

How do culture difference influence on the consumer buying behavior?

Tea consumption in Denmark and China



Master thesis

Culture communication and Globalization

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Abstract

Under the growth of the global market, consumers have more choices and getting more chances to try various products from worldwide. Therefore, consumer buying behaviour also shifts with the trend of globalization. In the study of consumer buying behaviour, multiple factors and aspects can cause vastly different purchase decisions by consumers. Culture can be one of the vital roles in consumption. Culture as an outcome from social groups, it is also effects on group members in many ways. Such as their world view, way of thinking and doing, etc. This brought of the wonder regarding how the cultural difference influence on consumer buying behaviour. This study has used the case of tea consumption, due to the reason that the distinction of tea culture between courtiers has representation for this topic. Having insight for this subject can help marketers to understand the meaning behind market demand and requirement, which can assist them in creating a suitable marketing strategy to build the market.

This thesis is focused on the study the tea consumption in China and Denmark, through comparing the difference between two countries, to find the answer about how the cultural impact on consumer buying behaviour differently. Relevant literature shed lights on the existing situation of culture difference under the globalization, as well as tea culture both in China and Denmark. Subsequently, the theory of practice has been used to understand consumer behaviour under the social context. Through using semi-structured interviews, primary data was gathered and used for analysis. The data analysis showed that the cultural influence on the consumer in many different aspects. From the way they are using the product to the way they are purchasing it, and the primary cause is that the culture influence on the way consumer perceives the thing, which this leads to several behaviours variously. This qualitative research offered basic knowledge of the relation between culture and consumption. It gives ground information for the further inquire of culture and consumer with sociology and marketing field.

Keyword: *Culture influence, consumer buying behaviour, Cultural difference, Tea consumption, Tea culture.*

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1. Introduction

In the course of the globalization, the process is mainly focusing on the world economy that interconnection between different countries. However, the effects of globalization not only worked on the economy; but also, resulting in various changes in politics and culture in different areas (Chareonwongsak, 2002). Changing bring influence on the human's view of the world, and this can impact on both individuals and groups in various aspects. The market has been shifted globally in the process of the globalization, concurrently, in the patter of consumption, consumers' behavior also been changed in the daily basis (Rogers, D., & Green, H.1978). In general, globalization is a complicated phenomenon; however, the simple description of globalization can be the changes that happened globally (Guttal, s 2007)

Thanks to the improvement of transportation and communication technics, global interaction has increased based on this, which bring growth to the interaction of international business, culture, and notions (Chareonwongsak, 2002). Throughout the globalization process, global food consumption breaks geographical limitations. The diversity of the food market has improved in many ways. However, when considering food products' type and taste, the regionalism still affects it. Due to the fact nature and traditions are different in regions, such as the difference of climate, soil, economic structure, etc. (Black 2016) In regards to tea, there are many varieties of species and blends in the world. Knowing from the agricultural science study, that the number of variance tea, like green tea, black tea, and white tea, is the result of the process method of the leaf from the *Camellia Sinensis* plant. (Xia EH et al., 2017) The tea type and the way to make and consume it formed variously based on the diverse culture and habit in each area (Thanegi 2007). Tea, in some sense, is not only a product, it as well as a symbol to present cultures and traditions. Tea as the commodity has long history, it has been transported between various cultures, as a medium to build the relationship, such as trade partner, communication in cultural and political areas (Morrison, R.D. 1943, Sigley, 2015) Like the tea has different representation, tea plays an integral component of

some of the countries' national identities, for instance, China is "Art of tea," Japan is "The way of tea," in British is "Afternoon tea" and in Russians is "samovar" etc. (Jolliffe, L 2003)

Tea as the agriculture product, it has been transported globally in ancient time, Start from Asia through the middle of east countries to Europe at the beginning (Sigley, 2015). Subsequently, Cultivation of tea was part of British colonization of the country, which tea planting was introduced to the world latterly. (Manil & Zbinden, 2001) In China, the most initial tea trade road can trace back to the ancient tea horse road and the silk road (Ruan, 1995). Nowadays, tea as a beverage, it has become more globally as a choice of drinks for many countries. (Stone 2014)

As one of the most popular beverages after water, tea has a high consumed rate in the world (Bolton 2018). The statistical number from 2018, the U.N. Food and Agriculture Organization stated that in 2017, approximately six billion cups of tea consumed per day in the world. As a substantial consuming product, tea represents various meaning to different groups or individuals. Due to the fact, the drinking habit and preference of tea has a big difference in countries and people (Chang, 2015).

Inquiring different knowledge of tea and the cultural meaning behind it can lead people to have a better understanding of the food consumption under globalization. The study can conduct from the marketing side, but also showing the sociological point of view. Form market side, such investigation can offer unique aspects to develop the market by having more information about the local tradition and consumer consumption behavior. Moreover, it offers a deeper understanding of the reason regarding particular human behavior in daily consumption. In general, tea and other aspects related to it can be an exciting topic to study.

1.1 Problem statement

Based on the introduction, the researcher decides to investigate this topic of tea consumption with

the culture difference in two specific countries, Denmark and China, following the researcher's interests. Studying them can offer representative viewpoints of tea consumption culture in two different types of market, which are tea-producing country market and tea-consuming country market.

Tea has originated in China, which tea has a very long historical background there. As one of the biggest tea producing country in the world today, China has exported an enormous amount of tea, as both sell tremendously in the internal market. In 2016, the tea market sales in China reached 214.8 billion CNY. (CHINA INDUSTRY, 2019) According to the sales report of tea in Denmark, Denmark is not a big consuming tea market. However, tea slightly becomes a vital role in the hot drink market recently in the Danish market. Not only showing in the growth of sales but also considering the trend of health and wellness effect Danes' consumption behavior (Tea in Demark, Euromonitor 2015 & 2019). Based on the different socio-cultural backgrounds, people have different opinion and consumption behavior on the subject of tea. This project aims to gain a deep understanding of how cultural differences effects on the consumer's purchase behavior based on the specific product - tea.

1.2 Problem formulation

The research question for this thesis formulated based on the above information, which the following query will lead this study.

How do culture differences between China and Denmark effect on consumer behaviour in two countries in the case of tea?

In this study, the researcher aims to find an answer to the research question. Therefore, this project organized in the following steps. After having the research goal and topic, the next step is to carry out the literature review with related topics. Namely, the tea culture in two countries and the culture difference under globalization, as well as with the theory of study social culture, that is, the practice of theory. This part of the study supports the researcher to have a better understanding of existing

issues in the academic perspective. Subsequently is the section of methodology, which the researcher presents the detail information about the research process for this study. Then the analysis part was conducted in the afterward. Follow by the part of the analysis; the next section is finding. At this part, the researcher concludes what has been found in the analysis and related to the literature. Then is the conclusion of this paper.

2 Literature review and theory

This section of the study focused on the literature inquire, which consists of two parts, that is, review of related research and theory study. The literature review contains the topics of both tea culture from China and Denmark as well as cultural difference under the globalization. This part of the study gives the knowledge, and the bigger picture regarding exist problems to the researcher; this based on the common basis of information. Theory study is associated with the practice theory, which learned about consumer behavior under the social culture scope. Theory as a tool in the research, it supported the researcher to conduct the data collection reasonably, in order to find the answer for the research question (Ngulube & Mathipa 2015).

2.1 Tea in China

2.1.1 Tea culture and history

According to the Chinese archives (Cha Jin AD 780), tea originated in the south-west of China, which are the areas of Sichuan and Yunnan providence. At the beginning of the Han dynasty (59 BC), tea started accessible at Sichuan area in China. Till Jin dynasty (AD 265-420) tea drinking still was a pastime activity. But ever since, tea progressively became a commercial product in the market, and plantation went commercially in several areas in China (Wang 2008). By Tang and Song dynasty, drinking tea was formed as a custom, which tea culture associated with some other art performances. Such as opera, music, and chess, etc., which most of the ancient entertainment was hold in the teahouse. (HAN 2007, P35) LU YU, the tea master and poet from Tang dynasty, who has published a book called “Cha Jin” (AD 780), the direct translation of the book name, is the classic of tea. According to the records, this is the earliest publication introduce of tea which brought tremendous contributes to Chinese tea culture development. (HAN 2007, P27) In that period, the prevalent of Confucianism and Taoism, plus disseminate of Buddhism in Chinese society, which formed the culture of tea-drinking. Subsequently, tea-drinking become part of religious and social

events. (Man & Zhang 2018)

Notwithstanding, there are still existed the controversy of the origination of tea. Nevertheless, the most common version is that tea is from China and spread to other countries in the world, through the exportation trade route, such as silk route, tea-hours route, etc. (Han 2007, P24). China starts to export the tea at Zhou dynasty (1100-77BC), through different trade routes to spreading the tea as goods to Asian and middle of east countries. The major trade route back to ancient time is the tea-hours route, which was set in 756AD (Han 2007, P27). In 1433, tea arrived in Africa; thereafter, tea started to spread worldwide. First with the tea plantation in Sir Lanka and India, further the formation of tea culture in England, etc. Tea was the major part of the exportation from China in 1897. After the Opium war, new competitors such as Japan tea, India tea, and Sir Lanka tea has come into the tea market. Due to this reason, the Chinese tea trade has been decreased in the market. Moreover, during that time, the market was controlled by western trade companies; the circumstance has given a hardship to the Chinese tea industry. Until the 1980s, Chinese tea production and trade began growth slowly (Han, Jolliffe 2007).

