Consider intrinsic motivation to be more desirable and to result in better learning outcomes than extrinsic motivation (Deci et al., 1999).

2.1.2 Definition of drinking motivation

The theory of Drinking Motives is a concept designed by Cox and Klinger (1988) to account for individual differences in Tea drinking Cooper (1994) has lent credit to this theory with use of the Drinking Motives Questionnaire (DMQ, since named DMQ-R), a four-factor questionnaire examining these conceptual individual differences. The theory (and questionnaire) distinguishes between four different motivations of Tea drinking, corresponding to dichotomous choices on two factors: positive or negative motivation, and social or individual motivation. Positive social motivation is called Social Motivation, meaning the person drinks for enjoyment (positive effect) among friends, unforced. Negative social motivation is called Conformity Motivation,

meaning the person drinks to avoid exclusion from a peer group. Positive individual motivation is called Enhancement Motivation, meaning the person drinks to get positive mood and well-being.

Negative individual motivation is called Coping Motivation, meaning the person drinks to avoid negative thoughts and emotions. Drinking motives is a proximal factor related to drinking behavior. There is evidence that more distal influences such as expectancies are mediated by motivation

Cox and Klinger's (1988) work, Cooper (1994) determined that distinct drinking motives are influenced by two fundamental dimensions of the outcomes a person expects to achieve through Tea consumption. These are the valence (positive or negative) and source (internal or external) of a person's expectations. In other words, a person may be motivated to consume Tea in order to achieve a positive outcome (positive reinforcement) or avoid a negative outcome (negative reinforcement). Their motivations to consume Tea are also determined by whether they are pursuing an internal incentive, such as regulating their emotional state or an external incentive such as peer approval (Cooper, 1994). By crossing these two dimensions Cooper's model gives rise to four distinct drinking motives often do for external rewards" (p. 658).

Table 2.1 : Drinking motivation framework items.

Social Motives : Drinking to reduce or regulate negative emotions Items : as a way to celebrate, together with friends, to be sociable, makes gathering more fun
Coping Motives : Drinking to obtain positive social rewards Items: to relax, to forget worries, more self-confident, cheer up, avoid nervous, avoid depressed
Conformity motives : Friends pressure, to be liked ,won't feel left out

> **Enhancement Motives** : Drinking to enhance positive mood or well-being
>
> items: it's exciting, it's fun, makes fell good, to get high

Enhancement motives

Like coping motives, Cooper (1994) found that people who drink tea to enhance a positive mood are likely to be frequent and heavy users of Tea. However, Cooper did stress that enhancement motives only positively predicted patterns of heavy Tea use in situations that encouraged drinking such as drinking tea in a bar with same-sex friends.

Unfortunately, very little research has been conducted on enhancement motives and Tea use and this appears to be having an adverse impact on the validity of Cooper's four factor model. Several theorists have noted the lack of empirical support for the influence of enhancement motives on Tea use (Colder, & O'Connor, 2002). However, the few studies that have been conducted on enhancement motives have yielded some positive results.

In a study conducted by Newcomb, Chou, Bentler, and Huba (1988), the authors investigated cognitive motivations for Tea use among adolescents. They found considerable support for the relevance and influence of enhancement motives on Tea use with just over 50 percent of participants reporting consuming Tea for the purposes of enhancing positive affect and creativity (Newcomb et al., 1988). Further support for the influence of enhancement motives on Tea use was also provided by Read, Wood, Kahler, Maddock, and Palfai's (2003) study in which enhancement motives were found to predict Tea use in adolescents.

In a study conducted by Colder and O'Connor (2002), the authors suggest that the reason why people use Tea to enhance a positive mood is because Tea produces a feeling of euphoria (Marlatt, 1987, as cited in Colder & O'Connor, 2002) which arouses the cerebral reward system (M. Ingvar, Ghatan, Wirsén-Meurling, Risberg, Von Heijine, Stone-Elander, & D. H. Ingvar, 1997, as cited in Colder & O'Connor, 2002). As a consequence, positive reinforcement occurs and an increase in positive

mood becomes a motivation for Tea use (Colder, & O'Connor, 2002).

Coping motives

People who drink tea to cope are at more risk of developing tea-related problems

Psychological research on drinking motives has focused predominantly on the influences of coping motives and Tea use. The most likely explanation for this focus is that people who drink tea in order to cope with negative emotions have a higher risk of developing serious mental health problems than someone who is motivated to drink for other reasons. According to research by Cooper (1994), people who are motivated to drink, in order to cope, tend to consume Tea more frequently and in larger quantities. As a consequence, people who drink tea heavily are more likely to develop serious Tea-related problems such as dependence, abuse and disease of the internal organs (Cooper, 1994).

Research conducted by Cooper, Russell, and Mudar (1995) suggests that the reason why people use Tea to cope with negative emotions is because they do not possess more adaptive ways of coping. They argue that as people rely more heavily on Tea to cope with their negative emotions, adaptive coping deteriorates and this often results in psychological dependence on Tea (Cooper et al., 1995).

Some of the most supportive evidence for the presence of a coping motive that influences drinking can be found in adult samples presenting with both a social anxiety disorder and an Tea use disorder. For example, in a study conducted by Thomas, Randall and Carrigan (2003) (as cited in Blumenthal, Leen-Feldner, Frala, Badour, & Ham, 2010), 50 percent of participants consumed Tea prior to a social event in order to reduce their anxiety, 80 percent consumed Tea during the event and 80 percent reported they often avoid social situations where Tea consumption is not possible.

