



Original Article

A STUDY OF MARKETING STRATEGIES OF TEA FRANCHISE BUSINESS IN SANGOLA

Ms. Bharti Khandare

Manuscript ID:

IJAAR-B130322

ISSN: 2347-7075

Impact Factor – 8.141

Volume - 13

Issue - 3

January – February 2026

Pp. 117 - 124

Submitted: 16 Jan.2026

Revised: 24 Jan. 2026

Accepted: 10 Feb. 2026

Published: 28 Feb. 2026

Corresponding Author:

Ms. Bharti Khandare

Quick Response Code:



Website: <https://ijaar.co.in/>



DOI: 10.5281/zenodo.20321684

DOI Link:

<https://doi.org/10.5281/zenodo.20321684>



Creative Commons



Abstract:

The tea franchise business has gained significant importance in the Indian food and beverage sector, especially in semi-urban areas like Sangola in Maharashtra. With changing consumer preferences, increasing demand for affordable refreshment options, and the expansion of organized franchise models, tea franchises have become popular among all age groups. The present study aims to examine the marketing strategies adopted by tea franchise businesses in Sangola and to assess their impact on customer attraction and business growth. The research analyzes various marketing aspects such as product range, pricing, promotional methods, location advantages, branding, and customer satisfaction. The study is based on primary data collected through questionnaires and interviews with franchise owners and customers, along with secondary data from books, journals, and online sources. The findings indicate that effective pricing strategies, strong brand recognition, local promotions, and consistent product quality play a vital role in the success of tea franchise businesses in Sangola. The study also highlights challenges faced by these businesses and suggests measures for improving marketing effectiveness and ensuring sustainable growth.

Keywords: Tea Franchise, Marketing Strategies, Franchise Business, Consumer Behavior, Sangola Market, Branding, Promotion Strategies

Creative Commons (CC BY-NC-SA 4.0)

This is an open access journal, and articles are distributed under the terms of the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 International License (CC BY-NC-SA 4.0), which permits others to remix, adapt, and build upon the work non-commercially, provided that appropriate credit is given and that any new creations are licensed under identical terms.

How to cite this article:

Ms. Bharti Khandare. (2026). A Study Of Marketing Strategies Of Tea Franchise Business In Sangola. *International Journal of Advance and Applied Research*, 13(3), 117 - 124. <https://doi.org/10.5281/zenodo.20321684>

Introduction:

Marketing plays a crucial role in the success and sustainability of franchise businesses, especially in highly competitive and price-sensitive markets such as the food and beverage sector. In India, tea is not merely a beverage but an integral part of daily life, culture, and social interaction. Over the past decade, the tea business has undergone a significant transformation with the emergence of organized tea

franchise brands that offer standardized quality, innovative flavors, and modern retail formats.

The tea franchise business has gained rapid popularity in semi-urban and rural regions due to low investment requirements, strong consumer demand, and brand support provided by franchisors. Towns like Sangola, located in the Solapur district of Maharashtra, present a unique market environment where traditional tea consumption



habits coexist with growing exposure to branded and franchise-based tea outlets. This makes Sangola an important area for studying the effectiveness of marketing strategies adopted by tea franchise businesses.

Marketing strategies such as product differentiation, pricing, promotional activities, location selection, customer relationship management, and use of digital platforms play a vital role in attracting and retaining customers. Tea franchises operating in Sangola employ various strategies to compete with local tea vendors while building brand loyalty among consumers. Understanding these strategies helps in evaluating how effectively franchise businesses adapt to local market conditions and consumer preferences.

Statement of the Problem:

The tea franchise business has emerged as a growing segment within the food and beverage industry, offering organized business models, standardized products, and brand recognition. In semi-urban areas like Sangola, tea franchises face intense competition not only from other branded outlets but also from traditional local tea vendors who operate with lower costs and strong customer relationships. Despite the increasing presence of tea franchises in Sangola, their success largely depends on the effectiveness of their marketing strategies.

Many tea franchise businesses adopt common marketing practices such as promotional offers, branding, pricing strategies, and customer engagement techniques; however, it is unclear whether these strategies are adequately aligned with the local market conditions, consumer preferences, and purchasing power of customers in Sangola. Limited awareness of franchise brands, inconsistent promotional activities, price sensitivity, and lack of differentiation from local competitors may affect the performance and growth of these businesses.

