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## Motivational Reasons of Consumers Behind Green Tea (Ataya) Consumption in Sierra Leone.

Brima Gegbe<sup>a\*</sup>, Peter M. Muffuh<sup>b</sup>, Kemoh V. Sheriff<sup>c</sup>

<sup>a</sup>Department of Mathematics and Statistics, Njala University, Freetown, +232, Sierra Leone.

<sup>b,c</sup>Institute of Languages and Cultural Studies, Njala University, Freetown, +232, Sierra Leone

<sup>a</sup>Email : [bgegbe@njala.edu](mailto:bgegbe@njala.edu)

<sup>b</sup>Email: [pmuffuhm@yahoo.com](mailto:pmuffuhm@yahoo.com)

<sup>c</sup>Email: [kemzosherriff@gmail.com](mailto:kemzosherriff@gmail.com)

### Abstract

In Sierra Leone, Ataya bases have rapidly replacing Ghettos as most youths now prefer to spend time at the Ataya base than the ghetto, is easy to get the statistics of unemployed youths in the country, it is an ideal place to counsel youths alongside their diverse interests, easy also for government to access and interact with youths. The purpose of the research is to find out the motivational reasons of consumers behind Green tea (Ataya) consumption in Sierra Leone. A total of Three hundred and seventy (370) questionnaires were administered in the western area of Sierra Leone. Base on the structure of the questionnaires and the sampling frame being selected in each of the three areas, a simple random sampling was used to carry out the study. A model of a chi square analysis was used to test that: there is no strong motivational reason of consumers behind ataya consumption. Nearly(21%) of the respondents often drink Ataya, (31%) say they drink Ataya every day, (25%) do not drink Ataya every day and( 21% ) of them say they do drink Ataya on a weekly basis. Seventy percent (70%) of the respondents have been motivated by their friends, partners, colleague workers or family in drinking ataya while (30%) were not motivated by any of the above in drinking ataya. Sixty seven percent (67%) of the respondents drink ataya with friends, (10%) with their partners, (23%) with colleague's workers and 0.4% drink Ataya with their family respectively.

**Keywords:** Green Tea (Ataya); Motivation; Consumption.

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\* Corresponding author.

E-mail address: [bgegbe@njala.edu](mailto:bgegbe@njala.edu).

## 1. Introduction

Ataya bases are centres where people converge to drink a Chinese product call Green Tea with its Logo Special Gunpowder. The official name of this product is Green Tea but in Africa we call it ataya. It is legally sold in Africa. It can be both useful and harmful. Ataya has a lot of health benefits, provided it is properly prepared, as well as health risks, if it is being misused either by not being boiled the right way or excess consumption, or mixed with another product as the case in Sierra Leone. Poor hygiene at ataya bases has high risks of Cholera and Tuberculosis (TB), although ataya bases enhance Love and Unity across the [20]. Green tea has a higher content of catechins than both oolong and fermented teas (red and black teas); the fermentation process during tea manufacturing reduces the levels of catechins significantly [2]. Tea obtained from processed shoots of *Camellia sinensis* is one of the most popular nonalcoholic beverages in the world. The shoots, consisting of the tender apical bud and subtending two leaves, are processed to give tea beverage [1]. Reference [3] performed the High Performance Liquid Chromatography(HPLC) analysis of the caffeine content in herbal products and power drinks using solvent system consisting of ethyl acetate: methanol (85:15, v/v) and validated for specificity, repeatability, recovery and accuracy.[9] studied on selection of columns and gradient elution system for separation of six different catechins in green tea using HPLC using C18 column, yet there is no medical prove that the product can affect people mentally which can be used as reference.

Reference [17] refers to motivation as a logical process that results from deep, psychological needs and motives or external forces and pressures; social relationships and lifestyle. Often unrecognised by an individual, it can kick-start the consumer decision-making process, to 'reflect an individual's private needs and wants' [16]. However, Reference [22] argue that needs and desires may arouse motivated behaviour, meaning behaviour is not necessarily predicted, whereas [7] claims motivation is the driving force in interpreting an individual's behaviour. A range of research is related to tourism motivation or visitor motivation [4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,21,22,23,24,25] .However, very little research is related to Ataya shop visitor motivations.

According to survey [20] , there are over 1,500 'Ataya' bases in the country and 584 registered ataya bases in Freetown, out of the number, 252 are in Eastern, 175 located in the Central, while 157 in the Western. Each base has over 30 regular members drinking the product. Assuming what the medical people are saying is true, meaning we are talking about over 45,000 to be mentally affected in the near future. But if indeed the product is bad then why is it globally sold? In Sierra Leone Government collect taxes from importers of the product and cross section of the civilian populace dismissed youths, seen ataya bases as idlers and dropouts who have no future. This notion leads to stigmatization or anonaminty, these youths suffer discrimination and humiliation and therefore distant themselves from their communities, but the fortunate part of it, today ,ataya bases have created jobs for its sellers, the product has improved families of sellers of this product as some ataya sellers have now acquired land, some have built houses and bought vehicles through the business and many of the dealers take greater care of their families through the business[20].