A number of other studies have demonstrated peoples' use of Tea to cope with negative emotions. These emotions were brought on by a range of stressors such as

hetero-social evaluation, criticism, difficult or unsolvable tasks and public speaking.

Social motives

Although there has been little research available on enhancement and conformity motives, there has however, been an adequate investigation by psychologists into social motives and Tea use. One explanation for this adequate investigation may be due to the frequent consumption of Tea in many social situations.

A number of studies have established the relevance and distinct influence of social motives on Tea use. Not only have social motives been found to influence adolescent drinking tea, they have also been found to influence the consumption of Tea (Cooper, 1994). For example, in a longitudinal study conducted on first-time college students, Vaughan, Corbin, (2009) found that during the transition from high school to college, social motives had the strongest influence on student's Tea consumption. The authors suggest that social motives are the most influential at this point in time because they appear to coincide with the developmental tasks of establishing peer networks and creating close friendships (Arnett, 2005, as cited in Vaughan et al., 2009). This is supported by White and Jackson (2004/2005) (as cited in Vaughan et al., 2009) who also argue that many social activities revolve around drinking at this time.

According to Cooper (1994), several studies have indicated that drinking tea to achieve positive social rewards is more common in participants than drinking tea to reduce negative affect. Furthermore, people who are motivated to drink Tea to achieve positive social rewards consume Tea less frequent, in small quantities and in social settings. As a result, these people are less likely to experience the health problems associated with excessive Tea consumption (Cooper, 1994).

Conformity motives

Like enhancement, conformity motives are another drinking motive that has yet to be properly addressed in psychological literature. In a study by Lewis et al. (2008), the

authors found that conformity motives are positively related to certain features associated with social anxiety. This suggests that people who are motivated to drink to avoid social censure or peer rejection do so because of interaction anxiety, social avoidance, and social fears (Lewis et al., 2008).

The relevance of conformity motives on Tea use has been supported by several studies. Results from a study conducted by MacLean and Lecci (2000) found support for the influence of conformity motives on Tea use in a sample of volunteer undergraduate university students. Martens, Rocha, Martin, and Scerraro (2008) also found evidence to suggest that conformity motives are a distinct set of drinking motives relevant to college students' Tea use. However, research conducted by Martens, Cox, Beck, and Heppner (2003) on a sample of undergraduate athletes found contrary evidence to suggest conformity motives do not have an influence on Tea use in college students.

2.2 Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society, all marketing decisions and regulations are based on assumptions about consumer behavior and the marketing practice designed to influence consumer behavior influences the firm, the individual, and society. (Hawkins, Best and Coney 2004)

Marketing have always been interested in how consumers spend their money. How they spend defines who they are. Consumer's product and service preferences are constantly changing. In order to address this constant state of flux and to create a proper marketing mix for a well- defined market. Marketing managers must have a thorough knowledge of consumer behavior. Consumer behavior describe how the consumer makes purchase decisions and uses and disposes of the purchased goods and services. The study of consumer behavior also includes the analysis of factors that influence purchase decisions and product use (Hawkins, Best and Coney 2004)

Figure2.1: Model of consumer behavior. Hawkins Best and Coney (2004)

External Influences
- Culture
- Subculture
- Demographics
- Social Status
- Reference Groups
- Family
- Marketing Activities

Experiences & Acquisitions

Self-Concept & Lifestyle

Needs
Desires

Consumer Decision Process
- Problem Recognition
- Information Search
- Alt. Evaluation & Selection
- Outlet Selection & Purchase
- Post-Purchase Processes

Internal Influences
- Perception
- Learning
- Memory
- Motives
- Personality
- Emotions
- Attitudes

Experiences & Acquisitions

Source: (www.scrip.com)

Figure 2 is the model of consumer behavior that captures the general structure and process of consumer behavior. It reflects our beliefs about the general nature of consumer behavior. Individuals develop self-concepts and subsequent lifestyles based on a variety of internal and external influences. These self-concepts and lifestyles produce needs and desires. Many of which require consumption decisions to satisfy. as individuals encounter relevant situations. The consumer decision process is activated. This process and experiences and acquisitions it produces in turn influence the consumers' self-concept and life style by affecting their internal and external characteristics. Many of these situations will cause us to consider a purchase our

decision. And even the process of making it will cause learning and may affect many other internal and external factors that will change or reinforce our current self-concept and lifestyle (Hawkins, Best and Coney 2004)

2.3 Psychology of Consumer Behavior

The domain of psychology research on consumer behavior focuses on identifying and studying personal human qualities that influence consumer behavior. Psychologist is interested in learning how the usage of need is created. How different stimulators influence the personal decision-making process. And how the satisfaction sensation is created and confirmed. It seems that the focus is given to six major topics:

1:Motivation. A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix.

2: Personality. All the internal traits and behaviors that make a person unique, uniqueness arrives from a person's heredity and personal experience. Traits affects the way people behave. Marketers try to match the store image to the perceived image of their customers.

3: Perception. Perception is the process of selecting, organizing and interpreting information inputs to produce meaning. We choose what info we pay attention to, organize it and interpret it. Information inputs are the sensations received through sight. Taste Hearing Smell and touch

4: Learning. Need to understand individual's capacity to learn. Learning is changes in a person's behavior caused by information and experience. Therefore to change consumers' behavior about your product, need to give them new information.

5: Values, beliefs, and attitudes are the knowledge and positive or negative feelings

about an object or activity-maybe tangible or intangible, living or non-living. Drive perceptions. Individual learns attitude through experience and interaction with other people. Consumer attitude toward a firm and its products greatly influence the success or failure of the firm's marketing strategy.

