

Research on the Influence of Cantonese Morning Tea Culture in Different Groups

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Abstract: Morning tea is a very characteristic traditional diet, which has rich historical connotation, and can bring a lot of economic benefits, provide people with rich cultural experience and fun of life, and play a positive role in promoting the harmonious development of local society; The brand of morning tea covers a comprehensive range of consumption, which provides consumers with diversified choices; Some morning tea brand stores have long business hours, which can meet the needs of consumers for a day's dining, so it is still widely welcomed by people. In recent years, the development momentum of some morning tea brands is generally good, and the nationwide expansion of "morning tea catering" has also begun. This research group aims to explore the influence of "morning tea culture" in different groups, collect data through literature analysis, field investigation, questionnaire collection and other research methods, and make descriptive statistical analysis of the data, and conclude that "morning tea culture" does have different impacts on different groups. According to the conclusion, this research group hope to give some suggestions for the inheritance and promotion of morning tea culture.

Keywords: Cantonese morning tea, innovation, inheritance

1. Research background

Cantonese "morning tea culture" is a unique catering culture in Guangdong. It was originally called "tea talk" and featured tea, refreshments and leisure stops. After 1920, with the increase in the number of tea houses, leading to intensified competition in the industry, many tea house owners carried out product innovation, the non-Cantonese ingredients into the tea to innovate many characteristic tea products and popular so far, in such an industry situation, each tea house has carried out innovation, in the color, pattern, taste, ingredients and other aspects of continuous improvement, and strive to have new products every week. Over time, the reputation of the tea house is getting better and better, and the business of the tea house is becoming more and more popular. The purpose of people entering the tea house for consumption is not to stop at small talk, but also to come for tea, and the tea has gradually changed into the form of morning tea. Until the 1990s, morning tea has evolved into six categories, and today's products are as many as more than 100 types.

Guangzhou-style "morning tea culture" as an important part of southern traditional culture, as a historical background and unique cultural characteristics of "morning tea culture" has long become an indispensable and unique part of Guangfu. It plays a positive role in promoting the rich historical connotation, economy, social and other aspects.[3]

2. Literature review and research methods

2.1 Literature Review

Cantonese morning tea culture, as an important part of Chinese traditional food culture, has a long history. The activity of "eating morning tea" can enrich people's cultural experience and provide fun of life, which contains huge cultural and economic value. Studying the influence of "morning tea" culture among different groups is of great significance for the development and inheritance of "morning tea culture".

According to "Humanistic Guangzhou Series" (2009) and other materials, there are two kinds of

morning tea in China, one is Jiangnan morning tea starting from Yangzhou and Taizhou, and the other is Guangdong-style morning tea starting from Guangdong. Nowadays, when people talk about "morning tea", they mainly refer to Guangzhou-style morning tea[2], and the object of this paper is also Guangzhou-style morning tea. Shanghai Stock Exchange (2023) released the "*Guangzhou Restaurant Group Co.,LTD.First Quarter Report of 2023*" pointed out that the main business income of Guangzhou restaurants increased by 23.93% compared with the same period last year[5], and the main business income grew rapidly; The development of well-known morning tea brands such as Tao Tao Ju is good, and it is gradually promoted from Guangdong to the whole country, indicating that the popularity of morning tea and the preference of the public for morning tea are getting higher and higher. Red Food Brand Research Institute (2021) in the "*Guangzhou-style morning tea has the trend of national expansion, the Tuyere of morning tea is coming?*" Analysis pointed out that Guangzhou-style morning tea consumption pays attention to cost performance, has the trend of national, all-weather consumption, from the perspective of consumption experience, morning tea consumption tends to leisure consumption, this type of consumption mode can meet the consumer demand of the public, is the advantage of morning tea category in the consumer market. At the same time, the article also pointed out that the development of morning tea brands also exists that most of the morning tea products out of Guangdong tend to be middle and high-end consumption, and the process of morning tea products is complicated, and the standardization is difficult; the shackles of morning tea stores are large and the cost is high, which is not conducive to the development of Guangzhou style morning tea.[1]

2.2 Research methods

2.2.1 Literature research method

Literature research is one of the important ways to study Cantonese morning tea culture. There are two main research directions in this paper. One is to consult the related literature, periodicals, newspapers and network resources of Cantonese morning tea. The second is to consult the representative materials of Cantonese morning tea houses and the development history of their brands. The analysis of the above research methods can deeply understand the economic, historical and cultural significance contained in the morning tea culture.