Today more than 1,500 people take care of families through ataya business and has enhance Love and Unity across the country, to youths, ataya improve sexual desire; to some people, cures Malaria and energizes people,

particularly students for night reading[20]. These perceptions need to be studied to know which categories of youths are highly engaged in ataya drinking in Sierra Leone. The purpose of this article is to know the motivational reasons of consumers behind Green tea (Ataya) consumption in Sierra Leone.

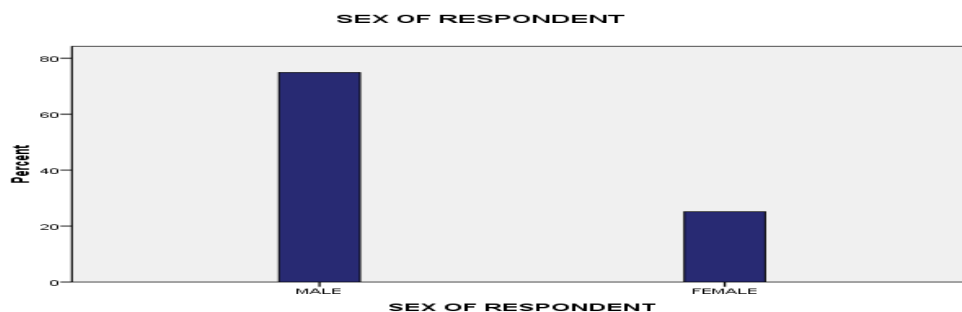
## 2. Research Method

The information for this research was obtained base on the research topic. Thus primary data was used by administering questionnaires. The questionnaires were fully structure with instruction to ensure proper fillings of the questionnaires. The data was also collected from the three areas such as Eastern, Central and Western, included people from all works of life such as young old and youthful population. Base on the structure of the questionnaires and the sample frame being selected in each of the three areas, a simple random sampling was used to carry out the study. This method of sampling was appropriate when each respondent was known in the population has an equal chance of being included or selected in the sample.

## 3. Profile of Respondents

Base on the questionnaires administered, the general information of the study population was captured in terms of gender, age, marital status, educational status and employment status. Questionnaires were provided to the groups of respondents that do visit Ataya base including young, old and youthful population members.

A total of 370 respondents were interviewed in all the three areas.



**Figure 1:** Gender Distribution of Respondents. *Source: Field data 2014*

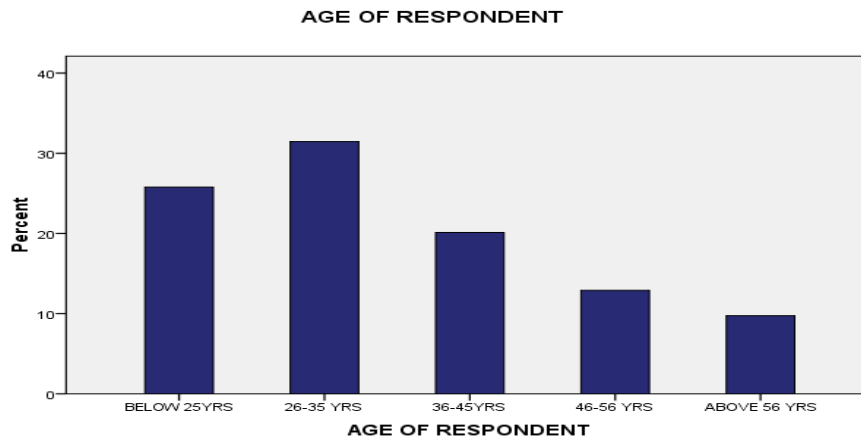
### 3.1 Gender distribution of respondents

**Figure 1** indicates that 75% of the respondents were male while 25% were female. This implies that both sexes were adequately represented in the study.

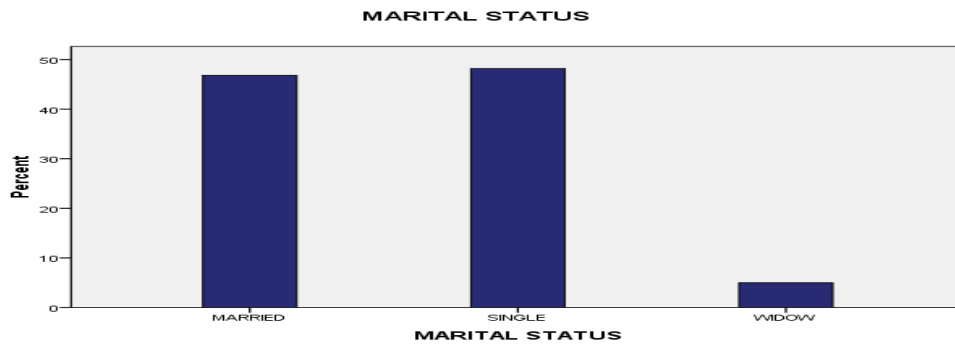
### 3.2 Age of Respondents

Regarding the age of respondents, figure 2 indicates that 26% of the respondents were in the age group below 25 years while 31% of the respondents between 26 – 35 years of age. 20% of the respondents were in the group of 36-45 years of age, 13% of the respondents were also in the group of 46-56 years of age. Another 10% of the

respondents were above 56 years of age. This implies that the majority of the respondents were adults (26-35yrs) who probably had similar ways of being motivated in consuming Ataya most.