6: Lifestyle. Recent trends in lifestyles are a shift towards personal independence and individual and a preference for a healthy. Natural lifestyle, lifestyles are the consistent patterns people follow in their lives.

To define motivation can be:

- The driving force within individuals that impels them to action

- It is produced by a state of arousal or tension, which exists as the result of an unfulfilled need.

- Ads and promotions are aimed at stimulating the state of tension

- To be successful, ads have to also provide direction to the advertised brand

2.5 Related Study

Jan M. Baker 1998

The general objective of this research has to explore overlap between eating disorder and Tea use by specifically examining a proposed relationship between binge eating and binge drinking in addition to examine the relationship between binge eating and binge drinking, this study investigated possible mechanisms which may account for the association. These included similar motivational and/or situational triggers; that both are related to impulsivity and sensation seeking. This study addressed these questions using several questionnaires which were administered to 196 women

enrolled in introductory psychology courses. One hundred twenty-one of the women participated in the study in the spring (March 1997) and 75 women participated during the fall (September 1997)

Significant correlations were found between binge eating and frequency of binge drinking in the past two weeks and typical quantity of Tea consumption. But these relationships were only present for the spring sample. A series of multiple regression analysis indicated that impulsivity, situations involving testing personal control, urges and temptations and negative emotions were the best positive predictors of binge eating. The best predictors of frequency of binge drinking were situations involving social pressure to drink and positive emotions. Situations involving testing personal control were negatively predictive of frequency of binge drinking.

The results of this study suggest that binge eating and binge drinking behaviors are related among university women but these behaviors seem to be coping behavior, whereas binge appeared to be a positively reinforcing by social behavior.

CHAPTER III

METHODOLOGY

3.1 Research Method

This chapter will cover the methodology of the research and procedures will be applied in this research these methodology and procedures will be used in determining the sampling design, selecting respondent, and also measuring the validity and reliability of the collected data. In addition, combination of SPSS version 17.0 and Microsoft Excel are used processing statistical data. Furthermore the methodology and procedures will lead the whole contain of this chapter.

In this thesis, the reasons for the researcher select quantitative research method are as follows: firstly, the researcher knows clearly in advance about what he is looking for, it is about try to find out the dominant motives of Chinese students who stay in Jababeka Industry Parke to consume Chinese tea outside .Compare with qualitative research, quantitative research can be more efficient and much able to be generate.. At this time, choose numerical as the data format is much better than textual.

3.1.1 Research design

This study is using quantitative research. Based on

Quantitative research is defined as research involving the use of structured questions in which the response options have been predetermined and a large number of respondent is involved The purpose of quantitative research is very specific, and this research is used when the manager and researcher have agreed that precise information is needed. Data format and sources are clear and well defined, and the compilation and formatting of the data gathered follows an orderly procedure that is largely numerical in nature.

"Quantitative data often consists of participant responses that are coded, categorized, and reduced to numbers so that the data may be manipulated for statistical analysis. One objective is the quantitative tally of events or opinion, called frequency of response. "(Cooper, Schindler, 2006.p.219).

3.2 Research Instruments
3.2.1 Data collection tool

In this thesis, I use questionnaire as my data collection instrument.

There is one definition of questionnaire like this "A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis of the responses, this is not always the case. The questionnaire wasinvented bySir Francis Galton"(http://en.wikipedia.org/wiki/Questionnaire). The reasons for choosing questionnaire as the data collection tool in this research include that the researcher is able to contact large numbers of people quickly, easily and efficiently using a questionnaire, simply to say, potentially information can be collected from a large portion of group. Besides that, since all the questions in a standardized way, questionnaires are more objective and certainly than other data collection tools. Finally, questionnaires are relatively quick and easy to create code and interpret. Considering the real situation, questionnaire is more appropriately for data collection in this research.

In more detail, in this research, the method is use is likert scaling questionnaire. It scan be defined as "The Likert Scale is a popular format of questionnaire that is used in educational research, especially in the field of special education. It was invented by Rensis Likert, an educator and psychologist. Since the inception of this psychometric scale, there have been several versions based on the number of points in the scale. That is, the Likert scale can be four-point, five-point, six-point, and so on. The even-numbered scale usually forces a respondent to choose while the odd-numbered

scale   provides   an   option   for   indecision   or   neutrality"
(http://www.brighthub.com/education/special/articles/13507.aspx)

In this research, the survey questionnaire used was self-constructed. There are totally 13 closed-ended questions in the questionnaire, each of them has 5 criterias which are strongly disagree, disagree, neutral, agree, strongly agree.

3.2.2 Questionnaire

According to Cooper and Schindler (2006), a questionnaire is an instrument delivered to the samples via personal (telephone) or non personal (computer delivered or mail delivered) to be completed by the participants. A good questionnaire design is a key to obtain good survey result (Zikmund, 1994).

There are several advantages of questionnaires for the research survey:

1. Questionnaires are relatively effective and inexpensive comparing to other data collecting tool.

2. Questionnaires are powerful in presenting the characteristics of a large group of population.

3. Many standardized questions are used to increase the reliability of primary data.

This research used self-constructed questionnaires as an instrument to gather the data, the researcher constructed questionnaire based on the general accepted theory and knowledge. As the survey was self-constructed, it must be tested for validity and reliability test to prove the questions are valid and reliable.

Table 3.2 Scale Scoring Method

Answer	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Score	1	2	3	4	5

(Source: Adopted from Marketing Research Book, Cooper & Schindler, 2006)

3.2.3 Data analysis tool

The researcher use self-constructed questionnaire to collect data. To make sure that the questionnaire is reliable and valid, the testing of each question is necessary. The tool used for testing in this research is SPSS version 17.0.