2.2.2 Field research method

Field investigation is another important way to study Cantonese morning tea culture, through in-depth field visits to the famous tea houses in Guangzhou, face-to-face communication and interview with bosses, employees and customers. During the field investigation, the team interviewed the present customers and collected the survey form. In the tea house, the team also learned about the making methods of Cantonese morning tea, as well as the unique collocation methods; Record and learn about their history, stories and opinions on Cantonese morning tea culture.

2.2.3 Describe statistical analysis

Descriptive statistical analysis is a commonly used research method. This investigation team collects and analyzes relevant literature, interviews, observations and other methods to understand the connotation, characteristics and inheritance of Guang-style morning tea culture. This research method focuses on understanding and explaining the subjective experience and social significance of Guang-style morning tea culture, so as to reveal the cultural connotation and values behind it.

3. Development status of morning tea culture

The study of morning tea culture involves tea culture, diet culture, folk culture and other aspects, and the research status can be mainly elaborated through the following aspects.

3.1 The specialization of the research

Thanks to the increasing influence of morning tea culture, the current research on morning tea culture has been relatively in-depth. Scholars have conducted research on morning tea culture through historical documents, traditional culture and other channels, revealing the important position of morning tea culture in Chinese traditional culture and its profound historical heritage, and formed some special research reports and academic papers, but the research is still lack of systematization And comprehensiveness, it is necessary to further integrate the existing research results and conduct a comprehensive review and evaluation. There are differences in the expression forms of morning tea culture in different regions,

which are not only reflected in the way of drinking tea, types of tea, etc., but also closely related to local history, culture, customs and other factors.

Among them, the development of morning tea culture in Guangdong is the most prosperous, which is closely related to the local living habits. Therefore, the development of morning tea culture in each region is not the same, so the study of morning tea culture needs to combine the local actual situation, collect relevant evidence, and conduct in-depth exploration.[3]

3.2 Regional differences

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3.3 Dissemination and promotion

With the popularization and promotion of morning tea culture, the dissemination of morning tea culture is no longer limited to traditional family tea houses and dining places, but has gradually expanded to online network platforms and various social media, promoting morning tea culture through the combination of online and offline. On the other hand, in order to build local brands, some local governments and tourism organizations strengthen the promotion of morning tea culture through activities such as morning tea culture festival and exhibition, and more and more people begin to pay attention to and participate in the morning tea culture. At present, relevant studies have also begun to pay attention to the dissemination and promotion of morning tea culture. Scholars have explored how to better inherit and carry forward the morning tea culture through the observation and analysis of these promotion activities.[4]

3.4 Development Trend

Morning tea culture integrates the characteristics of folk culture, and its research has gradually attracted attention. By studying the relationship between morning tea culture and festival customs, folklore, social etiquette and other aspects, scholars have revealed the important position of morning tea in Chinese traditional festivals, festive events and other social occasions. At the same time, along with the improvement of people's living standards and the enhancement of health awareness, morning tea culture is also developing and innovating. In the future, morning tea culture may pay more attention to health, environmental protection, nutrition and other aspects, and will continue to integrate other cultural elements to enrich its connotation and expression forms.[1]

4. Research and analysis

The theme of this research group is to explore the influence of Cantonese morning tea in different groups, and the method of literature research and field research is used to discuss. The field research of this research group is carried out in Guangdong, and the survey group is mainly Guangdong people. Before the field investigation, the members of the team had a deep understanding of the long development history of Cantonese morning tea culture through literature research, and made assumptions about the influence of Cantonese morning tea in different groups. The group took age as the main classification standard of different groups, and divided them into three groups: 18,735 years old, 35"55 years old, 55" over 65 years old. Then the group was subdivided according to the occupation and region of the respondents, and hypothesis 1 was made: The group believed that the frequency of going to tea houses in the age group of 18-25 years old was lower than that of 35,755 years old and 55 to 65 years old and above, and that the age group of 35-55 years old was lower than that of 55 to 65 years old and above. The age group over 55 to 65 years old is the consumer group with the highest frequency of going to tea houses. The Assumptions Two: Freelancers, those who are engaged in individual industries and have stable jobs have a higher frequency of going to tea houses to drink morning tea, and Cantonese morning tea culture is more influential in the group with more daily discretionary time and the group with higher

age. Hypothesis 3: The influence of Cantonese morning tea in the 18"35 age group is less than that in the 35"55 age group and 55"65 age group, especially in the 55"65 age group than the 18 to 35 age group and 35,755 age group, the influence is greater and more deeply rooted in the people.