**Figure 2:** Age Distribution of Respondents. *Source: Field data2014*



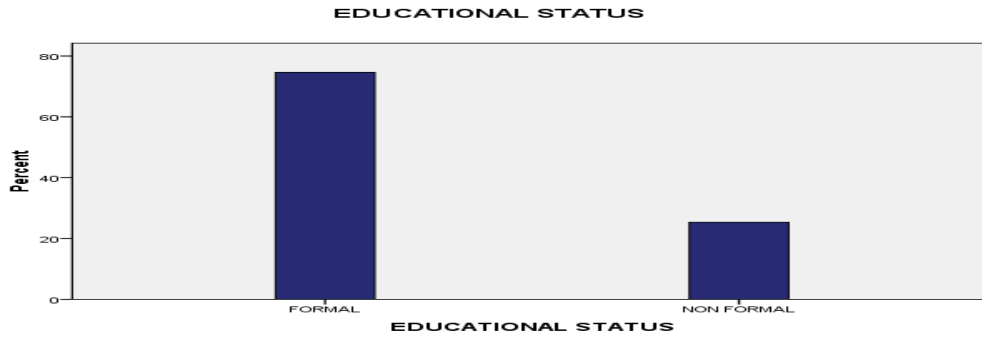
**Figure 3:** Marital Status. *Source: Field data 2014.*

### 3.3 Marital Status

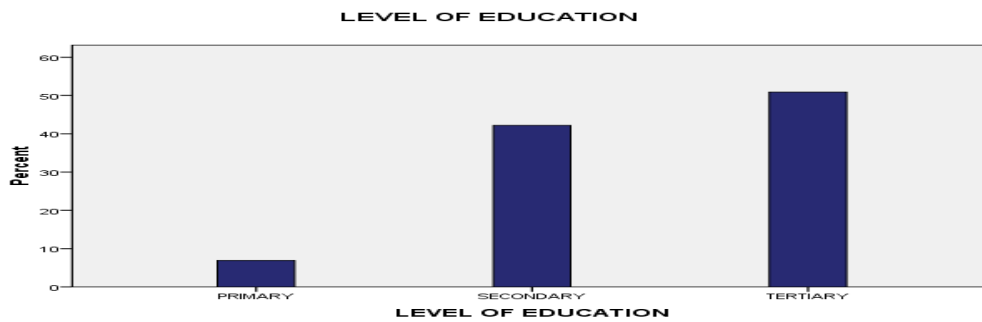
Figure 3 indicates that 47% of the respondents were married while 48% were single. And 5% of the respondents were widow. The difference in marital status of the respondents implies that they almost had similar ways of motivating other respondents that do normally visit Ataya bases except the widow respondents.

### 3.4 Educational Status

Figure 4 indicates that 75% of the respondents were formal while 25% of the respondents were informal. This implies that majority of the respondents have formal education.



**Figure 4:** Educational Status. *Source: Field data 2014*



**Figure 5:** Level of Education. *Source: Field data 2014*

### 3.5 Level of Education

Figure 5 show that 10% of the respondents were in primary level of education and 42% of the respondent were in secondary level of education while 51% of the respondents were in tertiary level education respectively. This clearly indicates that there are more tertiary respondent do visit ataya bases.

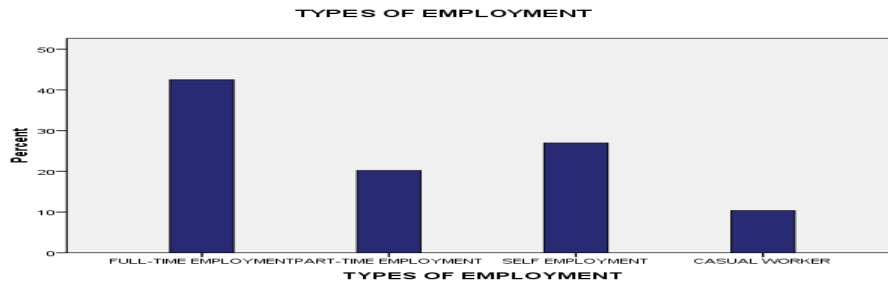


**Figure 6:** Level of Employment. *Source: Field data 2014*

### 3.6 Level of Emploment

According to the bar chart above, 53% of the respondents were employed while 47% of the respondents where