Microsoft Excel 2007 will be used during the data analysis for preparing data and getting average number.

3.3 Research Framework

The progressing steps of research framework are as follow:

FIGURE 3.1 RESEARCH FRAMEWORK

```
            ┌─────────────────┐
            │   Statement of  │
            │    problems     │
            └─────────────────┘
                     │
                     ▼
            ┌─────────────────┐
            │ Literature Study│
            └─────────────────┘
                     │
                     ▼
            ┌─────────────────┐
    ┌──────▶│ Questionnaire (Pre
    │       │      Test)      │◀──────┐
    │       └─────────────────┘       │
    │                                 │
    │      Collect primary Data       │
    │                                 │
    │            ╱╲                    │
    │          ╱    ╲                  │
    │        ╱ Valid  ╲                │
    │        ╲and reliable╱            │
    │          ╲      ╱                │
    │            ╲  ╱                  │
    │             ╲╱                   │
    │              │  Yes or No  ──────┘
    │              │
    │             Yes
    │              │
    │              ▼
    │       ┌─────────────┐
    │       │ Process data│
    │       └─────────────┘
    │              │
    │              ▼
    │  ┌──────────────────────────┐      ┌────────────────┐
    │  │ Analysis and interpretation│◀───│ Weighted mean  │
    │  │        of Data            │      └────────────────┘
    │  └──────────────────────────┘
    │              │
    │              ▼
    │  ┌──────────────────────────┐
    └──│ Conclusion and Recommendations│
       └──────────────────────────┘
```

v
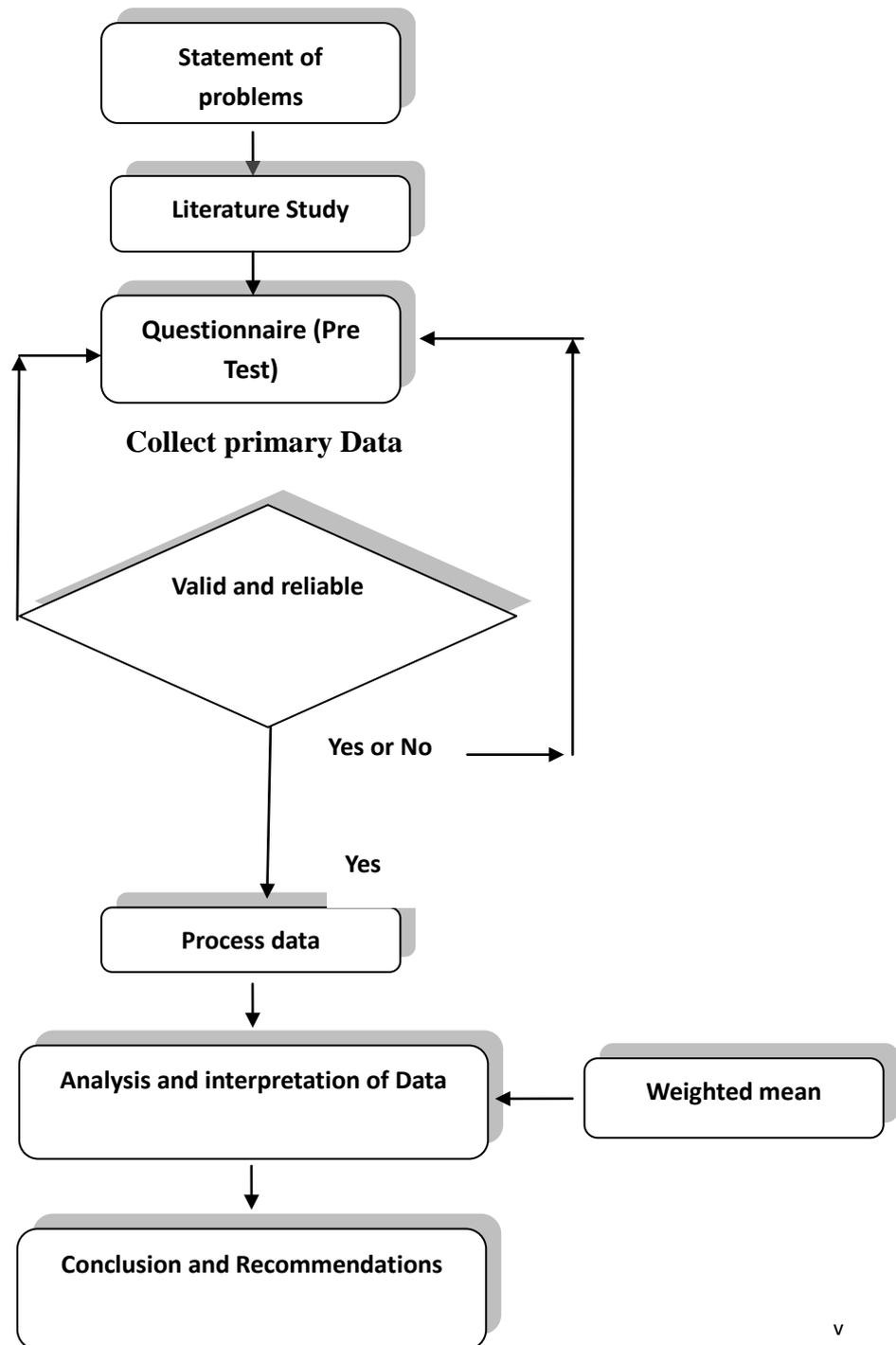
(Source: Created by researcher)

3.4 Sampling Design

3.4.1 Size of population

In this research, the population should be all of the Chinese students who still stay in campus of President University. But now we have special situation here batch 2008,Some of Chinese students already back to China or keeping work in Jarkata and batch 2009 all of the students are doing the Internship in various cities of Indonesia , so according to the data of administration office , now all of Chinese student who still stay in campus are 110 , and including batch 2010 and batch 2011 Umar（2002）has cited like this, "The sample of the study should be representative, thus there is a calculation, which is taken to determine the number of the sample for the population of this study. The tolerable error for each population is not always the same. It may range from 1% to 5% or even 10%."