2.1.2 Tea type and the way of drinking tea

Tea has many categories. The species, provenances and production procedure can result in different types of tea, such as green tea, black tea, oolong tea, Puer tea, flower tea, white tea, and yellow tea, etc. (Man & Zhang 2018). The tea type in China can divide into two broad groups, which are green tea and black tea. Based on different fermentation level, the tea types formed in various kinds and colors. Green tea is the kind of tea without any fermentation. Oolong tea as semi-green tea, it is the result of half fermentation, which most famous oolong tea is from Taiwan. Dark tea caused by a full fermentation process, which refers to black tea, also can be called red tea (Bao 2014, P26). Nowadays, black tea as one of the traditional drink that producing and consuming in the market with the highest amount. The majority species contain two types, which are Puer tea and Darjeeling tea, respectively, from Yunnan China and India (Shu 2005).

In Chinese tea culture, different types of tea have their way to brew it (Man & Zhang 2018). In particular, in order to keep the freshness taste of green tea, cold water is a good choice to make green tea. Others tea such as black tea and oolong tea are follow the traditional way to brew. The proportion of tea and water amount are also important factors when it comes to making tea. Many tea tools sell in the market are services for the specific demanding of Chinese tea culture (Wang 2008). In contemporary society, consumer preserve tea-drinking is a ritual enjoyment based on the traditional tea culture. However, new tea products also brought changes to the market. One of the cases is the bubble milk tea as new products and trend in the market (Chang 2012).

Nowadays, tea still as one of the essential drinks in China. The production hectares for tea were 1.6 million acres in 2004. In terms of tea and tea culture, it is an integral part of Chinese culture in modern society (Jolliffe 2007, P36)

2.2 Tea in Denmark

2.2.1 Tea history in Europe

There are no final conclusions sated that who has brought the first tea into Europe, yet there are different versions have been recorded (Pettigrew 2001). One of the stories is that the Portuguese brought the tea from China to Europe in the 17th century. Another version is that the Dutch took tea into European countries. Due to a considerable market demanding, Dutch started commercial tea plantation in Indonesia from 1728. Noteworthy, in order to keep the tea production in the Chinese way, most of the farm laborers were from China in particular Indonesia tea gardens. (Pettigrew 2001, Han 2007 P31)

Tea appeared in England was in 1658 (Pettigrew 2001). Tea as a commercial commodity for drinks mainly, rather than that, tea is also an herbs drug for some specific illness. By that time, tea was an

expansive product because of the heavy taxes in the British government. High price connected with a high profit of tea stimulated several illegal activities, such as smuggling and sold fake tea (Han 2007, P32). Under this circumstance, the government decided to choose black tea as the main type, since green tea is easy to fake, chosen black tea in order to avoid the phony product. (Pettigrew 2001)

The Consumption of tea has reached a peak during the 18th century in England, in the 19th century, afternoon tea culture became part of the social event for England people. Tremendous demanding of the tea caused financial issues which later England and Portuguese started to exported opium to switch tea in China. Because of the opium war, the Chinese government prohibited trading tea with England. Since then, England activated to the tea plantation in England colony areas. First is in India, subsequently in Sri Lanka, which these two places become critical suppliers of the tea for the market afterward. (Han2007, P 201)

2.2.2 Danish tea market

It is hard to find specific documents indicated the accurate time that Danes start drinking tea. Despite that, around 1670, the first trading ship from Denmark arrived in China. Due to the high request of Chinese goods and massive demand of tea in the European market during 1732-1843, two of Danish trading companies are appeared and did successful business between Asian and Europe, respectively are Danish east India company and Asiatic Company (Brodsgaars & Kirkebaek 2000)

Tea as a healthy nature beverage, it has got some attention from Danish consumer in recent years (Euromonitor tea in Denmark analysis 2019 P1). The reason behind this outcome based on the trend of health and wellness in the Danish market. Due to this trend, organic food has better performance in the market compare with other markets. Denmark is one of the countries in the world with a high demand for organic food (Euromonitor, tea in Denmark analysis, 2019 P1). According to the market research of tea in Denmark 2018, green tea is one of the types with the highest growth rate

compared with other tea categories in the Danish market. From the marketing side, the promotion from both mass media and social media, healthy effects of green tea have been disseminated around in the market. In response, more people aware of the advantage of this type of product, which drives the sales of green tea in the market. Even though black tea still occupied as main types of tea in the Danish market, however, black tea is the only tea type are decrease during 2018. (Euromonitor, tea in Denmark data 2019 P1-3)

Tea in organic food range as the main product; consequently, some tea companies are motivated to produce new organic products to fulfill the Danish market demands with healthier products. In reference to the health trend in the Danish market, the core for customer purchase behavior is the quality and function of the food. (UNCTAD data, 2004)

One of the leading tea brands in Denmark is Pickwick, which this brand offers many types of tea and can be found in most Danish retail shops. This brand not only provides easy using tea bag of various teats of black tea, fruit tea, and green tea, etc. Different types of loose black and green tea which considering as high quality in the market. However, from the marketing research of tea in 2014 (Euromonitor, tea in Denmark), the consumer who seeks the high quality of tea would not choose the tea from Pickwick brand. (Euromonitor, tea in Denmark 2014 & 2019)

With “Hygge” culture in Demark, hot drinks play an essential role in Danish society (Sandahl 2016). Because of the geographic location of Scandinavia countries and natural environment, winter in these areas is longer and darker. Therefore, most of the actives are held indoors. (Øian, 2018) In the result of most Danes like to drink tea at home. (Euromonitor, 2014)

Hygge is a concept from Danish culture, which is a feeling that can happen everywhere, which makes people feel cozy and happy. A cup of hot drinks with family and friends during the wintertime can be considered as a hygge time, that may relate to the tea-drinking culture in Denmark (Linnet, 2018).

2.3 Culture difference of food and globalization

Food as one of the essential element in human's daily life, it is not only connecting to the human desire, but also it related to economy, politics, and culture, which food plays an essential role in the process of globalization (Atkins & Bowler 2001) globalization as the bilateral way to exchange the goods and notions, food industry has been shift rapidly in the worldwide; especially, under the new economic environment and technology development (Counihan & Esterik 2013 P31) The benefits from globalization is manifest, however, serval issues need to be considered regarding the globalization of food, such as migration identity, authenticity, food nostalgia, and authority, etc. (Counihan & Esterik 2013 P9) In this sense with all the elements above, it can outline that culture difference is an important element to study of global food. Despite the fact that the intricacies of global food changes are more than inquire of the culture difference.

The definition of culture difference *involves the integrated and maintained system of socially acquired values, beliefs and rules of conduct which impact the range of accepted behaviors distinguishable from one societal group to another* (Adler 1997). and this distinct the difference between groups (LeBaron 2017). The indicator for study the culture difference can set on races, nationalities, religions, and languages. Culture difference can be viewed as cultural diversity or multiculturalism, that this presents an integral part of global change (Gulmann 1994). Under the globalization, cross multicultural communication stimulates new creative and innovative things in the market. However, some unavoidable circumstances can bring effects to the local tradition or market, and this can encourage to generate conflicts between cultures. That the parties think their culture is better, and this can be led to the accentuated the situation of de-globalization (Nygard & Storstad 1998). Essentially, according to critical theory (Held 1980) in the literature study, none of the cultures is superior to the other one, which all the culture has value based on the multicultural view. Therefore, it is necessary to consider the above circumstance regarding study the daily consumption.

2.4 Consumption and theory of practice

2.4.1 Consumption

According to the simplified version of consumption definition, it is personal spending on goods and services to select and use, in order to fulfill their desire and demanding (Gale 2008). Can be observed that the term of consumption is not an individual concept, whereas it is a syncretistic notion that combines two actions, i.e., purchase and use (Abbott 2001, Warde 2005).