Table 1: Summary table of offline questionnaire recovery

Regions	Total	Ages 18 to 35	Ages 35 to 55	Ages 55 and above
Guangzhou , Guangdong Province	60	27	24	9
Foshan , Guangdong Province	20	12	3	5
Yunfu, Guangdong Province	20	9	8	3
Total	100	48	35	17

Table 2: Summary of online questionnaire returns

Regions	Total	Ages 18 to 35	Ages 35 to 55	Ages 55 and older
Guangdong Province	237	134	66	37
Henan Province	3	2	1	0
Guangxi Province	6	4	0	2
Fujian Province	2	1	0	1
Heilongjiang Province	9	6	3	0
Hubei Province	4	3	1	0
Jilin Province	1	1	0	0
Jiangxi Province	4	4	0	0
Shanxi Province	3	1	1	1
Sichuan Province	5	3	1	1
Hainan Province	8	6	2	0
Hunan Province	5	4	1	0
Other Provinces	60	23	6	31
Jiangsu Province	11	4	4	3
Total	358	196	86	76

According to the data in Table 1 and Table 2, the offline survey of the research team was conducted in Guangdong, and 100 valid questionnaires were collected for offline survey and 358 valid questionnaires for online survey. The offline survey was mainly conducted in three regions of Guangdong: Guangzhou City, Foshan City and Yunfu City. Guangzhou City recovered 60, Foshan City 20 and Yunfu City 20, and a total of 458 valid questionnaires were collected online. 68.99% of the participants in the online survey are residents in Guangdong Province, and 100% of the offline survey are residents in Guangdong province. The valid questionnaires combined online and offline are 75.76% of the respondents were residents of Guangdong Province. The majority of residents in the age group of 18,735 participated in the online survey, accounting for 54.75 percent, and participated in the offline survey, 48 percent, the data showed that this group is mainly composed of college students and office workers. The residents in the age group of 35"55 years old account for 24.02% online and 35% offline. In this group, the occupation types are more rich and diverse, including teachers, civil servants and company employees. The residents of the age group above 55/65 account for 21.23% online and 17% offline. They are the least surveyed among the three groups. Most of them are made up of retired people, some of them are about to retire.

Table 3: Frequency of going to tea houses at different ages

Ages	Ages 18 to 35	Ages 35 to 55	Ages 55 and older
A.Go every day	44	28	33
B.One to three times a week	42	24	25
C.One to three times a month	36	16	11
D.One to three times half a year	74	18	7
Total	196	86	76

Table 4: Visits to tea houses by age group

Ages	Ages 18 to 35	Ages 35 to 55	Ages 55 and older
A.Go every day	22.45%	32.55%	43.42%
B.One to three times a week	21.43%	27.97%	32.89%
C.One to three times a month	18.47%	18.61%	14.47%
D.One to three times half a year	37.75%	20.93%	9.22%
Total	100%	100%	100%

According to the data in Table 3 and Table 4, the frequency of going to tea houses for morning tea is not high for most respondents, especially for people in the age group of 1835: the frequency of going to tea houses is higher for people in the age group of 35,755, but lower than that of people in the age group of 55-65 and above. People over 55 to 65 years old are the most frequent group of respondents who go to tea houses to drink morning tea. The frequency of going to tea houses increases with the increase of age group.

Table 5: Frequency of visits to tea houses by occupations among people aged 18-35 in the questionnaire

Occupations	A. Every day	B. One to three times a week	C. One to three times a month	D. One to three times half a year
IT Technology	0	1	0	0
Finance	3	0	0	0
Purchasing	2	0	0	0
Steward	1	0	0	0
Programmer	1	1	0	0
Chef	0	1	0	0
Goods Maker	0	0	0	1
Student	9	13	23	64
Esports Player	0	1	0	0
Server	1	1	0	0
Worker	0	2	1	0
Civil Service	1	1	0	0
Account	3	3	0	0
Teachers	1	2	1	2
General staff	0	0	1	0
Planning	2	1	1	0
Human Resources	3	2	0	0
Personal	0	0	0	1
Office Worker	2	3	3	1
Photographer	2	0	1	0
Intern	0	1	0	1
Business unit	1	1	0	0
Driver	0	2	1	0
Clerk	2	1	1	1
Freelancers	2	1	0	0
Sales	7	1	0	0
Doctor	1	2	1	0
Artist	0	0	0	1
Freelance worker	0	1	2	1
Clerk	0	0	0	1
Total:	44	42	36	74