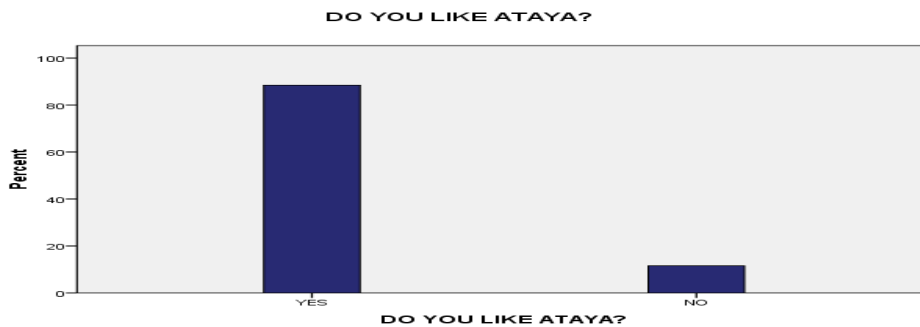
not employed. This indicate that most of the respondents that visit ataya bases were employed.



**Figure 7:** Types of Employment. *Source: Field data 2014*

### 3.7 Types of Employment

Regarding the types of employment, figure 7 indicates that 43% of the respondents were full- time employees, 20% of the respondents were part –time employees, 27% of the respondents were self-employed and 10% of the respondents were casual workers. On that note, the graph clearly shows that good numbers of the respondents that do visit ataya bases were full-time employees.



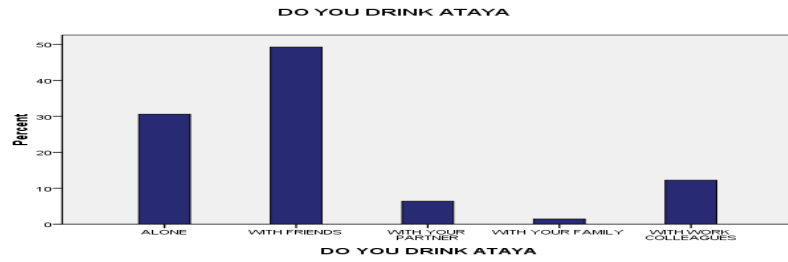
**Figure 8:** How many like Ataya. *Source: Field data 2014*

### 3.8 How many like Ataya

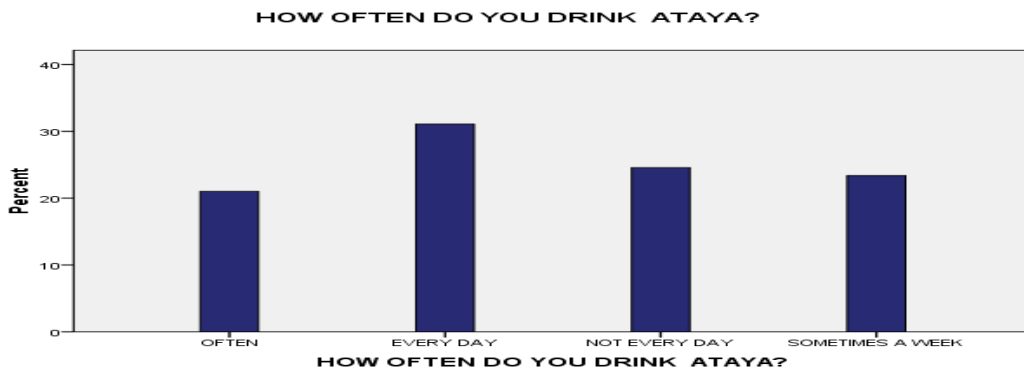
From the above chart, you can easily depict that 88% of the respondents like ataya while 12% of the respondents do not like ataya. Which means good number of the targeted respondents including young,, old and youthful population do drink ataya.

### 3.9 Drinking of Ataya

The figure above shows that 31% of the respondents drink Ataya alone, 49% of the respondents drink Ataya with friends, 6% of the respondents drink Ataya with their partner 2% of the respondents drink with their family and 12% of the respondents drink Ataya with their work colleagues. This shows that most of the respondents drink Ataya with their friends.



**Figure 9:** How many drink Ataya. *Source: Field data 2014*



**Figure 10:** How often do you drink Ataya. *Source: Field data 2014*

**3.10 How often do you drink Ataya**

According to the bar chart above, 21% of the respondents often drink ataya, 31% of the respondents drink ataya every day, 25% of the respondents do not drink ataya every day and 21% of the respondents do drink ataya on a weekly basis. This means that a good number of the respondents drink ataya every day.



**Figure 11:** Have you ever been motivated by your friends partners, your colleague workers or your family. *Source: Field data 2014*

**3.11 Motivational Reasons**

Figure 11 indicates that 70% of the respondents have been motivated by their friends, partners, colleague workers or family in drinking ataya while 30% were not motivated by any of the above in drinking ataya. This

implies that majority of the respondents that visit ataya base were motivated by the following such as friends, partners, colleagues, worker or family.