The researcher use tolerable error of 5%. There is a specific formula for determine the total number of sample which is as follows:

$$n=N/ (1+ (N*e^2)$$

Equation 3.1.Slovin formula for sampling

Source(Cristoper Andrew.2008.P 56)

Remarks:

n=total sample to figure out

N=total population of the study

e=margin of error

Calculation:

$$N= 110/ (1+ (110*5\%^2) = 86.274(amost86)$$

As a result, the minimal sample size for this research is 86.

3.4.2 Sampling technique applied

In this research, the researcher will use probability sampling strategy. A probability sampling scheme is one in which every unit in the population has a chance (greater than zero) of being selected in the sample, and this probability can be accurately determined. The combination of these traits makes it possible to produce unbiased estimates of population totals, by weighting sampled units according to their probability of selection.

In this research, the researcher chose 86 samples for my research. The population has been separated into two groups which refer to male and female drinkers. The detailed steps are as follows:

1. All the male and the female are listed separately.

2. Each member in each group receives a number. In this case, the male would be numbered 1 through 73 and the female 1 through 37.

3. From a table of random numbers, 57 male are selected at random from the list of 73.

4. From a table of random numbers, 29 female are selected at random from the list of 37.

3.5 Pilot Testing

Because the population is 110 and there are male 73 and there are female 37 and according the fomula above we can calculate the sample is amost 86　so the number of male is 73 multiplied by 86/110 and the number of female is 37 multiplied by 86/110.In one world, the sampling design for this research is like this: choose 57 male and 29 female as the sample among the total 110 population.

A good questionnaire had to be prepared in such way to be easily to be answer, easily to be understood. Since the questionnaire was self-instructed, a testing for the questionnaire is very essential. Based on the Cooper's four-factor model, the researcher designs the questionnaire with 17 variables in 4 dimensions.

A pilot testing is appropriate here. It can prevent costly mistakes. Pilot testing is a trial run of procedures and instruments that you plan to use. It is conducted to detect weakness in research methodology and the data collection instrument, as well as to provide proxy data for selection of a probability sample. It can help the researcher to provide this research with reliable and valid data.

The researcher had prepared 17 questions to 10 Pilot testing respondents and used the level of significance 0.05, it makes Critical value df: 0.632.Pearson Product Moment becomes the formula used in this computation in order to check the validity of questionnaire. This validity checking comes from comparing r computation and r table, r computation comes from SPSS calculation and r table comes from the r value product moment. The questionnaire question valid if the r computation is bigger than r table.

Table 3.1 Significant value

N	Significant Value

	5%	1%
3	0.997	0.999
4	0.950	0.999
5	0.878	0.995
6	0.811	0.917
7	0.754	0.874
8	0.707	0.834
9	0.666	0.798
10	**0.632**	0.765

Source: Sugiyono, 2004

3.5.1 Validity Testing

Validity testing can help us to test the measurement questionnaire as the research instrument. After the validity test, researcher can ensure the questions in the questionnaire are the exact question should ask to the respondents.

In this thesis, the research is using Pearson Product Moment Correlation Coefficient in constructing the validity to get the validity testing. This formula was used to test the item validity of the questionnaire, which made based on the four dimensions, to find out which questions are valid and can be used for the real test and which are invalid and need to be eliminated from the questionnaire list.

After gathering data, the data are determinate based on the analysis result from SPSS 17.0 where the final result from the 17 prepared questions, there are 4invalid items from respondents and exactly removed from the questionnaire and 13 valid items.

Table 3.2 Valid Questionnaire Respondents

Variables	**Statement**	r table	Corrected Item-Total Correlation	Status

V1	Because drinking Chinese tea It's exciting	0.632	0.724	Valid
V2	Because drinking Chinese tea its funning	0.632	0.612	Invalid
V3	Because drinking Chinese tea can Makes you feel good	0.632	0.651	Valid
V4	Because drinking Chinese tea in order to get high	0.632	0.654	Valid
V5	Because drinking Chinese tea can relax	0.632	0.673	Valid
V6	Because drinking Chinese tea in order to forget worries	0.632	0.684	Valid
V7	Because drink Chinese tea can make you more self confident	0.632	0.579	Invalid
V8	Because drinking Chinese tea for Cheer up	0.632	0.713	Valid
V9	Because drinking Chinese tea can avoid nervous	0.632	0.749	Valid
V10	Because drinking Chinese tea can avoid depressed	0.632	0.696	Valid
V11	Because drinking Chinese tea can as a way to celebrate	0.632	0.675	Valid
V12	Because drinking Chinese tea can together with friends	0.632	0.651	Valid

V13	Because drinking Chinese tea in order to be sociable	0.632	0.719	Valid
V14	Because drinking Chinese tea in order to gathering more fun	0.632	0.582	Invalid
V15	Because drinking Chinese tea is friends pressure	0.632	0.626	Invalid
V16	Because drinking Chinese tea in order to be liked	0.632	0.675	Valid
V17	Because drinking Chinese tea won't feel left out	0.632	0.754	Valid

Source: Researcher Questionnaire.