Table 6: Frequency of visits to tea houses by occupation among the 35-55 age group in the online questionnaire

Occupation	A. every day	B. One to three times a week	C. One to three times a month	D. One to three times half a year
Freelance worker	1	0	1	1
Finance	1	0	0	0
Purchasing	1	1	0	0
Steward	1	0	0	0
IT Technology	2	1	0	0
Freelancers	0	0	0	1
Chef	3	0	0	2
Server	0	1	0	0
Engineer	0	1	0	0
Company clerk	0	0	0	1
Civil servants	1	2	0	1
Accountant	0	1	0	0
Teachers	2	1	1	5
Projects	1	0	2	0
Human resources	0	1	1	0
Office Workers	11	7	7	7
Designers	1	1	0	0
Photographer	0	1	0	0
Business unit	0	2	0	0
Driver	0	2	1	0
Clerk	0	1	2	0
Sales	2	0	0	0
Doctor	0	1	0	0
Government employs	0	0	1	0
Total:	28	24	16	18

Table 7: Frequency of visits to tea houses by occupation among people aged 55 and older in the online questionnaire

Occupation	A. Every day	B. One to three times a week	C. One to three times a month	D. One to three times half a year
Finance	2	0	0	1
Steward	0	1	0	0
Chef	1	2	0	0
Server	2	0	0	0
Worker	1	2	0	0
Civil Service	1	0	0	0
Accountant	4	1	1	0
Teachers	2	0	0	0
Lawyer	0	0	1	0
Planning	2	1	1	0
Human Resource	1	2	0	0
Office Workers	2	1	5	1
Designers	1	2	0	0
Photographer	1	0	0	0
Business unit	2	0	0	1
Retirees	5	5	3	4
Sales	4	3	0	0
Administrative staff	1	2	0	0
Students(University for the elderly)	1	0	0	0
Doctor	0	1	0	0
Clerk	0	4	0	0
Total:	33	25	11	7

Table 8: Data summary of whether respondents have no times to go to tea house for morning tea because of busy work

Options	Ages 18 to 35	Ages 35 to 55	Ages 55 and older	Total percentage
Yes	157	73	58	80.45%
No	39	13	18	19.55%

According to the data in Table 5, Table 6, Table 7 and Table 8 above, the frequency of drinking morning tea is not high for most of the respondents, and the frequency of drinking morning tea is mainly 35-55 years old and 55-over 65 years old. Their occupations are teachers, civil servants, company staff, workers and retirees. Most of the respondents (80%) still have no time to drink morning tea due to their busy work. Therefore, from the perspective of occupation, those who are freelancers, engaged in individual industries and have stable jobs have a higher frequency of going to tea houses to drink morning tea, while those who are 18-35 years old and their occupations are company employees or college students have a lower frequency of drinking morning tea than other age groups. From the perspective of age, the higher the age group, the higher the frequency of going to tea houses to drink morning tea, which indicates that the Guang-style morning tea culture has a greater influence on the group with more free time and the group with higher age.

Table 9: Data summary of some survey questions

Questions	Who do you usually have morning tea with				Do you choose to go to the tea house to have morning tea for family get-togethers, friends and company dinners		Do you think that morning tea can provide a place to socialize and promote family harmony, a daily pastime, and a place to bond with friends	
	Family	Friend	Co-Worker	Business partners	Will	Won't	Can	Can't
Ratio	71.23%	68.16%	11.45%	6.15%	77.09%	22.91%	84.92%	15.08%

According to the data of the question in Table 9, most people go to tea houses to have morning tea with their families or friends. According to the survey data, 60% and 70% of the respondents go to tea houses to have morning tea for the purpose of connecting with family and friends. Very few people will have morning tea with colleagues and business partners, and most people are willing to have morning tea for family gatherings, friends and company dinners.

Table 10: Data summary of some survey questions

Questions	Is drinking morning tea an indispensable part of Cantonese life		Do you think Cantonese morning tea is one of the representatives of Cantonese Culture		Would you recommend Cantonese morning tea to your friends		Do you know that when you drink morning tea, you have to kowtow when others pour you tea	
	Yes	No	Yes	No	Yes	No	Know	Unclear
Options								
Online share	80.73%	19.27%	83.24%	16.76%	74.86%	25.14%	72.35%	27.65%
Offline share			99%	1%				

According to the data in Table 10 above, people have a high degree of understanding and recognition of Guangzhou-style morning tea culture, indicating that all groups have a high degree of recognition that Guangzhou-style morning tea culture is one of the representatives of Guangfu culture, and most people think that Guangzhou-style breakfast is one of the representatives of Guangfu culture, especially offline, the recognition is very high. Most people believe that Guangzhou-style morning tea culture is the characteristic of Guangdong. Guangzhou-style morning tea has a very high status in the eyes of Cantonese people and is very influential.