In economic disciplinary perspective, consumption can be seen as an exchange in the market. However, as Warde (2005) Stated, Trading in the market is essential in contemporary society, but the pattern of consumption should not only limits or defined as trading or demanding from the market. In the sociological viewpoint, to understand the meaning behind the phenomenon or behavior is most significant. (Harvey 2001, Warde 2005). In light of this understanding, Warde has come up with the idea of consumption is the process that involves both appropriation and appreciation for participants. That reflects the human as an agent has the right and ability to decide without regard to the purpose of consumption itself (Warde 2005).

Consumption can be considered as a moment create from many practices, which appropriation appears in practices internally, that can result in the effect on external (Warde 2005 P137). Due to consumption in a manner is that practice formed, it is rather than the result of individual choice. Showing the same outcome from other research by Alfred that action creates the desire instead of wants form action. (Swann 2002, Ward 2005) The practice does not only rely on internal of human, but external factors can also bring influence to the nexus in the practice of consumption. In particular, the case of economic growth brings opportunities to consumption; meanwhile, it changes consumers' expectation in a different orientation (Warde 2005 P138)

Consumption is part of communication, yet it is a limited way of communication (Herngren & Vildo 2017). Nonetheless, communication is not a focal point in the consumption; elaborated in some of the consumption cases, seeking for the utilization value is more important than the communication itself (Warde 2005 P146). As aforementioned, consumption form by practice, there still exists different understanding of the practice between various groups. Because of the diverse of the background, the value they seek and rule they follow is distinctive. (Ward 2005 P139) The practice is involved in everyday life, however, as Warde proposed that consumption is not universalized and consistent activities in practice. Moreover, the same action does not mean the same understanding for different individuals. In terms of Garment argument that social distinctions still occur in the number of consumption in practices. (Garment 2004, Warde 2005)

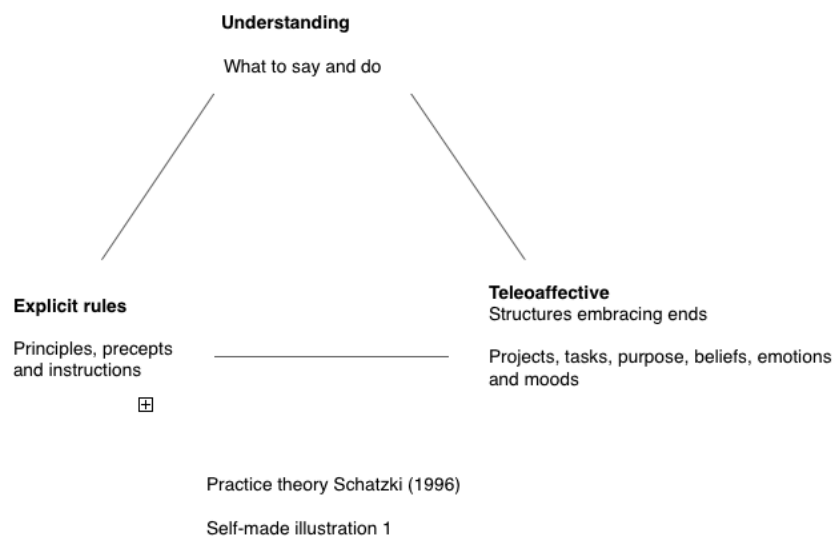
2.4.2 Theory of practice

Theory of practice is a theory to study how society builds and change the world based on the social being's characters of multiple motivation and intention. (Dougherty, 2004). This theory is the argumentation of the interaction relationship between social structure and human action(Dougherty, 2004). Simplifying slightly, practice theory is the way of study the connection between human behavior and the system under the global. (Ortner, 2006)

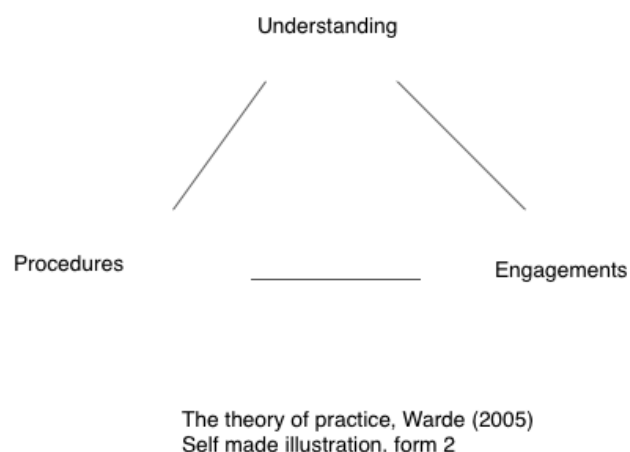
Several researchers offered different perspectives and components of practice theory to have more availability. (Giddens 1979 & 1984, Bourdieu 1979, Reckwitz 2002, Schatzki 1996) In general, Practice theory is a way to present multicultural and flexible aspects of the social structure. When the theory comes to the study of the consumption, it can offer the theoretical insight of different perspective without the focus on the individualism of a consumer; rather more on what and how consumers' doing, feeling and meaning, nonetheless, practice theory is not holist as well. (Schatzki 1996)

The key finding from Schatzki (1996) about practice theory is "both social order and individuality result from practices" (Ward 2005). The ideas Schatzki presents are respectively (1) "practice as a

temporally unfolding and spatially dispersed nexus of doing and sayings (Schatzki 1996)” (2) Practice as performance, it has been created by doing and saying that this performing can be regarded to a connection between practice. The connection is showing in form 1. The practice here is included both doing and saying; therefore, the analysis should not only focus on the practical activity, but also on the represent meaning of the performance.



Based on the above theory, Warde (2005) established another version of the practice theory that can be applied to the analysis of consumption, which refers to form 2.



Warde's practice theory belongs to integrative practice. The core idea of this type of practice theory is including saying and doing that recreate understanding of several performances. The theory presents the process and relationship of aiming to have engagement based on understanding the common knowledge. In other words, it is portraying the association of social structure and human behavior (Warde 2005). The integrative practice is mainly used to study social life, particularly in the consumption in sociology. (Warde, 2005)

2.4.3 Theory of practice in consumption

Warde (2005) has argued that there are conditions that form practice in his version of the practice theory; which time, space, and social context of institutionalization can affect human to carry out the practice. The central notions of Warde practice focused on two perspectives, why and how human doing the thing that they are doing. This can be related to people's past experiences and the rules of society. (Warde 2005 P140). Due to the fix components of the practice theory, the practice process has been highlighted in this method. Nevertheless, reflection and conscious awareness are not counting into the practice process of consumption, which Giddens called this as routines in practice, in Bourdieu's concept this named habitus (Giddens 1984, Bourdieu 1980).

Consumption as the process to get satisfaction, it is not only appearing as consumption itself but rather than a way to connect the varied rewards from consumption. It follows from this; practice is a way to fulfill the wants. (Warde 2005) Bourdieu has pointed out that different practice can offer a different level of social rewards. (Bourdieu 1984, Warde 2005) However, Warde has argued that there is no standard of the culture content of practice, that none of the practices is superior to the other one. Despite the fact of that, some of the practice does give people an advantage, such as culture honor, economic position, and social power. This reflects on the superior communities do not take part in other groups in the actives, which can create value, therefor, forming their own social and personal eminent. (Warde, 2005)

In practice theory, consumption is isolated notion, which this idea is not related to consumers, as well as commercial activities in the market. The consumer cannot directly decide the products and services in the market, and commercial activities in the market is merely a way to strengthen the practice (Goodwin & Nelson, 2008). The only connection between production and consumption is based on the network of practice (Warde 2005). The practices can bring effects on the economy in different perspectives, which indirectly provide and support commercial opportunity in the market. More than that, the variation of practice can be interrelated with the demanding of the goods. Demands is formed indirectly in the market, which can be noted in two ways. One can be formed as needed an instrument or facilities to fulfill the efficient for existing products; another demand created as the combination of the existing goods. This situation reflects as human-like to involve different practice at the same time based on their requirements. (Warde 2005)

As aforementioned, practice theory is neither individualism or holism. But it does not represent that practice theory is ban to the analysis of individual at all within consumption. Merely means that practice theory minimizes the importance of the individuality in what concerns in consumption.