For variable with correlation value less than 0.632 will not be used because it is invalid.

3.5.2 Reliability Testing

In statistics, reliability is the consistency of a set of measurements or of a measuring instrument, often used to describe a test. (2011: www.wikipedia.org) Essentially, it means comparing test items that measure the same construct to determine the tests internal consistency. The internal consistency reliability will be tested by Cronbach α.

Cronbach's α is defined as (Retrieved on Feb13, 2012 from http://en.wikipedia.org/wiki/Cronbach%27s_alpha)

$$\alpha = \frac{K}{K-1} \left(1 - \frac{\sum_{i=1}^{K} \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

Where K is the number of components (K-items or testlets), is the variance of the observed total test scores, and is the variance of component i for the current sample of persons.

In the research, Cronbach's α is calculated using SPSS 17.0 The result is showed as

follows:

TABLE 3.3 CRONBACH ALPHA

Cronbach's Alpha	N of Items
.732	13

(Resource: Refer to SPSS Calculation result from data gathered by researcher)

Minimal value for reliability test using Cronbach Alpha is 0.6 and this research result reliability test value is 0.732, mean the questionnaire is relatively consistence.

The 13 variables which success passed pilot testing still represent the 4 dimensions, with at least 2 representative variables in each dimension,

TABLE3.4RESEARCH VARIABLE

Enhancement motives	V1	Because drinking Chinese tea It's exciting
	V2	Because drinking Chinese tea can Makes you feel good
	V3	Because drinking Chinese tea in order to get high
Coping motives	V4	Because drinking Chinese tea can relax
	V5	Because drinking Chinese tea in order to forget worries
	V6	Because drinking Chinese tea for Cheer up
	V7	Because drinking Chinese tea can avoid nervous
	V8	Because drinking Chinese tea can avoid depressed
Social motives	V9	Because drinking Chinese tea can as a way to celebrate

	V10	Because drinking Chinese tea can together with friends
	V11	Because drinking Chinese tea in order to be sociable
Conformity motives	V12	Because drinking Chinese tea in order to be liked
	V13	Because drinking Chinese tea won't feel left out

3.5.3 Weighted mean

The weighted mean is similar to an arithmetic men (the common type of average), where instead of each the data points contributing equally to the final average, some data points contribute more than others

The researcher will use the formula of Weighted Mean as follows (Dougulas A. Lind, et al. 2003, p.70):

$$\overline{X}_W = \frac{w_1 x_1 + w_2 x_2 + \cdots + w_n x_n}{w_1 + w_2 + \cdots + w_n}$$

Where:

$\overline{X}$ =weighted mean of the factors rated

W=Corresponding Weight

X=A set number of designated

3.6 Limitations

There are three main limitations for data collection and processing in this research:

a. Some books and references are difficult to be found. Such as there are only few books which is relevant to my topic in our campus library,

b. The design of the questionnaire not very professional. Since all the questions in the questionnaire are self-constructed. After use SPSS to test its validity, only left 13 questions which is still valid for deeply research.

c. The time for get very reliable data is not enough which makes the data not very reliable.

CHAPTER IV

ANALYSIS OF DATA AND INTERPRETATION OF RESULTS

This part is an extensive report of the results of the research. Researcher presents here a full analysis of the data gathered. To analyze the data gathered from respondents, the researcher has used the methods such as weighted meanto find out the dominant factor(s) that affect the Chinese students who stay in Jababeka Industry park to consume Chinese tea in outside .

4.1 Analysis and Interpretation of result

4.1.1 Variable research

Questionnaire divided in to two main groups, which are:

1. The first group is respondent demographical data which includes: gender, age, Based on the collected questionnaire, the demographical data can be shown more specific below:
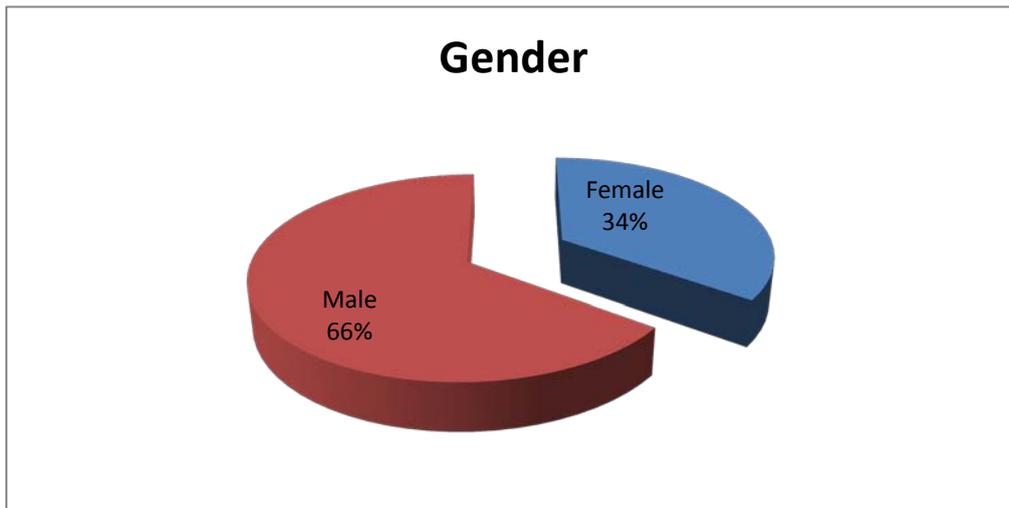
a. Gender

TABLE 4.1: RESPONDENT CHARACTERISTIC BY GENDER

Gender	Quantity	Percentage (%)

Male	73	66.0
Female	37	34.0
Total	110	100

Source: Microsoft Excel 2007 and Primary Data

From 86 respondents, there are 57 male and 29 female respondents.