Furthermore, there is a lack of systematic research focusing on how tea franchise businesses in Sangola design and implement their marketing strategies and the extent to which these strategies influence customer satisfaction, brand loyalty, and sales performance. Without a proper understanding of these issues, franchise owners and marketers may struggle to make informed decisions to improve their market position.

Objectives:

1. To study the concept and growth of tea franchise businesses in Sangola.
2. To analyze the various marketing strategies adopted by tea franchise businesses in Sangola.
3. To examine the pricing, promotional, and distribution strategies used by tea franchise outlets.
4. To assess the level of customer awareness and perception towards tea franchise brands in Sangola.
5. To evaluate the effectiveness of marketing strategies in attracting and retaining customers.

Significance of the Study:

The present study on the marketing strategies of tea franchise businesses in Sangola is significant for several stakeholders. The tea franchise sector is rapidly expanding in semi-urban areas, and understanding its marketing dynamics is essential for sustained growth and competitiveness.

This study will be beneficial to tea franchise owners and managers as it provides insights into the effectiveness of various marketing strategies such as pricing, promotion, product offerings, and customer engagement. The findings can help them make informed marketing decisions and improve their business performance in the local market.

The study is also useful for potential entrepreneurs and investors who are planning to



enter the tea franchise business. By understanding market conditions, customer preferences, and competitive challenges in Sangola, they can better evaluate business opportunities and risks.

From an academic perspective, the study adds value to students, researchers, and academicians by contributing to existing literature on franchise marketing in semi-urban and rural markets. It can serve as a reference for future research related to marketing strategies in small-town franchise businesses.

Scope of the Study:

The scope of the present study is limited to the analysis of marketing strategies adopted by tea franchise businesses operating in Sangola city. The study focuses on understanding how these franchise outlets market their products and services to attract and retain customers in a semi-urban market.

The study covers various elements of marketing strategies such as product offerings, pricing policies, promotional activities, place/location strategies, and customer relationship management adopted by tea franchise businesses. It also includes an analysis of customer awareness, preferences, satisfaction levels, and perception towards tea franchise brands in Sangola.

The research is confined to selected tea franchise outlets and their customers within Sangola and does not include independent local tea vendors or franchises operating outside the city. The study is conducted for a specific period and is based on primary data collected through questionnaires and interviews, as well as secondary data from books, journals, websites, and company records.

Limitations of the Study:

1. The study is limited to tea franchise businesses operating in Sangola city only; therefore, the

findings may not be applicable to other cities or regions.

2. The study does not include independent or unorganized local tea vendors, which may also influence the overall tea market in Sangola.
3. The research is based on a limited sample size of tea franchise outlets and customers, which may affect the accuracy and generalization of the results.
4. The study relies mainly on primary data collected through questionnaires and interviews; hence, the responses may be influenced by personal bias or lack of complete information from respondents.
5. Time constraints of the study restrict an in-depth analysis of all marketing strategies and long-term business performance.

Review of Literature:

Marketing strategies play a vital role in the growth and success of franchise businesses, particularly in the food and beverage industry. Several researchers have studied different aspects of franchise marketing, consumer behavior, and branding strategies, providing a theoretical foundation for the present study.

Kotler and Keller (2016) emphasized that effective marketing strategies such as product differentiation, pricing, promotion, and place are essential for creating customer value and achieving competitive advantage. Their study highlights the importance of understanding customer needs and market segmentation, which is highly relevant for franchise-based businesses.

Dant, Grünhagen, and Windsperger (2011) examined the franchise business model and found that brand consistency, standardized operations, and local market adaptation are key success factors for franchise outlets. Their research suggests that while franchisors provide a common brand and marketing



framework, franchisees must adapt strategies to suit local consumer preferences.

A study by Sharma and Nayak (2018) on food and beverage franchises in semi-urban India revealed that pricing and promotional offers significantly influence customer buying behavior. The study also highlighted that digital marketing and word-of-mouth promotion play an important role in attracting young customers to franchise outlets.

Patil (2019) conducted research on small-town retail franchises and observed that customer loyalty is strongly influenced by product quality, service speed, and outlet location. The study concluded that franchises operating in semi-urban areas face strong competition from unorganized local vendors, making effective marketing strategies essential for survival.