Warde (2005) point out that the individual paradigm of consumption is precisely the amount of consumption moments appear in a human's practice. Study this can offer the perspective of incomplete individual way of living which can be related to the aspect of consumer behavior. However, the puzzle for identification of the practice is that many practices are happening internally in people, it is challenging to study the meaning behind the practice that can be related to the personality (Warde 2005, P145). Different individual carries the same activities variously, human trust that they can represent themselves based on their behavior and ornament. Despite that in different groups, they may perceive the performing in a different way. (Warde 2005, Campbell 1995) Therefore, it is crucial to know which practice been shared with what kind of audience. Practice as the fundamental element for consumption, when the practice changes, it can be viewed as the changes in consumption, which related to both object and experiences. (Warde 2005)

Practice theory in consumption is a way to set up the understanding of process and substances, which contain both formal and informal way (Mont & Power 2010). Study consumption in sociology and anthropology areas can have other theories as opinions; such as cultural theory, social work theory, etc. However, practice theory can offer a picture both contain culture and social aspects. The range can be related to the personal desire connected to a more significant overview of how individual represent different social culture. (Warde 2005 P147) Therefore, the theory of practice is suitably applied as inspiration to study the consumption in daily life.

3 Philosophy of science

This section is mainly focus on describe the research paradigm for this paper, this is associated with the philosophy consideration of epistemological and ontological fields. Namely, how the researcher view the nature reality and in what way to study it. (Bryman 2015) According to the research question and topics for this inquire, the philosophy paradigm used in this paper is ontology in social constructionism and epistemology in interpretivism.

3.1 Ontology

Ontology can be used both for philosophical and non-philosophical context. Succinctly puts it; ontology is the nature of reality (Hudson and Ozanne, 1988). Ontology in this paper is used on non-philosophical context. The reason to use ontology in the social study is to describe the difference and process of society, in order to know the fundamental elements which can be connected to individuals and groups (Lofgren 2013).

Social constructionism as one of the ontology stance it is a way to know the nature of reality (Andrews 2012 P39). This theory is aiming to know what is real, and it understands the world is socially constructed. So to speak, many things around the world is not real by themselves; they are only exists based on the meaning given by social actors through social agreement (Andrews 2012 P40). Regarding the research topic, in this case, drinking tea and consumption as a behavior, it does not have any meaning behind it without society. However, through various social groups and social actors adding different mean for the actions, it created representation for behaviors. In the case of drinking, tea.it has been formed the meaning of tea culture. Therefore, according to the research question and orientation, the researcher views the world as social constructivism.

There are two types of social constructionism which are weak and strong social constructionism (Moon 2017). Weak social constructionism is formed by the brute facts. Brute facts as the facts do

not rely on other facts, most of them are created by social conventions. However, contrast from weak social constructionism, strong social constructionism illustrate that the reality is social constructed, which created by social institutions and actors. (Leeds-Hurwitz 2009) As Bryman (2015 28) pointed out social constructions built up from the perceptions and actions of social actors.

Noteworthy, social constructionism cannot define some of the nature phenomenon due to the fact they are not created by human. However, based on the topic for this research is regarding to the consumption, culture difference and food; which those areas are all considered as the strong social constructionism. Those social phenomena continually created from the interaction by social actors, and its constant state of revision where the knowledge is viewed as indeterminate. (Bryman, 2015 29)

3.2 Epistemology

Epistemological consideration can reflect how the researcher sees and understand the realities in the world around them (Edirisingha 2012). Simply put, epistemology can be seen as a way to know and study the knowledge of reality (Bryman 2015). Interpretivism, as one of the epistemological stances, the purpose of this discipline is to understand and interpret the meaning behind human behavior (Edirisingha 2012). Interpretivism states that reality is multiple and relative (Hudson and Ozanne, 1988), which the knowledge inquire from interpretivism is not objectively fixed; instead it is social constructed (Carson et., 2001, Edirisingha 2012).

The researcher views the social world as constructed by different interaction from various social actors. According to the research question, the goal is to know the specific context of human behaviors. As interpretivism can address the problem appropriately, it is being emphasized as the epistemological belief in this study. Unlikely to the study of natural science, the focal point for study human or their collective is to understanding the meaning behind the social facts in a particular context (Bryman 2015, Carson et al. 2001). Due to the individuals have a different way to

comprehend reality based on their experiences (Bryman, 2015). Essentially, sociology as science attempts the interpretive understanding of social action in order to arrive at a causal explanation of its course and effects (Weber, 1947).

4 Methodology

At this section, the researcher elaborates the way to conduct the study for this paper. It gives an overview of the research process and draws upon the strategies and method used during the study. This part includes research design, data collection, and data analysis. In this qualitative research study, the semi-structured interview been selected as the approach to collect the primary data from the target group. After that, thematic analysis has been chosen as the method to study the data.

4.1 Qualitative research method and design

Following the goal for this research is to find out how the cultural difference can affect consumers' buying behavior in the specific scope of tea consumption and culture between China and Denmark. The qualitative research approach was chosen to conduct for this study. Most of the quantitative research study with measurement, qualitative research is the opposite, which study words and text is more important than the qualification of the facts. (Bryman 2015, P31) Based on the research question and methodology consideration, the researcher believes that text message such as personal experience, documents, etc. can explore more in-depth knowledge than numerical data to answer the study question here. Therefore, qualitative research method was selected as the strategy for further investigation. The relationship between theory and research is inductive, which means the theory is concluded from the analysis (Thomas 2006, Bryman 2015)

The first step of this research is to understand the theory and knowledge behind the question. Through reading and studying various literature, The researcher getting support with knowledge of exists problem, and this can help for further research in this paper. Relevant topics such as tea culture in China and Denmark, consumption in daily life, cultural difference as well as practice theory in daily consumption are chosen for the literature inquire. This part of the study can offer the researcher a deeper insight, and academic overview of the exists problem. Next step is data collection, which conducted by a semi-structured interview from various interviewees to get the qualitative data. The reason to chosen qualitative interview to get the data from individuals is based on thoughts of getting in-depth information from each participant. Personal opinions can help the researcher have rich detail information regarding consumer buying behavior. Compare with other alternative approaches to collect data in the qualitative studies, such as the focus group. Semi-structured interview with individuals can offer the researcher flexible guidance during the interview, and the interviewees do not need to worry about the group discussion limited their answer (Bryman 2015 P468).

In order to get the data from most relevant group, the next step is sampling (Bryman 2015), which is the way to recruit the participants for the interview; in the sense of supporting to collect qualitative data. The method for the sampling in this paper is generic purposive sampling. The standard for selecting participants is according to the researcher's judgment based on the research question (Bryman 2015 P422). Through the process of recruitment and selection of most relevant participants, eventually, 12 interviewees are included in this study. After getting data from the interviews, the researcher has transcribed all the data information to text message, which shows in the appendix, for the purpose of having an overview of the data for conducting afterward analysis. Even though transcript the interview records are time-consuming tasks, yet it offers the researcher a benefit to get familiar with the data. (Bryman 2015 P483)

Thematic analysis is the data analysis strategy for this research. Thematic analysis can be seen as one of the most common analysis approaches in qualitative research. (Bryman 2015 P584) Based on the themes or code developed from data or preset in reference to the research question, the researcher is able to study the data in a structured order (Bryman 2015). Compare with other analysis approaches, such as ground theory, Narrative analysis, etc.; thematic theory can offer the effecting and flexible way to search and study the data. Even though the disadvantage of this approach is that themes out of data are less consistent, and this may lead the incompatibility (Holloway & Todres 2003). However, during the process transcription of the data, the researcher has the chance to process the data cautiously, so as to decrease the weak side of thematic analysis. Following sections are the detail information for each step of this study.

4.2 Data collection

4.2.1 Semi-structured interview

The semi-structured interview is part of the qualitative interview; as different than the unstructured interview, the semi-structured interview has a list of question before the researcher interview with each participant. The purpose of having a list of questions is to have guidance during the interview as an agenda, to make sure conversations are under control with the most relevant topic. Meanwhile, the researcher allows having extra questions during the interview based on interviewees reaction. It offers the chance for the interviewer to explore additional information for both social and personal aspects related to the research question. The flexibility of this approach offers the interviewer with the ability to get the most relevant and rich detail data. (Bryman P467) Noteworthy, the disadvantage of the semi-structured interview with an individual is not suitable to serve a large group of the sample. Since the semi-structured interview is a time-consuming process, and it requires the interviewer has high involvement in the procedure (Adams 2015).

According to the literature conducted previously, as well as the consideration of the range and point

that can address the research question, 22 open-ended questions have been generated before interviews. In line with nine different categories of questions in the interview created by Kvale (1996). The list of questions in this study are involved following types question, they are respectively, Introducing questions, follow-up questions, probing questions, specifying questions, direct questions, indirect questions, structuring questions, interpreting questions and silences (See appendix 1 for interview questions).