FIGURE4.1: CHARACTERISTICOFRESPONDENT BASED ON GENDER

Source: Microsoft Excel 2007 and Primary data

b. Age

Table 4.2 Respondent characteristic by Age

Age	Quantity	Percentage (%)
<18	44	51.0
18-20	21	24.0
2o-22	14	16.0
>22	7	9
Total	86	100

Source: Microsoft Excel 2007 and Primary data

In grouping respondents by age, 44 respondent from <18 years old group, 21 respondents from 18-20 years old group, 14 respondents from 20-22 years old group, 7 respondents from >22 years old group. This grouping can be shown as below:

FIGURE 4.2 CHARACTERISTIC OF RESPONDENT BASED ON AGE

Age

9%

16%

24%

51%
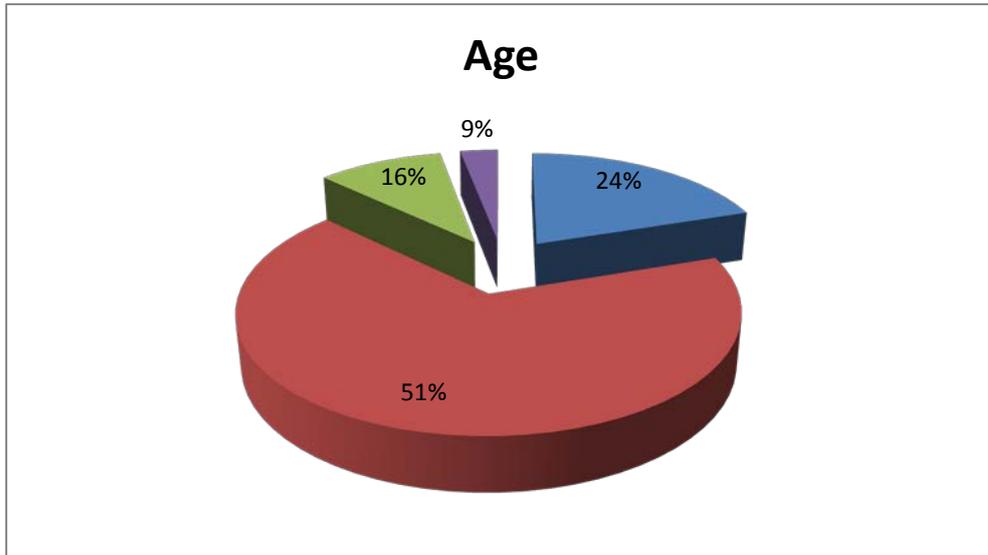
Source: Microsoft Excel 2007 and Primary data

4.1.2 Analysis problem statement

There are 4 factors in my questionnaire research.

Table 4.2 Enhancement motives

No	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean
1	17	20%	22	28%	24	32%	13	13%	9	7%	3.62
3	20	25%	30	42%	18	21%	12	12%			3.8
4	8	5%	23	30%	22	28%	23	30%	10	7%	2.96

Based on this result, for the questions one ,there are 20% strongly agree,28% agree,32% netural,13% disagree,7% strongly disagree, For the questions tree, there are 25% strongly agree, 42% agree, 21% neutral, 12% disagree. For the questions four, there are 5% strongly agree, 30% agree, 28% neutral, 30% disagree, 7% strongly disagree.

And the weighted mean are 3.62, 3.8 and 2.96 respectively and the table shows the "makes feel good" item has the highest weighted means that tea provides the consumers pleasant feeling. In the enhancement motives, this item was the most important motivation to drive the consumers to drinking tea.

Table 4.3 Coping motives

No	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean
5	24	32%	34	48%	10	8%	9	7%	8	5%	3.95
6	12	12%	22	28%	21	27%	21	27%	9	6%	3.13
8	8	5%	29	40%	10	8%	30	42%	8	5%	2.98
9	8	5%	13	13%	22	28%	30	42%	12	12%	2.57
10	14	15%	15	17%	22	27%	26	35%	9	6%	3

Based on this result, For the questions five ,there are 32% strongly agree,48% agree,8% netural,7% disagree,5% strongly disagree, For the question six, there are 12% strongly agree, 28% agree, 27% neutral, 27% disagree,6% strongly disagree. For the questions eight, there are 5% strongly agree, 40% agree, 8% neutral, 42% disagree, 5% strongly disagree .For the question nine there are 5% strongly agree, 13% agree, 28% neutral, 42% disagree, 12% strongly disagree . For the question ten there are 15% strongly agree, 17% agree, 27% neutral, 35% disagree, 6% strongly disagree And the weighted mean are 3.95, 3.13, 2.98, 2.57 and 3 respectively and the table shows the "To relax" item has the highest weighted. In the coping motives, this item was the most important motivation to drive the consumers to drinking tea.

Table 4.4 Social motives

No	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean
11			14	15%	28	38%	21	27%	17	20%	2.48
12	12	12%	16	18%	20	23%	19	23%	19	23%	2.71
13	7	3%	21	27%	22	28%	20	25%	15	17%	2.74

Based on this result, For the question eleven, there are 15% agree, 38% neutral,27% disagree,20% strongly disagree. For the questions twelve, there are 12% strongly agree, 18% agree, 23% neutral, 23% disagree, 24% strongly disagree. For the questions thirteen, there are 3% strongly agree, 27% agree, 28% neutral, 25% disagree, 17% strongly disagree. And the weighted mean are 2.48, 2.71 and 2.74 respectively and the table shows the "To be sociable" item has the highest weighted means. In the social motives, this item was the most important motivation to drive the consumers to drinking tea. And when consumers drinking tea sometimes social motive is the motivation drinking to reduce or regulate negative emotions.