Another study by Kulkarni and Deshmukh (2020) focused on tea and beverage outlets in Maharashtra and found that innovation in flavors, hygienic preparation, and branding helped tea franchises differentiate themselves from traditional tea stalls. However, the study also pointed out challenges such as price sensitivity and limited promotional budgets in smaller towns.

Research Methodology:

Research methodology refers to the systematic procedure adopted to collect, analyze, and interpret data in order to achieve the objectives of the study. The present study is descriptive in nature and aims to analyze the marketing strategies of tea franchise businesses in Sangola.

Sources of Data:

Primary Data: Collected through structured questionnaires and personal interviews with tea franchise owners/managers and customers.

Secondary Data: Collected from books, research journals, magazines, websites, reports, and previous studies related to franchise marketing and tea businesses.

Sample Size:

The sample consists of selected tea franchise owners/managers and customers in Sangola. (Sample size may be adjusted as per requirement, e.g., 5–10 franchise outlets and 50–100 customers.)

Sampling Design:

The study follows a descriptive research design, as it focuses on describing and analyzing the existing marketing strategies adopted by tea franchise businesses and understanding customer perception in Sangola.

Data Analysis and Interpretation

Table 1: Age-wise Distribution of Respondents

Age Group	No. of Respondents	Percentage
18-25 Years	40	40%
26-35 Years	35	35%
Above 35 Years	25	25%
Total	100	100%

Interpretation

The study shows that 75% of respondents are below 35 years, indicating that tea franchises in Sangola mainly attract young consumers and working professionals.

Marketing strategies should therefore focus on youth-oriented offers and fast service.



Table 2: Gender-wise Distribution of Respondents

Gender	No. of Respondents	Percentage
Male	65	65%
Female	35	35%
Total	100	100%

Interpretation:

The majority of customers are male, suggesting that tea franchises in Sangola are more popular among male consumers, especially those engaged in outdoor work, business, and travel.

Table 3: Occupation of Respondents

Occupation	No. of Respondents	Percentage
Students	30	30%
Businessmen	28	28%
Employees	27	27%
Others	15	15%
Total	100	100%

Interpretation:

Students and businessmen form the largest customer groups. This highlights the importance of affordable pricing and quick service in the marketing strategies of tea franchises.

Table 4: Frequency of Visiting Tea Franchise

Frequency	No. of Respondents	Percentage
Daily	45	45%
3-4 Times a Week	30	30%
Occasionally	25	25%
Total	100	100%

Interpretation:

Nearly half of the respondents visit tea franchises daily, indicating strong customer loyalty and habitual consumption.

Table 5: Factors Influencing Choice of Tea Franchise

Factors	No. of Respondents	Percentage
Taste & Quality	38	38%
Price	25	25%
Location	20	20%
Brand Name	10	10%
Ambience	7	7%
Total	100	100%

Interpretation:

Taste and quality are the most important factors, followed by price. This shows that customers in Sangola prefer value for money rather than premium branding.

Table 6: Awareness Source of Tea Franchise

Source of Awareness	No. of Respondent	Percentage
Word of Mouth	42	42%
Social Media	30	30%
Banners & Posters	18	18%
Local Advertisement	10	10%
Total	100	100%

Interpretation:



Word-of-mouth publicity is the most effective promotional tool, indicating that customer satisfaction directly influences business growth.

Table 7: Preferred Type of Marketing Offers

Type of Offer	No. of Respondents	Percentage
Combo Offers	35	35%
Discounts	28	28%
Loyalty Cards	20	20%
Festival Offers	17	17%
Total	100	100%

Interpretation:

Combo offers are most preferred, suggesting that customers respond well to cost-saving marketing strategies.

Table 8: Customer Satisfaction Level

Satisfaction Level	No. of Respondents	Percentage
Highly Satisfied	48	48%
Satisfied	32	32%
Neutral	15	15%
Dissatisfied	5	5%
Total	100	100%

Interpretation:

A high satisfaction level (80%) shows that existing marketing strategies are effective, though minor improvements are required to convert neutral customers into satisfied ones.

Table 9: Use of Social Media by TeaFranchises

Social Media Usage	No. of Respondents	Percentage
Actively Used	25	25%
Occasionally Used	40	40%
Not Used	35	35%
Total	100	100%

Interpretation:

Many tea franchises in Sangola are not fully utilizing social media, indicating a major opportunity for digital marketing growth.