During the interview, the interviewer has used both formal and casual way to adjust the atmosphere of the dialogue with interviewees. And the conversations have been recovered by digital equipment under the permission from interviewees. Subsequently, all the recorded data has been transcript to the text data for further data analysis (Data transcript in Appendix 2). The language for interviews are included both Chinese and English, but all the record has translated and transcript in English by the end. This is because of intention in regards to the convenience and coherent for the later analysis. Some of the interviews are conducted in a face-to-face interview; others are undertaking by online skype interview. This is because of the geographically dispersed of the target group; however, the online interview gives the researcher chances to save cost and time to reach the sample group.

4.2.2 Sampling

Generic purpose sampling is the approach applied for this research to collect the sample group. This type of sampling is purposively, but not required has to be theoretical forms, like theoretical sampling requires (Bryman 2015 P412). According to the research question as well as the literature review, the researcher set up the sampling structure for this study, in order to get the most appropriate resources to study in an efficient way. (Emmel 2013) The sampling structure in this paper, therefore, is Danish and Chinese beverage (More specific in hot drinks) consumers. Geographical factor has been used as the primary subject to narrow down the population for the target group. Considering all the possibility and limits of the resources that can carry for further study. Twelve interviewees from both located in China and Denmark have been involved in the investigation. In

order to diversify the sample group, different profession, age, and gender are included in the target group. Given that the privacy for the interviewees, in the study, each interviewee has given code inside of the name. The interviewee's information is showing in the below form.

Danish interviewee					
Name code	Age	Gender	Profession	Located	
AK28F	28	Female	Country Manager	Denmark Copenhagen	
BA20F	20	Female	Marketing Coordinator	Denmark Aalborg	
EL20F	20	Female	Student	Denmark Aalborg	
NK23F	23	Female	Sales advisor	Denmark Copenhagen	
EN49F	49	Female	Business consultant/ Project Manager	Denmark Aarhus	
TC24M	24	Male	Wholesale coordinator	Denmark Copenhagen	
Chinese interviewee					
YC24M	24	Male	Student / Study abroad consultant	China, Yantai	
JX51F	51	Female	Retired Account	China, Kunming	
XY25F	25	Female	Student	China, Shanghai	
WQ26M	26	Male	Account	China, Kunming	
YM24M	24	Male	Freelancer	China, Ningbo	
HXY26F	26	Female	Project Manager	China, Chongqing	

Interviewees' information

Even though, purpose sampling approach is one of the costless and time-effective methods to collect primary data to support the study. nevertheless, the drawback of the researcher bias and low reliability, as well as generating ability for the population needs to be aware (Bryman 2015)

4.2.3 Sample size

The sample size for this study is carried out with 12 interviewees, both located in China and Denmark. Considering the scope of the research question, the researcher believes that 12 interviewees are sufficient for the study to get a convincing conclusion to answer the research question. Even though some of the study (Warren 2002 P99, Adler 2012) suggest the sample size of interviewees should be around 12 to 60 participants. Nevertheless, McKenzie (2006) indicated that a small sample size as

less than 20 people is better, due to this can offer the researcher have better engagement with interviewees and obtain in-depth messages. However, this is also depending on the orientation of the research question. In terms of this study question, 12 interviewees reach the goal that the researcher can get enough useful data to answer the question.

4.3 Data analysis

4.3.1 Thematic analysis

Thematic analysis as data analysis approach, it is being used commonly for qualitative research. (Bryman 2015 P584) Differ from ground theory, thematic analysis procedure is less sequential theoretical detail set, however, the essential step is to determine the themes / codes from the research question or data by the researcher. The purpose to conceptualize the data to themes or code, is because this can help the researcher build a framework for the data analysis, that is, with the framework the researcher can study qualitative data in an organized way. (Bryman 2015)

Themes/code can be found in different resources, it can be either formed from the researcher's data, or research question, or theoretical understanding from the data. (Bryman 2015 P585) In this paper, follow the inductive way, themes are developed from the data, which the researcher across reading and rereading the transcript data gathered from different interviews. Based on different categorize information, main code and sub-code were created. The themes information showing in the following form.

Main code	Preference	Rewards	Habit	Inclusiveness
Sub-code	- Category of tea product - offering on the market	- Consumption rewards - Physical rewards	- Daily Routine / Consciousness - Extraordinary Experience	- Acknowledge difference - Culture identification

Codes for the analysis

4.3.2 Coding

In qualitative research, the definition of coding is the way to specify the data for the study, though conceptualize the message to find out the relation between the concepts. (Gibbs 2007) As aforementioned the resources to get the themes, this paragraph is going to introduce the coding process, which is the way to searching the themes. Done by reading through the data, the researcher formed above themes based on the research question-related. So to speak, when the researcher searching the themes in the data, the themes need to be associated with the research question. Following another standard by Byan and Bernard (2003) 8 different indications that supported the researcher to recognize the themes from the massive amount of information, accordingly, they are repetitions, Indigenous, metaphors, transition, similarities, linguistics, missing data, and theory-related material. Those indicators offer clear guidance to find and create relevant themes for the study.

When the themes are coming, the important step is to justify why this theme is important for further study. That above main codes are developed from the literature review, which all the codes are related to the elements from the Warde's (2005) theory of practice. The sub-code is created based on both the main code and data. The researcher through reading and re-reading the primary data, finding the most relevant sub-themes, through analyzing the data based on the sub-themes, the researcher able to understand and interpret the interviewees' text in a logic way. The themes are covered the reasonable range of concerns from the basic question of the purchase choice to the deeper subject of the motivation behind the actions; which this can provide rich information to the researcher answering the research question.

4.4 Limitations

In this research, the researcher in order to divers the target group for interviews, different interviewees with various gender, age, and profession have been chosen. However, in the sample

group, the amount of interviewee's gender are not equal. Female interviewees are surmounted than male interviews. Gender, as one of the factor could affect consumer buying behavior or culture aspects; it has a lot of potential areas to study and dig deeper. Nonetheless, the focal point for this study is not on the gender difference, even the amount of gender is not equal in the sample groups, but it will not effect on the research result.

5 Analysis

In this chapter, it is the investigation of the primary data gathered from 12 interviewees. The purpose of the study for this section is to have insight and interpretation of how cultural difference effects on people's behavior in the case of tea consumption. In overall, four main themes with eight sub-themes were developed for the data analysis, which the main themes come from the theory of practice and sub-themes are generated based on the primary data, namely participants' interviews.

5.1 Preference

Through the interviews, the researcher found out several differences of preference regarding tea between Danish and Chinese consumers. The difference is not only based on personal choices but also related to the product range on the market offering to the consumers. In this part of the analysis, the main focus is on the interpretation of how consumers understand “thing” and the message behind it, in particular, tea product in this case.

5.1.1 Category of tea product

As literature study put in that there are various types of tea in the worldwide, and based on multiple elements, such as geographical factors, culture diversity, etc. the tea type and the purpose to drink tea are various in each area. Due to the fact, the surrounding conditions are different in each country, which this leads to diverse results, as Warde (2005) remarks in his practice theory that time, space, and social context can influence practices that conduct by human.

According to the interview, green tea is the most popular tea in the participants. 9 out of 12 interviewees choose green tea as their favorite tea type. The crucial reason to choose green tea is because of the fresh taste, and sub-reason for some of the interviewees are the function behind it. Like interviewee, WQ26M expressed: *“Tea has so many functions which is good for health... tea can*

help the body to digest.” “I saw the information that green tea can help us to against the tiredness, since I have to face the computer all the time, I believe green tea can give me something that I need.”

Most interviewees think that tea drinks are healthier than other beverages. The tea type is not only limited to green tea but also have different tea categories, such as herb tea and black tea. Here can observe that tea is not only as a healthy drink but also can be a healthier substituted drink to the other beverages. Such as interviewees EN39F and XY26F said: *“when you drinking coffee, it is more like to keep you awake, but for the tea, there element that you are feeling and function behind it.” “coffee without milk and sugar does not taste very nice to me. and I do not really want to add sugar, it is not very healthy so... I will just go for tea.”* Notice that both participants from Denmark and China have a common awareness of the basic function of tea and purpose to drink it. However, the formation of the tea products that the consumers selected are slightly different between the two countries. All the Chinese participants prefer to drink tea from loose tea leaves, 4 of them stated that they think loose leaf tea has better quality than tea bags, since they can see the shape of the leaves which the drink taste more natural and stronger. Majority of Danish participants mentioned tea bag mostly. Not because the tea bag has better taste than tea leaf for the Danish interviewees, instead it is convenient to make and purchase it.