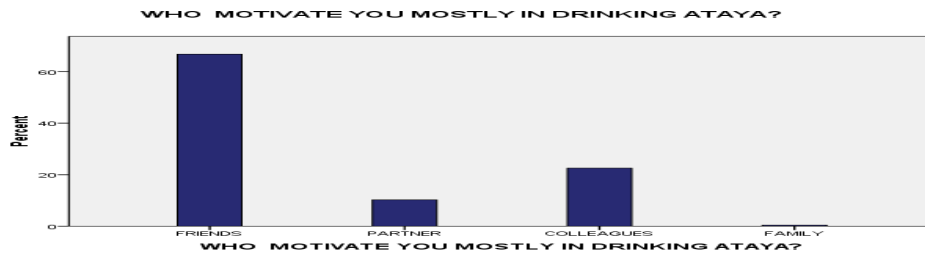


Figure 12: Who motivated you mostly in drinking Ataya. Source: Field data 2014

### 3.12 Motivation mostly in drinking Ataya

From the above chart you can easily prove that 67% of the respondents drink ataya with friends, 10% with their partners, 23% with colleague's workers and 0.4% drink ataya with their family respectively. This means 67% of the respondents drink Ataya with their friends.

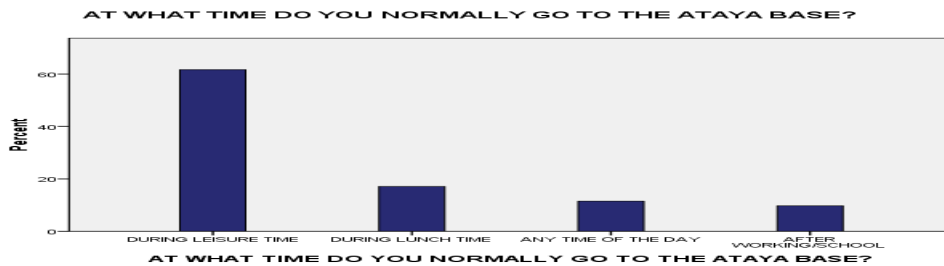


Figure 13: What time you normally go to Ataya base. Source: Field data 2014

### 3.13 Time to visit Ataya base

Figure 13 Show 62% of the respondents go to the ataya base when they have leisure time, 17% during lunch time while 12% visit the ataya base at any time of the day. Another 10% of them visit ataya base after working hours or school. From the graph, almost good number of the respondents visit ataya base during leisure time.

### 3.14 Hours spent per day in Ataya base

The chart shows that 10% of the respondents spent their time at the Ataya base per day below 1hrs, 66% spent between 1-2hrs while 16% of the respondent spend between 3-5hrs. Another 10% of them spent almost above 5hrs. This shows that majority of the respondents almost spent between 1-2hrs at the Ataya base per day.

### 3.15 Days of visiting Ataya base

Figure 15 indicates that 20% of the respondents go to the Ataya base during the working days of the week, 44%



visit during the week-ends and 36% visit Ataya base every day. This implies that majority of the respondents were motivated in going to the Ataya base during the week-end.

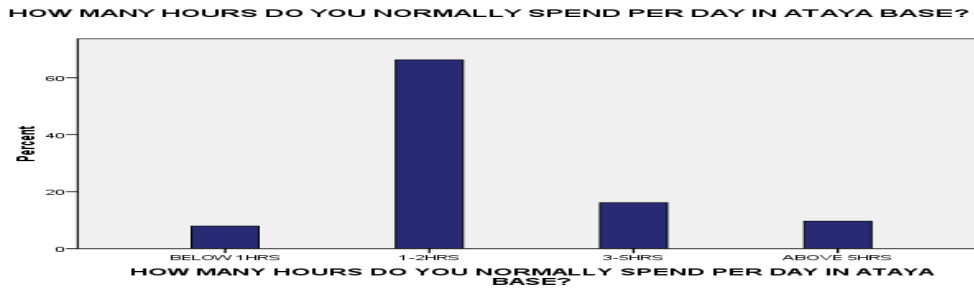


Figure 5: How many hours do you normally spend per day in Ataya base. Source: Field data 2014



Figure 15: Which of the days do you normally go to the Ataya. Source: Field data 2014

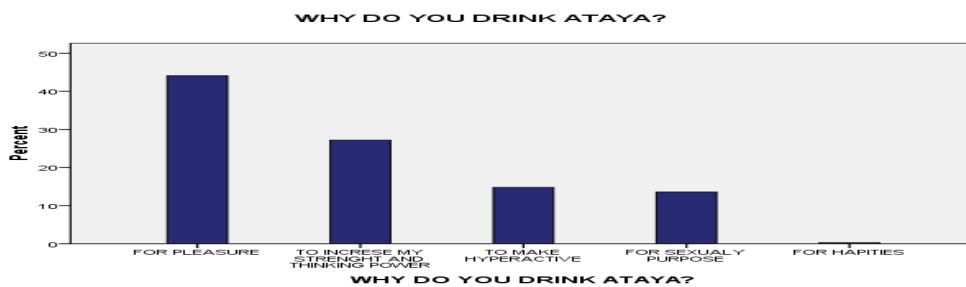
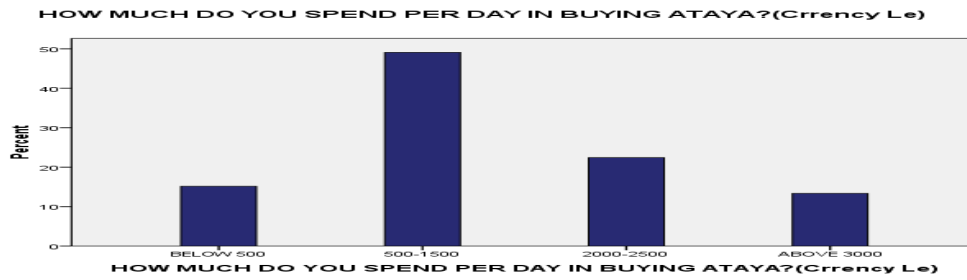