Table 11: Data summary of some survey questions

Question	Whether Cantonese morning tea needs to be better inherited and promoted by cultivating more skilled masters to improve the well-known celebration needs		Do you think Cantonese morning tea needs to attract more young consumers by innovating traditional tastes		Do you think regional limitations or taste differences will make it difficult to spread morning tea culture	
Options	Yeah	No	Yeah	No	Will	Won't
Online percentage	79.05%	20.95%	79.33%	20.67%	68.99%	31.01%
Offline percentage					41%	59%

According to the data in Table 11 above, the development and inheritance of Guangzhou-style morning tea culture has regional limitations, which are reflected in regional taste differences and regional cultural differences. In addition, Guangzhou-style morning tea culture needs to combine the current trend culture to innovate on the original traditional culture, which will help attract more young consumer groups. At the same time, it is necessary to train more skilled morning tea and dim sum chefs, so as to better inherit and carry forward the Guangzhou-style morning tea culture.

5. Conclusions and Suggestions

5.1 Conclusions

Conclusion Through literature collection, field investigation, literature analysis and qualitative analysis, the research team came to the following conclusions:

1) Morning tea culture has different influences on different age groups, so different groups have different frequencies of going to tea houses. The elderly group has more leisure time and better material conditions, the middle-aged group faces less social pressure and has a certain accumulation of material conditions, and the young group faces greater social pressure and has less accumulation of material conditions.

2) The influence of morning tea culture on different occupational groups is different. It is manifested in the different frequency of going to tea houses in different occupational groups. Freelancers, individuals and retired groups have more leisure time, while employees, teachers and other professional groups have less leisure time.

3) The development direction of morning tea is different in different regions. Morning tea is more cost-effective in Guangdong. The outward-developing morning tea brands are more inclined to develop middle and high-end catering, and consumers also prefer to experience, with low repeat rate. Morning tea culture has different influences in various groups, which reflects its diversity and adaptability.

5.2 In order to better promote the development of morning tea culture, the research team puts forward the following suggestions:

5.2.1 Adopt different propaganda strategies for different groups

(1) For different age groups, propaganda performances of morning tea culture and tradition can be launched for the elderly to increase the experience of morning tea. For the middle-aged group, the health and benefits of morning tea can be emphasized. For young people, the trend of morning tea can be promoted through the media and online campaigns.

(2) Different occupational groups: To provide more convenient morning tea services for occupational groups with less leisure time, such as improving take-out food delivery service. For occupational groups with more leisure time, promotion and social activities can be launched to attract patronage.

5.2.2 Innovative morning tea experience

(1) Set up a diverse tea house environment: tea houses can provide different environments according to the needs of different age groups, for example, the spacious and bright rest area provides dining rest for the elderly, while the work area is set up in the tea house to meet the needs of middle-aged professional groups.

(2) Innovative morning tea menu: Develop a morning tea menu suitable for different age tastes and make innovations while retaining traditional dishes. Such as special desserts, special tea drinks, etc.

(3) Performance activities: Hold tea art performances, music performances, etc., to attract more people.

5.2.3 Strengthen the promotion of relatives and friends

(1) Provide family private rooms: Those who enjoy morning tea with family and friends will provide private rooms and party discount activities.

(2) Family activities, providing special morning tea activities for families and families, such as family baking courses to encourage families to participate in the morning tea culture.

5.2.4 Support innovation and application of technology

(1) Develop special morning tea app. Create a morning tea culture app, providing all kinds of tea house information, menus, special offers and reservation functions, so as to facilitate customers to obtain relevant information.

(2) Make menu customization. We can recommend different recipes according to the budget and needs of different groups to enrich customers' choices.

5.2.5 Innovative communication and education methods

Make use of modern media means, such as variety movies, to integrate Guangzhou-style morning tea culture into it, and let more people know about this traditional food culture. Education on Cantonese cuisine culture is carried out in the school, so that students can understand the history and culture of Guangzhou-style morning tea from an early age, and a second class on making morning tea dim sum is set up to cultivate their love for traditional food and awareness of inheritance.

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