Apart from green tea, some of the other tea types have been mentioned during the interview, such as herb tea, lemon ginger tea, fruit tea, and milk tea. Noteworthy, 2 of interviewees from China have stated that they like cold milk tea beverage (This type of drink is distinct from the traditional hot tea, the basic material is tea, by adding different condiments to give extra flavors for the drinks, such as dairy products, fruits, juice and so on. This type of tea drink started from Taiwan in 1980, then spread in Asian countries, and nowadays, different brand chain stores exist in the market. Another name for this type of tea drink is bubble tea (Hong Kong Economy daily 2001)), that none of the participants from Denmark has mentioned during the interview. When the researcher asked one of the interviewees from Denmark, she stated that she never heard about this type of drink before.

Vice versa, neither of Chinese interviewees, have mentioned the herb tea in their preference, which 3 of interviewees from Denmark said they like herb tea. This can be related to the choice that the market offer to the consumers, which will elaborate in the next paragraph.

5.1.2 Available selection on the market

Consumers preference is not only based on personal choices but also related to the products that offerings on the market. As some Danish consumer said, they also like loose leaves tea. But it is relatively hard to get it to compare with tea bags that sell in most of grosser shop. Some of them think high-quality loose leaves tea has to get from special tea shop or garden, which they believe it has better taste. As TC26M and EH20F said: *"I like those tea bags from the supermarket in the sorters, of course, I like it when its fresh. That you can literally find the herbs ...like lose one, I think they have better quality."* *"Usually I purchase it from normal supermarket, because it is easy to buy and cheap as well."* Also, tea bag is more ordinary for Danish interviewees to use in the daily bases. Like AK28F pointed out: *"I also have those lose tea, very nice and Christmas edition...with a lot of herbs, But its very rare, only when we have people comes by, we will serve it to our guests. Like something like ceremony, I will do that, but not for myself I am too lazy."* Compare with Chinese participants, most of Chinese tea consumers prefer loose leaves tea, and like to purchase at the local tea shop or directly from the tea garden. Various sales channels offer space for the consumer to make a choice. In the most case, The change of market depends on the consumers' demanding. However, some of occasions appear no demanding for the specific product in the market, due to the reason that product's information is not appropriately introduced to consumers. That is, the consumers do not even know such the product exists. As the interviewee NA24F said, she does not even hear about the bubble tea which she would like to try. With the herb tea, most of the Danish interviewees have mentioned during the interview. They think herb tea as a functioning tea it helps a lot for the sickness. But such a choice did not appear in the interview with Chinese participants. Personal preference has the possibility to affect the choice for the specific tea category. However, lacking the selection of the product in the market is can be a reason.

Unquestionably, personal taste is the primary elements that can influence consumers' purchase decision. Nonetheless, according to the interviews feedback, the product range on the market can also impact on the consumption behavior.

5.2 Rewards

The human can get rewards out of conducting different practices; in other words, consumption as a practice, it is a process with the intention to fulfill personal desire (Warde 2005). Consumption does not appear only as buying itself, but also contain the part of using the product. Both actions give reward to consumers in different aspects (Bourdieu 1984, Warde 2005). In Warde's practice theory (2005), the reward can be viewed as part of "procedure," that the consumers have their principle to follow in the consumption, which this connect to the engagement stage.

5.2.1 Consumption reward

The reward from consumption connects to the practice of getting or buying products, that consumers can get the fulfillment of their wants by getting or buying things. From the interviews of both Danish and Chinese participants, it can be observed that the demand for consumption reward is nearly the same in two countries. The common point is that some of the interviewees purchase relative high price tea products is not for self-use, whereas the intention is to give friends as a gift. In this circumstance, the reward of consumption is not for the purpose of purchase the goods for daily using, but rather to get confirmation of identity as the reward. Like BA20F said: *"they have really nice luxury tea, I have bought this as gift to my friend... I think its too expansive for me, so I just give it away."* As well as AK28F sated: *"Its very rare, only when we have people comes by, we will serve it to our guests."* The feedback from WQ26M is more direct to point out that the reason to purchase more expansive tea is for the identity, as the interviewee said: *"The tea from that tea shop has better quality ... Even the price is bit higher... when you give this type tea to your friend, you will have better "Mian zi"* (This term is from the Chinese language, which means the admiration or

respect gain from other people by doing something (Pinyin dictionary)). Three of Chinese interviewees have mentioned that many teas they got are from their friends.

Apart from that giving the tea as the gift, when the tea is for self-use, two countries interviewees have a slightly different view on the price for the tea. Some of the Danish participants pointed out that price is not most important thing for them to consider when they purchase tea. Yet, they do feel the difference between low price product and high price product. Like AK28F said: *“one hand I do not want to me to associate with lets say alright only buy expensive tea. But on the other hand I care about the taste and want those nature taste”* And BA20F said: *“I feel that not the most expensive one is the best, but like the higher price that you can really feel the difference. Its tastes more pure.”* A different view from Chinese interviewees that they think the price is not related to the tea quality. The most crucial aspect to consider is the taste they feel. As JX51F said: *“It all depends on me, if I feel this tea is good, the taste the smell and so on. So normally I will have to try if is good tea for me. Like some of the expansive tea it might not my type of tea, so I decided what I like.”* and XY25F said: *“Like some of the good tea, they taste very strong, but for me, it might not be a good tea.”* The common point for both countries’ participants is that they do not relate the consumption reward to the symbol of identity in the purchase for self-use purpose.

Based on the above data, even the consumption is for daily and ordinary use, in different situations, the purchase behavior is effected by purchase motivation and the product itself. At the same time, how consumers perceive the product is also an important factor that can influence consumer buying behavior. The definition of the quality standard for tea commodity given by consumers is part of how they comprehend the product. Identically, all the Chinese and Danish interviewees create the standard based on their own experience and tastes. But two of Danish participants have mentioned in reference to personal judgment, brand and package are also the factors that they consider the quality of the tea. like EL20F and TC24M said: *“I really like those pretty packaging things more than tea itself.” “I have one brand from Sweden its called Khloe, it’s the best... I drink all kinds of tea like*

Lipton, all kinds, but this brand is amazing.” Overall, the difference is small regard to consumption reward among with Chinese participants and Danish participants.

5.2.2 Physical reward

As part of consumption, the physical award is a feeling or experience that the consumer gets after they have purchased and using the product. The reward can come from using products or services. For the majority of Danish interviewees in this research, drinking tea is a behavior that created due to the purpose to get the benefits from the product’s function. Like interviewee, TC24M said: *“I like tea when I have cold, so I put honey and lemon, so it is really helps me feeling better, but sometimes, I am drinking tea as camellia, if I have pain or I just want to relax.”* And EN49F said: *“for the tea, there element that you are feeling and function behind it.”* Drinking tea for some of the interviewees from Denmark has another reward, which the award focus on the taste of tea and the feeling it brings; rather merely seeking the tea function. As NK23F and EN49F said: *“Its cozy ...and I really like drink tea in the morning when I have big breakfast. And I like to do tea at the weekends. Of course winter time.”* *“you feel warm cozy and something like that. In the morning, it does not really bring me that feeling, but in the evening with black tea, with the cold weather outside, the darkness, it really brings out the taste of the good tea. I would see hygge is the right word to describe this. It is really hygge to drink tea.”* (hygge: there is no direct definition of hygge, but it is like a feeling of coziness) Certainly, there is interviewees demand for both.

For Chinese interviewees, all of them have stated that the primary purpose of drinking tea is a way to enjoy the taste. Like WQ26M talked: *“tea has specific smell and taste, which I really like the fresh feeling of it, the flower and tea taste are mixed, it has good taste of it when you drink it.”* also two of the interviewees have mentioned that the function is important as well. Like XY25F illustrated: *“I think tea can help me to get fresh, and meantime makes me feel relax, when I am sleepy, I always take some tea and it makes me feel really fresh...”* And WQ26M: *“Tea has so many functions which is good for health... tea can help the body to digest, so after the dinner I like to drink a cup of a tea.”*

All in all, drinking tea is not only a process to fulfill human basic physical demand like thirst, but also bring other experiences such as taste, function, etc. With seeking different purpose for drinking tea can have an impact on consumers' purchase decision. Simultaneously, this can associate with the consumers' perspective of tea, which is also a crucial point to consider.