Figure 16: Why do you drink Ataya. Source: Field data 2014

### 3.16 Reasons of drinking Ataya

Figure 4.16 shows that 44% of the respondents drink Ataya for pleasure, 27% drink Ataya for increasing their strength and thinking power while 15% say they drink Ataya for them to be energetic. Another 14% of them say for sexual purpose. This clearly shows that a good number of the targeted respondents including young, old and

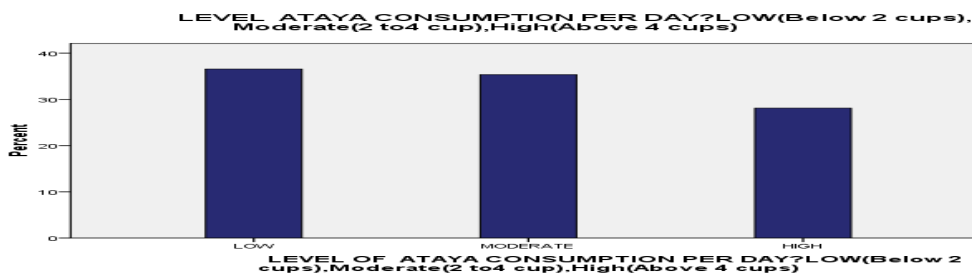
youngful population drink Ataya for pleasure.



**Figure 17:** How much do you spend per day in buying Ataya. *Source: Field data 2014.*

### 3.17 Amount spent per day in buying Ataya

This chart clearly shows that 15% of the respondents say they spent below Le) 500 to buy Ataya,50% are in the range between ( Le) 500-1500,while 22%say they spend( Le) 2000-2500 and 13% of them commented that they spend above( Le) 3000 to buy ataya.This show that majority of the consumers spent ( Le) 500-1500 to buy Ataya per day.



**Figure 18:** What is your level of Ataya consumption per day. *Source: Field data 2014*

### 3.18 Level of Ataya consumption per day

Figure 18 Shows 37% of the respondents consumed low volume of ataya,while 35% say they consumed moderate amount of ataya and 28% consume high volume of ataya.Which means most of the respondents consume low volume of ataya, however there is just a slight difference in terms of volume of consumption between low volume and high volume consumers.

### 3.19 Types of ataya llevels

The chart in figure 19 shows that 43% of the respondents consume level 1while 35% say they consume level 2 and 22% of the respondents say they consume both level respectively.This clearly indicate that majority of the respondent consume level 1 most.