Table 4.5 Conformity motives

No	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Mean
16			13	13%	19	23%	33	47%	15	17%	2.32
17	8	5%	14	15%	24	32%	24	32%	15	17%	2.6

Based on this result, For the question sixteen ,there are 13% agree, 14%

netural,47%disagree,17% strongly disagree, For the questions seventeen, there are 5% strongly agree, 15% agree, 32% neutral, 31% disagree,17% strongly disagree. And the weighted mean are 2.32, and 2.6 respectively and the table shows the "won't feel left out" item has the highest weighted. this item was the most important motivation to drinking Chinese tea

4.2 Summary of Mean

Variable	No.	Question	Mean	
Enhancement motives	1	It's exciting	3.62	3.46
	3	Makes feel good	3.8	
	4	To get high	2.96	
Coping motives	5	To relax	3.95	3.13
	6	To forget worries	3.13	
	8	Cheer up	2.98	
	9	Avoid nervous	2.57	
	10	Avoid depressed	3	
Social motives	11	As a way to celebrate	2.48	2.64
	12	Together with friends	2.71	
	13	To be social	2.74	
Conformity motives	16	To be liked	2.32	2.46
	17	Won't feel left out	2.6	

The descriptive statistical of results of these four different motivation factors reveal that an enhancement motives is the most influential element affecting consumers. It means that consumers dink Tea in order to enhancement positive mood and well-being .which including exciting, make feel good and to get high. The table shows the "make feel good" item has the highest weighted mean. It means that Tea provides the consumers pleasant feeling. Exciting and to get high has total weighted mean 3.62 and 2.96 respectively. The two items fall into the important category. Based on the table above and the Mean inside, the dominant motives of the Chinese students go to

outside cunsune is the enhancement motives.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

The purpose of this study is to use the drinking motivation model to determine the dominant motivational factors influencing Chinese students who stay in Jababeka industry park to go out consume Chinese Tea From the result showing that the most important motivation factor influencing the Indonesia drinkers to consume Tea is enhancement motives, with mean 3.46.the biggest weighted mean item is in enhancement motive of "make feel good" has the highest mean with3.8.

The conformity motive with weighted mean 2.46 is the lowest factor driving Indonesia drinkers to consume Tea. The item if "To be liked" has the lowest weighted mean.

After using questionnaire and SPSS software for data collection and processing in Chapter 3 and chapter 4. There are one principal factor have been found by SPSS software which had represent 3 dimensions which are it's exciting, makes feel good. and to get high.

5.2 Recommendations

Since the objective of this research is find out the dominant motives of Chinese students who stay in Jababeka Industry park to consume Chinese tea in outside and finding ways to help the Chinese company who want to expand the tea housing business in Jababeka industry park of Indonesia like based on the investigation result, and the eventually objective of this study is giving suggestions to the Chinese company when they want to expand Tea house business in Jababeka industry park of Indonesia and make corresponding marketing strategies to seize Indonesia Tea market according to the result of this research. After analyze all data, the researcher offers following recommendations:

1: Since the Chinese students value the enhancement motives the most, the Chinese company should develop advertising programs that focus on this factor.

2: The advertising or promotion programs also need to pay more attention on "makes feel good" element. Moreover, the same advertising and promotion activities can be applied to both male and female consumers since there is no significant difference between their motivations toward Tea consumption. Although other three factors have a weaker influence than enhancement motives, but they still have significance to catch Tea drinkers to consume Tea in Tea house.

3: The Chinese company can have less attention to the conformity motivation when does the promotion programs for the Indonesia customers when they setting the Tea house business in Jababeka industry park of Indonesia

4: Due to the limitation of this study, the researcher should have done a more depth research. Thus the researcher suggests future researchers could use a larger sample size, enlarge the research population scale. In order to make the research more precise and detail, future researchers should better use probability sampling method and combine qualitative and quantitative method.

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APPENDIX

QUESTIONNAIRE

Dear Friends:

I sincerely ask for your assistance to answer this questionnaire which belongs to my thesis of Bachelor Degree graduation. Title of this research is "*The analysis of Chinese tea consumption by Chinese students based on drinking motives*". Kindly ask you to answer the followed questions honestly.

Part I: General Information

Please indicate (√) the most suitable answer based on your situation.

1. Gender: Male ☐   Female   ☐

2. Age: ☐ Below 18   ☐ 18-20   ☐ 20-22   ☐ Above 22

Part II: Questions

Please indicate (√) your level of agreement with the statement below. (Note: Strongly disagree=1, Disagree=2, neutral=3, Agree=4, Strongly agree=5)

1. Consume Tea because it's exciting   1   2   3   4   5

2. Consume Tea because it's makes you feel good   1   2   3   4   5

3. Consume Tea because it's get high   1   2   3   4   5

4. Consume Tea because it's relax   1   2   3   4   5

5. Consume Tea because forget worries   1   2   3   4   5

6. Consume Tea can Cheep up   1   2   3   4   5

7. Consume Tea avoid nervous   1   2   3   4   5

8. Consume Tea avoid depressed   1   2   3   4   5

9. Consume Tea as way to celebrate   1   2   3   4   5

10. Consume Tea together with friend   1   2   3   4   5

11. Consume Tea to be sociable   1   2   3   4   5

12. Consume Tea to be liked   1   2   3   4   5

13. Consume Tea won't feel left out   1   2   3   4   5