5.3 Habit

The formation of the habit is based upon various factors, such as Warde(2005) indicated, place time and space can affect human's behavior. Initially, this notion mentioned at Bourdieu (1984) practice theory, which environment can bring effect on human's "habitus." Accordance with Warde's (2005) practice theory, habit in consumption can be seen as part of the engagement. In other words, consumers create their habit based on their knowledge of things and motivation, and the habit makes consumers engage with the product.

5.3.1 Daily Routine & Consciousness

According to the study of the daily routine, we can observe the social environment that the individual or a group that is living with. (Bourdieu 1984) In the practice of buying and drinking tea, different culture background, comprehension of tea, and the purpose of using tea can lead to diverse habits.

For the major part of Danish interviewees, the motivation to drink tea is to get the benefits from the function. Therefore, drinking tea in a different period has different purpose and function behind it. So to speak, the purpose behind doing something is a primary factor that impacts on human form their daily routine. The interviewees such as BA20F and AK28F said they like to drink tea in the morning to help them getting fresh since they think the caffeine from tea is helpful. Other interviewees like TC24M, EN49F, and EL20F stated that they prefer to drink tea in the evening before they go to bed, which they believe that tea can help them calm down and relax. Some of them have

mentioned that during the specific season like winter, drinking tea can bring more effects on them. Like EN49F said: “In the evening with black tea, with the cold weather outside, the darkness, it really brings out the taste of the good tea.” As well as NK23F said: “I like to do tea at the weekends. Of course, winter time, yes! and in the winter time its more, cause it is warm.”

For Chinese participants, there is no particular routine to follow for drinking tea, since the taste of tea is the most crucial element to consider. For this reason, Chinese individual formed their habit based on their desire and available options. They have mentioned several circumstances. YM24M and XY25F both said they like to drink bubble tea on the way to somewhere. XY25F referred that: “where I am living, here has so many good tea beverage shop, and they have so many choice of tea, so whenever after school, I really like to have some cold tea drink with me.” YC24M and JX51F told that they prefer to drink tea at their leisure time. WQ26M and HXY26F have stated that they drink tea during work.

Interestingly, during the interview, the researcher has asked interviewees some question regarding their daily routine. Two of interviewees both from China and Denmark said they did not think about this before, since this is a routine that they have done every day. That is to say, some of the people do not become aware of their consciousness, which the subconscious conducts the action. Therefore, changing their routine or habit is more complicated. As Warde (2005) put in the practice of theory, the understanding can impact on the doing, after that influence on the engagement.

5.3.2 Extraordinary Experience

The extraordinary experience is the opposite feeling for consumers compared with the daily routine. Extraordinary experience usually appears on the basis of ordinary habit. In the case of tea consumption, extraordinary experience refers to the consumer would like to try new tea products, as distinguished from the product they usually purchased. Subsequently, based on the unique experience, the consumer would like to change their engagement with the new experience.

From the interviews, all the participants stated that they would like to try new stuff regarding tea. The principle is the curiosity of knowing different cultural aspects behind tea. Such as AK28F said: *"Of course I would like to try it. and also its very interesting that how they brew the tea, the way they served it, what is the reason and in what occasion, I am very into this ... Also why they do that this way, if this can affect the taste, I like those thing. like the culture things."* As well as TC24M told: *"Its really good that you can learning thing when you are consuming. It's amazing, because you can connect consumption with culture and you have new experience."* Another example from Chinses interviewees, XY25F and WQ26M have mentioned that: *"I think its good chance to know other things, the new experience."* *"Cause there are so many different types of tea that China do not have, so if I know these types of tea and I would like to try."*

Nonetheless, people like to try new things, does not mean that they will engage with new experience and change it to their habit. Like WQ26M and EL20F straight pointed out: *"to be honest, I like the old Chinese way to make tea, even though there are sometimes have so many steps and time-consuming, but I think this is kind of the process that you can enjoy."* *"I think I just prefer to go through the normal way, but I think its super interesting to see other culture to make tea, but you know its just for trying, somehow its not easy to get the things from the local market to make those tea process. Also in daily life, you have so many things going on, and you want it to be easy, you just want to drink it and it should be super convenient for you."* Even though the majority interviewees said they want to try the new product, but most of them did not mention that they would like to change their habit. Only one interviewee YM24M said, he willing to break the habit of drinking tea, but it is in the situation that he can keep the old habit at the same time.

As aforementioned, that offering from the market can limit the consumers' choices. Though, nowadays global market and advanced internet system offering more choice for people. That is, consumers are able to break the limits from the local market; have the opportunity to purchase the

product from other areas. Yet, in the case of tea consumption for both countries' interviewees, online shopping for tea is not an alternative for daily consumption; despite the fact that they all have said they can purchase the specific tea product online. Most of the reason is that to get the food product from the local market is more convenient. Like BA20F said: *"I just feel it is too dedicated to buying my tea online, you know what I mean... I just go to the supermarket."* and EL20F stated: *"I think in general it is much easier to buy in the local market. Otherwise, you have to go online searching goods purchase it, I think it's more procedure to go through. So for tea, I would open for the online shopping, but I would not go for the daily shopping thing."* On the other hand, lacking the information for the different products is also a reason the interviewees do not purchase another product. Like AK28F said: *"I think right now, the biggest barrier is me myself, low awareness of any other good things."*

Overall, the difference for perceiving the extraordinary experience in tea consumption between China and Denmark is vast. One of the points has been aware of, that the willingness of change is contrast with the difficulty level of procedure. As TC24M indicated: *"I think it's about habit and of course it's about culture things here as well... I think the habit is most important. But if you introduce the people to gradually to drink the tea and communicate the benefits, then, of course, this is going to be a really big shift from Coffee to tea, but people do not really try it to change, because we are lazy."*

5.4 Inclusiveness

The term of inclusiveness in the consumption cites to consumers willing to know and change the awareness of the product, based on their current understanding. Within the practice theory, inclusiveness related to "procedures," which this part refers to the rules of society. (Warde 2005) The social structure can affect human behavior to conduct the practice, which in the case here that inclusiveness can be on the various level in accordance with the difference of social context. In this way, individuals shape their understanding based on their groups' rules and past experiences.

Consequently, different opinion carry out a varying degree of engagement, therefore caused divers consumer buying behavior.

5.4.1 Acceptance of Difference

In the course of globalization, market diversity offers more chances for consumers to know and try different new things. However, for daily consumption, consumers from different groups already formed routine founded on various conditions. In this sense, the performance of acceptance for different new thing shows in varying degrees. Before acceptance, the difference, the first of all, it is aware of the difference. The interviews of Danish participants indicate that they all aware of the different type of tea and the way to drinking is available in the global market. Nevertheless, from the feedback, it can be observed that the discrepancy exists of knowing between interviewees. Like EN39F said: *"I know, but not a lot, a few."* And the statement from TC24M *"I know in England they drink lot of tea. I do not know if they have good tea or not, but its like traditional for them, like the English breakfast tea, I know in China they also drink lot of tea, so its should be good quality. And also in Russia I heard they drink lot tea and they also put berry inside the tea to make it sweeter, I do not really know the culture of the tea, but I know these places they drink lot of tea. And also in other EU countries like Germany and Greece that I know they have a lot of tea for the specific disease."* Same as the Danish interviewees, all the Chinese participants said they know such difference are exists in the market.

As aforementioned at extraordinary experience, participants like to try different new kinds of stuff; however, the acceptance for most of them only stay in trying the stage, hardly of them would like to change their habits. Only one interviewee mentioned that he would like to add a new habit, meanwhile, keep the old habits. More than that, in the further investigation, the researcher find out from the Chinese interviewees' feedback, that four of them directly pointed out even in the situation that they have alternatives for tea products, but they still would like to drink Chinese tea. Since in their point of view the tea from China is more authentic for themselves. Like WQ26M said: *"I will try,*

but its depends on what types of tea, but to be honest, I like the old Chinese way to make tea.” And HXY26F said: *“Personally, I still prefer to drink Chinese tea, though, I am also up to trying new stuff.”* Compare with Danish interviewees; they are relatively open for the differences.