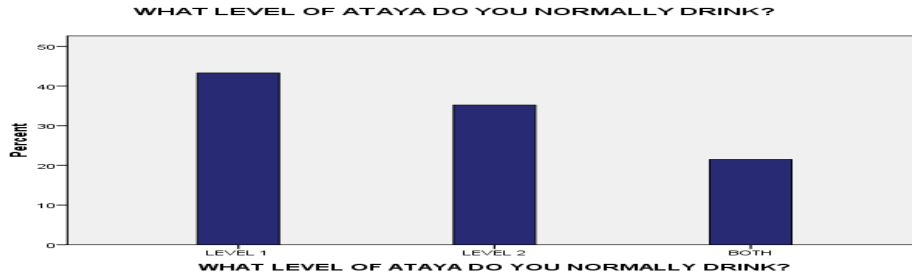


Figure 19: What level of Ataya do you normally drink. Source: Field data 2014

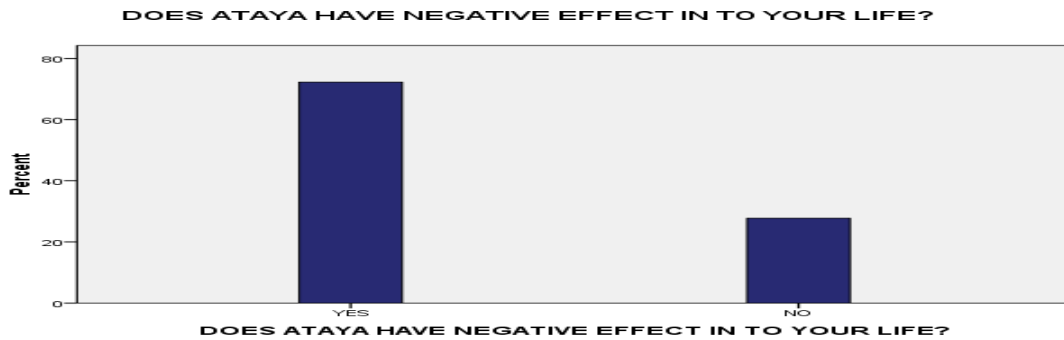


Figure 20: Does Ataya have negative effect to your life. Source: Field data 2014

### 3.20 Negative effect of Ataya on life

From the above chart, you can easily depict that 72% of the respondents say Ataya has negative effect while 28% of the respondents say ataya do not have negative effective. Which means good number of the targeted respondents including young, old and youth say ataya has negative effect on their health?

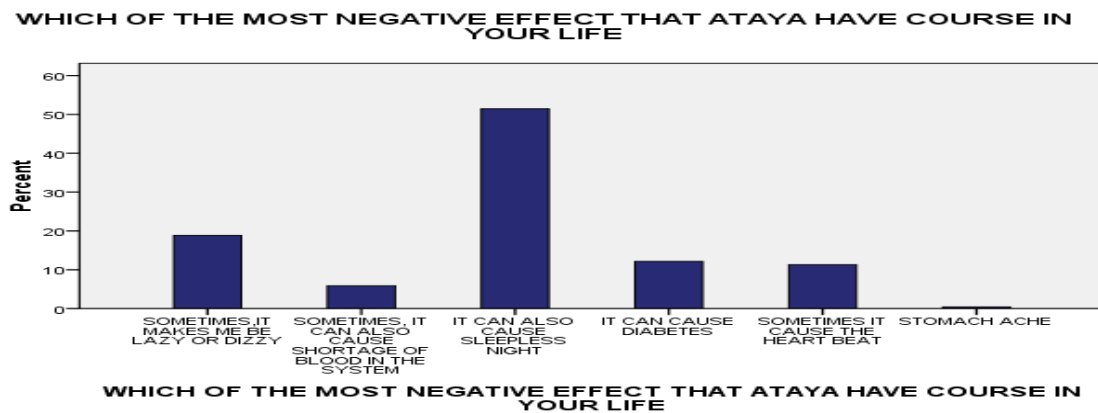


Figure 6: Which of the most negative effect that Ataya have course in your life. Source: Field data 2014

### 3.21 Most negative effect of Ataya

From the bar chart above, 19% of the respondents comment that ataya can make them to be lazy and dizzy, 6% of them say ataya can cause shortage of blood in their system, 52% of them declare that ataya can cause sleepless night while 11% state that ataya can cause abnormal heart beat and 0.4% says that ataya can cause head ache. From this breakdown, this clearly indicate that majority of the consumers articulate that ataya can cause sleepless night.

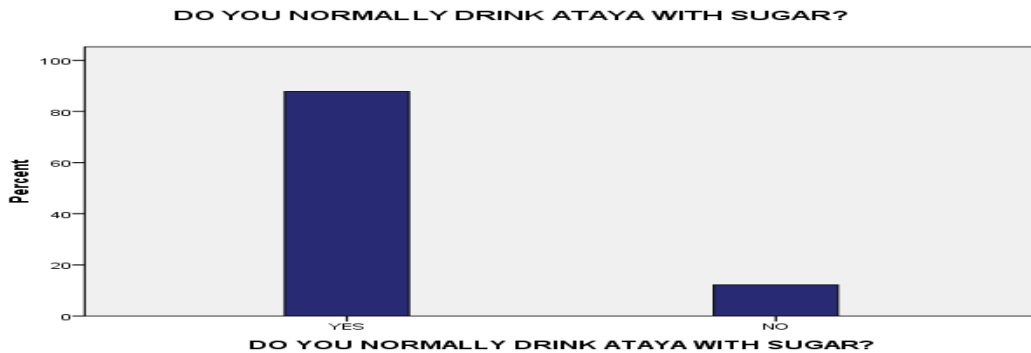


Figure 22: Do you normally drink Ataya with sugar. Source: Field data 2014

### 3.22 Ataya with sugar

The shape above clearly indicate that 88% of the targeted respondents answer that they normally drink ataya with sugar where as 12% state that they did not drink ataya with sugar. This confirm that bulk of the respondents drink ataya with sugar.



Figure 23: Why do you normally drink ataya with sugar. Source: Field data 2014

### 3.23 Reasons for drinking ataya sugar

Diagram above indicate that 79% of the respondents say that they drink ataya with sugar to reduce the betterness of the ataya but 21% says to reduce the content of the ataya. From the diagram above, this shows that most consumers drink ataya with sugar to reduce the betterness of the ataya.

