Tea Purchase Factors and Facebook Branding for Kim Sa Tea

Lộc Thu Thùy
Thai Nguyen University of Information and Communication Technology
Thai Nguyen University, Thai Nguyen, Vietnam
student712@ictu.edu.vn

***Abstract*—This undergraduate thesis analyzes factors associated with tea purchasing and proposes a Facebook strategy for Kim Sa Tea in Thai Nguyen. It reports 294 valid survey responses analyzed in SPSS. Product quality, marketing content, social influence, brand, and online risk form the main factor groups; the source presents product quality as the strongest positive term and online risk as a barrier. It also describes a Facebook message-ad comparison, but platform conversations and manually tracked orders do not by themselves establish an audited increase in tea sales. The study provides a local consumer model and a practical channel plan. Its regression and campaign claims must be read as source-reported associations and observations rather than causal proof of brand or revenue effects.**

***Index Terms*—tea purchasing, Facebook marketing, consumer survey, online risk, product quality**

I. Introduction

Tea buyers consider taste, origin, quality, and confidence in online delivery. A Facebook page can communicate these attributes, while reviews and transaction risk influence willingness to order. The thesis asks which factors relate to reported tea-purchase behavior and how Kim Sa Tea could reflect them in its social-media content [1]. Earlier ICTU undergraduate theses on related topics provide context [7], [8], [9], [10], [11]. These works were selected for this English summary and are not attributed to the source thesis bibliography.

II. Methods

The student surveys 294 valid respondents, examines scale reliability and factor structure, and estimates a regression model in SPSS. The report then develops a Facebook campaign informed by the survey and compares message-ad activity using Meta Ads Manager alongside manually followed orders. The survey is observational, and the campaign lacks a randomized or otherwise controlled comparison of identical audience, budget, and timing [1].

III. Results

The source ranks product quality highest among the positive factors, followed by marketing content, social influence, and brand, while online risk has a negative role. Its model reports R-squared of 0.738 and adjusted R-squared of 0.732. A described conventional message campaign produced 12 conversation starts, but such contacts are not completed purchases. All figures here are transcribed from the student manuscript and are not independently validated platform or financial records [1].

Supervisor: Đinh Thị Ngọc Oanh, Thai Nguyen University of Information and Communication Technology (dtnoanh@ictu.edu.vn).

IV. Discussion

The survey supports a message about product quality and transparent origin, but the fitted associations cannot predict the effect of a specific advertisement. The sample also contains a high proportion of older and male respondents, limiting broad generalization. Campaign evaluation should preserve matched audience and spend data, deduplicate inquiries, and reconcile paid orders and returns. Earlier ICTU tea and online-sales projects offer local context [1].

V. Conclusion

The thesis combines a 294-person tea-consumer survey with a Facebook marketing plan and early message-ad observations. It identifies plausible priorities for Kim Sa Tea content. The evidence supports local association and practical planning; verified incremental sales or brand change remain unestablished [1].

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