Four interviewees said that they did not try the other types of good tea so far, because they do not have enough information or education about it. Like EN39F indicated: *“I think the most of the case is that I do not educate to know there is such a thing there. But if I find someone tell me, or if I can find something on the market, I defiantly would like to try.”* NK23F has mentioned the same like: *“I think they just not exist in the local market, or maybe I just do not know, but I really would like to try some other tea.”* It is notable that many Chinese interviewees mentioned that their surrounding people have a strong impact on their view of the tea, such as their family and friends. Like XY25F said: *“I think from where I have grown up, we do not drink lot coffee, but tea, we have drinking a lot, not only the place I was born but also my family. I think this related to the culture, the environment that I am growing and living with. Some types of tea we always drink back home, so I would like to choose those teas that I am familiar with which I am used to.”* As well as the HXY26F sated: *“I think its partly culture because this I grew up in a cultured drink a lot of tea, so yes its kind of my habit to drink tea, but its also my personal choice.”* For Danish interviewees, mostly, they mentioned that mass media and internet play a crucial role in the trans information. Like EN39F illustrated: *“I think massive media is playing an important role here, its hard to say its culture or tradition, but marketing and advertisement is really big effects here.”*

Can be observed that the way people getting the information and formed an understanding of the “thing”; can also influence on the level they accept for the different new knowledge. For the case of Chinese participants, their knowledge of tea is formed based on the cultural environment. Which the respondents view the tea as a part of their cultural habit; hence, it is relatively hard for them to change the view for the thing is part of their culture. On the contrary, Danish interviewees are more willing to accept the new items, due to the reason they view drinking tea as an activity in daily life.

By and large, all interviewees are aware of the difference, but the degree of understanding and accepting the variance is diverse. Compare between Chinese and Danish interviewees; Danish participants have relatively high acceptance and an open mind for the different new things.

5.4.2 Culture Identification

Culture Identification is homology of a feeling from a social cluster. This concerned with the group who has their own distinct culture, such as nationality, religion, language etc. (Atkins & Bowler 2001). Tea as food in consumption, it is not only as commodity, but it also represents different cultures. In the reference of diverse cultural background, the choice of purchase also can be affected.

According to the interviews of Chinese participants, some of them bring up that they personally prefer Chinese tea, due to the reason China has a more extended history for drinking tea. Therefore it is more authentic for themselves to choose Chinese tea. Like XY25F said: "I do not really know other tea culture in the other countries, but I think since China has longer tea culture and habit, it might be having some advantage, but I am not sure its better." HXY26F sated as well: "I think people just enjoy the tea in different way, there is no such a thing is better, but I do believe, Chinese people has longer history to drinking tea though. It's really depends on what people like." Noteworthy, all Chinese participants also acknowledge that tea in China is not only drinks, but it is more like a traditional culture symbol. By contrast with Danish interviewees, majority Danish participant did not relate the tea to their traditional culture, but rather to connect with the culture which represented a life attitude. Like EL20F mentioned: "In my life and culture I think its more representative of like a mood. Its not like normally traditional related I would say. It is more the things that create feeling to you." Outlined the difference above, that different culture identification can bring a various understanding of things; hence, it could create different behaviors in the consumption.

6 Findings

Through analysis of the primary data collected from interviewees, the researcher able to conclude some conclusions, to support answering the research question. In the investigation, the researcher learned that different culture background effect consumers in multi aspects; however, one of the significant components is consumers' understanding. In other words, how the consumer perceives the thing is impacting on their series of actions afterwards.

From the inquire above, it indicated that the behaviour generated differently in consumption, it is because of the understanding formed variously. Corresponding with Warde's notion of the theory of practice, individual's understanding is built based on the collective knowledge out of society. However, various groups have distinct knowledge, which this impact on human behaviours. In terms of the relation between the components in the practice theory is interactive, that is, "understanding" "procedure" and "engagement" influence on one another. In the case of tea consumption, interviewees from the two countries have different understanding and purpose of using tea. Consequently, it caused different buying behaviour.

In the first place is the different choices of tea type and the way to make it. Based on the statement from interviewees, it can observe that they have a distinct knowledge of tea, various understanding result in different purpose for drinking tea. Danish participants think tea as a drink it can offer several functions for the body; which this confirmed with literature that Danish consumers are focused on the healthy aspect regarding tea consumption. The common choice of tea for both countries interviewees is green tea, apart from that, Danish participants also like herb tea and other mixed types of tea, such as fruit tea. Since tea bag is relatively convenient for Danish interviewees to purchase from the local market, they drinking most of the tea from the tea bag. Yet, loose leaf tea also is an option, but the utilization rate in Danish interviewees is comparable low with Chinese interviewees. Despite the reason mentioned before regarding the offering from the market, on the

other hand, the process of making tea from tea bag is also more straightforward. Due to the intention behind drinking tea, Danish interviewees have formed routine is influenced by the period of time. Like morning, before going to bed, during the winter and so on.

Concerning Chinese interviewees, certain aspects are different. As the Chinese participants indicated that most of them perceive drinking tea is like a traditional culture in China. Since the impact of surroundings, most of them formed their preference and the way to drinking tea based on what they use to do, so some of them still would like to keep in the “authentic” way to drink tea. As aforementioned, green tea is popular in Chinese interviewees as well. Moreover, loose leaf tea more frequent been applied as Chinese interviewees said. Two reasons can explain that one is that people think loose leaf tea has a better taste, and another reason is it easy to get from the local market with many choices. Even the old traditional way to drinking tea still familiar among with the Chinese participants, but the new types of tea products also got attention from the younger interviewees — namely, bubble milk tea. Much like Danish interviewees like the mixed types of tea, this supported the literature regarding the demand can be formed in the market as the combination of different existing goods. Distinct from the purpose of Danish interviewees to drinking tea, the focal point for most Chinese participants is the taste of the tea. Hence, the routine for them do not have limitation from time; people drink tea spontaneously in their leisure time or working time.

It follows from the difference between the two countries that the people have distinct buying behaviour is due to multiple aspects of understanding. As Wader illustrated that under the diverse cultural background, people have different value and rules to seek and follow. People shaped their awareness and behaviour in their social context. The knowledge leads to generate practice, but on the other side, it also limits the human’s action. So to speak, it is a challenge to shift the existing knowledge and behaviour system by new information coming. Especially for the interviewees who views the thing as part of their traditional culture. In certain circumstances, the reason could be lacking the information. According to the statement from the interviewees, they confirmed that they

all aware of distinct products in the market. Although, they said they willing to try the new product, yet, due to the reason of lacking detail information, it is hard to motivate them to get into the action stage. One hand, the interviewees do not have appropriate knowledge or education of the new products and procedure to use it. On the other side, to a certain extent, what products exist in the market also decide the consumer's consumption choices. Overall, the feedback from the interviews shows that people like to select the most convenient and familiar way to conduct the practice in the daily consumption of food, which such routine formed both from participant's cultural background and personal choices.

Through study two different countries, the researcher managed to see the common and distinction between Chinese and Danish consumers in the tea consumption related culture aspect. To have a deeper understanding of how the culture effect on human behaviour in consumption. Consumer buying behaviour and consumption are complex concepts; culture is only one of many factors that can put influence on it. Therefore, further investigation regarding this topic still required.

7 Conclusion

Under the globalization, the global market offers more possibility to consumers with a wide range of choices (Rogers, D., & Green, H.1978). However, does the cultural difference effects on consumers opinion and their choices of products? Do consumers realize the cultural difference bring the impact on them? And in which way the cultural difference affect their behaviour? These questions draw out the aim of this thesis, which is to figure out how the cultural difference influence on consumer's buying behaviour. In order to find an answer to the question, the case of tea consumption between China and Denmark was chosen to study. Due to the reason compare with various cultures and consumers' behaviour can address the difference.

As a result of interviews with the participants, it can conclude that cultural difference does bring effects on consumers. The way influences that interviewees perceive the tea, which different understanding of tea carry out different using purpose and purchase choices. Despite the fact that personal choice and preference are the main factors that impact on consumer buying behaviour; however, culture plays a crucial role in it as well. Since culture as an outcome from common knowledge of the social group, it impacts on the individual in the group.

In the research, tea culture is presented differently among the interviewees from the two countries. From the preference of tea categories to the purpose and the way people drink tea, it is rather distinctive. Even in terms of the way participants accept new tea products from other areas, the two countries' interviewees are demonstrated at a different accept level. Nevertheless, during the study, one of the points from the market side draws attention of the researcher. That is, the product range offered on the local market can also sway the interviewee's purchase behaviour for food consumption. However, the question whether culture also affects the product range on the market needs further investigation in both marketing and sociological field of study.

In summary, the study offers a view of the tea cultures in two countries China and Denmark, which provide the answers and perspectives of how the culture difference influence on consumer behaviour. Although this study offered essential viewpoints and expertise regarding the topics of consumer buying behavior and cultural difference; but the knowledge in this study cannot represent the situation of the whole world. Based on the complexity of the consumer behaviour, further investigation still necessarily required.

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9 Appendix

Appendix 1: Semi-structured interview question

Appendix 2: Interviews transcript (Both appendices are in the other document)