**3.24 Hypotheses Tested**

**1. Hypothesis**

$H_0$ : There is no strong motivational reason of consumers behind Green tea (Ataya) consumption

$H_1$ : There are strong motivational reasons of consumers behind Green tea (Ataya) consumption

**Table 1:** Show the computational analysis of the motivation of the respondents in chi square form

Motivations	Strongly disagreed	Disagreed	Neutral	Agreed	Strongly agreed
<b>To be friendly with others</b>	16 <b>(22.07)</b>	15 <b>(19.74)</b>	13 <b>(30.44)</b>	94 <b>78.14</b>	136 <b>(123.55)</b>
<b>To have discussion and share past experience with others</b>	25 <b>(24.49)</b>	17 <b>(21.96)</b>	16 <b>(33.78)</b>	79 <b>(86.70)</b>	167 <b>(137.08)</b>
<b>To have good atmosphere</b>	28 <b>(19.98)</b>	26 <b>(17.91)</b>	59 <b>(27.56)</b>	58 <b>(70.73)</b>	77 <b>(111.83)</b>
<b>To avoid loneliness</b>	18 <b>(20.46)</b>	20 <b>(18.34)</b>	32 <b>(28.22)</b>	77 <b>(72.44)</b>	107 <b>(114.54)</b>

Source: Field data 201

**Calculation**

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} = \frac{(16-22.07)^2}{22.07} + \frac{(15-19.74)^2}{19.74} + \frac{(13-30.44)^2}{30.44} + \dots + \frac{(107-114.54)^2}{114.54}$$

Then ,

$$\chi^2 = 92.47$$

Degree of freedom (c-1) (r-1), where c=5,r=4 then (4\*3)=12

$$\chi^2_{0.05}(12)=21.03$$

**Decision**

From the computational result obtained in table 4.1 above, since  $\chi^2$  (92.47) calculated is greater than critical

value (21.03) then, there is strong evidence to accept the Alternative hypothesis.

**Conclusion**

Therefore, we conclude that there is a strong motivational reason of consumers behind Green tea (Ataya) consumption.

**2 Hypothesis test**

$H_0$ : There is no strong association between the level of Green tea (Ataya) consumption and gender.

$H_1$ : There is a strong association between the level of Green tea (Ataya) consumption and gender

**Table 4.2:** Is there any association between the level of Green tea (Ataya) consumption and gender?

Gender	Level of Green tea (Ataya) consumption			
	Low	Moderate	High	Row total
Male	86 (65.49)	80 (88.33)	83 (70.82)	249
Female	32 (28.15)	36 (27.67)	10 (22.18)	78
Column total	118	116	93	Grand total=327

Field data 2014

**Calculation**

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} = \frac{(86-89.85)^2}{89.85} + \frac{(80-88.33)^2}{88.33} + \frac{(83-70.82)^2}{70.82} + \dots + \frac{(10-22.18)^2}{22.18}$$

Then,

$$\chi^2=12.78$$

Degree of freedom (c-1) (r-1), where c=3,r=2 then (2\*1)=2

$$\chi^2_{0.05}(2)=5.99$$

**Decision**

From the analysis in table 4.2 above, since the  $\chi^2$  (12.78) is greater than critical value (5.99) then, there is a

strong evidence to accept the Alternative hypothesis.

## **Conclusion**

Therefore, we conclude that there is a strong association between the level of ataya consumption and gender

## **4. Conclusion**

Base on the findings the following conclusions are made:

- ❖ The difference in sex of respondent implies that they had to be motivated differently in ataya consumption.
- ❖ Thirty one percent (31%) of the respondents were adults (26-35yrs) that are being motivated in consuming Ataya most
- ❖ There is a strong motivational reason of consumers behind ataya consumption.
- ❖ Forty eight percent (48%) of the respondents visits ataya bases alone in most cases.
- ❖ Seventy five percent (75%) of the respondents that do visit ataya bases have formal education.
- ❖ Fifty one percent (51%) of the respondents that visit Ataya bases have tertiary level education.
- ❖ Fifty three percent(53%)of the respondents that visit ataya bases were employed.
- ❖ Eighty eight percent (88%) of the targeted respondents like ataya
- ❖ Forty nine percent (49%) of the respondents mostly drink ataya with their friends.
- ❖ Thirty one percent (31%) of the respondents drink ataya every day
- ❖ Seventy percent (70%) of the respondents that visit Ataya bases have been motivated by their friends, partners, colleague workers or family in drinking Ataya
- ❖ Sixty seven percent (67%) of the respondents were influences by their friends in drinking Ataya.
- ❖ Sixty two percent (62%) of the respondents go to the ataya bases when they have leisure time.
- ❖ Fifty percent (50%) of the respondents state that they spent (Le) 500-1500 to buy ataya per day
- ❖ The study also confirms that there is a strong association between the level of Ataya consumption and gender.
- ❖ Nearly forty four percent (44%) of the respondents said they drink Ataya for pleasure .
- ❖ Fifty two percent (52%) of the respondents declare that Ataya can cause sleepness night
- ❖ Seventy nine percent (79%) of the rsepondent said that they drink ataya with sugar to reduce the betterness of the ataya

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