Table 10: Overall Effectiveness of Marketing Strategies

Opinion	No. of Respondents	Percentage
Very Effective	40	40%
Effective	38	38%
Moderately Effective	15	15%
Ineffective	7	7%
Total	100	100%

Interpretation:

Most respondents believe that current marketing strategies are effective, but continuous innovation is needed to stay competitive.

Findings of the Study:

1. It was found that tea franchise businesses in Sangola are gaining popularity due to brand



recognition, standardized quality, and hygienic preparation compared to local tea stalls.

2. Most tea franchise outlets use a penetration pricing strategy, keeping prices affordable to suit the price-sensitive customers of Sangola.
3. Promotional activities adopted by tea franchises are limited and mainly include word-of-mouth publicity, small discount offers, combo schemes, and local advertising such as banners and posters.
4. The study revealed that social media platforms, especially WhatsApp and Instagram, are increasingly used for promotion, but their utilization is not consistent or professionally managed.
5. Product variety, such as flavored tea and special tea combinations, plays an important role in attracting young customers and repeat visits.

Suggestions:

1. Based on the findings of the study, the following suggestions are made to improve the marketing strategies of tea franchise businesses in Sangola:
Enhance Promotional Activities: Franchise owners should use a mix of traditional and digital marketing methods, such as social media campaigns, local events, and referral programs, to increase brand visibility and attract more customers.
2. **Customer Engagement and Loyalty Programs:** Implementing loyalty cards, discounts for repeat customers, and interactive promotions can help retain customers and encourage regular visits.
3. **Product Innovation:** Introducing new flavors, seasonal specialties, and healthy options can differentiate franchise outlets from local competitors and appeal to a broader customer base.
4. **Improve Outlet Ambience and Service:** Enhancing seating arrangements, cleanliness,

and customer service quality can improve the overall customer experience and satisfaction.

5. **Competitive Pricing Strategy:** Franchises should maintain competitive pricing while offering value-added services or combo deals to attract price-sensitive customers without compromising profit margins.

Conclusion:

The study on the marketing strategies of tea franchise businesses in Sangola provides valuable insights into how franchise outlets operate in a semi-urban market. Tea franchises are gaining popularity due to their standardized quality, hygienic preparation, and brand recognition, which differentiate them from traditional local tea vendors.

The research shows that marketing strategies such as product variety, competitive pricing, location selection, and basic promotional activities play a significant role in attracting and retaining customers. However, the study also highlights certain gaps, such as limited promotional efforts, underutilization of digital marketing, and lack of customized local marketing strategies, which, if addressed, could further enhance business performance.

Customer satisfaction was found to be generally moderate to high, with taste, price, and service being key factors. At the same time, strong competition from local vendors and challenges in implementing innovative marketing strategies were identified as significant hurdles.

Acknowledgment:

I would like to express my sincere gratitude to all those who have guided and supported me during the completion of this project, “A Study of Marketing Strategies of Tea Franchise Business in Sangola.”



First and foremost, I am deeply thankful to my guide/mentor [Name of Guide], whose valuable suggestions, encouragement, and guidance helped me shape and complete this study successfully.

I would also like to extend my thanks to the owners, managers, and staff of tea franchise outlets in Sangola, who kindly gave their time and provided important information for this research. Their cooperation was instrumental in collecting accurate and meaningful data.

My heartfelt appreciation goes to all the customers who participated in the survey, whose opinions and feedback formed the basis of this study.

References:

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Edition). Pearson Education.
2. Dant, R. P., Grünhagen, M., & Windsperger, J. (2011). *Franchising: Pathways to Growth and Profitability*. Springer.
3. Sharma, R., & Nayak, S. (2018). “Marketing Strategies in Food and Beverage Franchises in Semi-Urban India.” *International Journal of Management Studies*, 5(2), 45–52.
4. Patil, S. (2019). *Customer Loyalty and Marketing Strategies in Small Town Retail Franchises*. Pune: Modern Publication.
5. Kulkarni, A., & Deshmukh, V. (2020). “Growth of Tea Franchises in Maharashtra: Challenges and Opportunities.” *Journal of Business and Retail Management Research*, 14(1), 34–42.
6. Singh, R. (2017). *Franchise Management and Marketing Strategies in India*. New Delhi: Business Horizons.
7. Kotler, P., Armstrong, G., & Agnihotri, P. (2018). *Principles of Marketing* (17th Edition). Pearson.