

Assessment of attitude and knowledge of Chinese tea as a health supplement among Pakistani population in Hong Kong

Miss ABID Nayab, BSc (Hons) in Nutrition and Healthcare Management,
Department of Food and Health Sciences
Supervisor: Dr MAK Shing Hung, Marvin, Lecturer

1. Research Background

Cultural significance: Major part of gatherings and events (especially in China and HK)

Consumption History: >2000 years of Chinese tea consumption culture

Global consumption: in over 160 countries with 2 billion cups/day

Tea types: White, Green, Oolong, Black, Pu-erh tea "All with different aroma, taste and color

Health benefits:

- Weight management
- Lower liver inflammation
- Improve gut health / digestion
- Lower depression and stress levels
- Lower cancer-causing cells etc.
- Pakistani tea consumption culture: High consumption rate, cultural tea varieties and several health beliefs

3. Methodology

Study design: Cross-sectional study with an online survey form
• To assess the attitudes and knowledge of Chinese tea as a health supplement among Pakistani population in Hong Kong

Ethical approval by HSEC (Ref no. SHE2024-148)

Survey data distribution and collection: 24/02/2025-01/05/2025

Target population: 377 (95% confidence level) Pakistani residents (living in Hong Kong for >6 months, >18YO)

Survey design: Online (to understand consumption habits, preferences, knowledge, and cultural adaptation of Pakistanis towards Chinese tea)

Sampling method: Convenient sampling

Survey Distribution: via social media (WhatsApp, Instagram) NGOs, and mosques using a link. "<https://forms.gle/7FtMJ7bzSrwarzB>"

Survey data analysis: Demographic information as independent variable and attitudes and knowledge of Chinese tea as dependent variables

Quantitative analysis: descriptive statistics, frequency and correlation analysis

Spearman correlation test - non parametric - (SPSS) to access correlation between dependent and independent variables and other crucial survey findings.

Software used: SPSS (Version:29.0.0.0(241)

2. Objectives

- To assess the attitude and knowledge of Chinese tea as a health supplement among Pakistani population living in Hong Kong
- To understand the behavioral and cultural differences regarding Chinese tea between Chinese and Pakistani population in Hong Kong
- To analyze the pattern of acceptance of Pakistani population living in Hong Kong towards Chinese tea

4. Results

Total responses: 190

Positive correlation between the frequency of Chinese tea consumption and the knowledge of health benefits

Positive correlation coefficient (0 to +1) between:

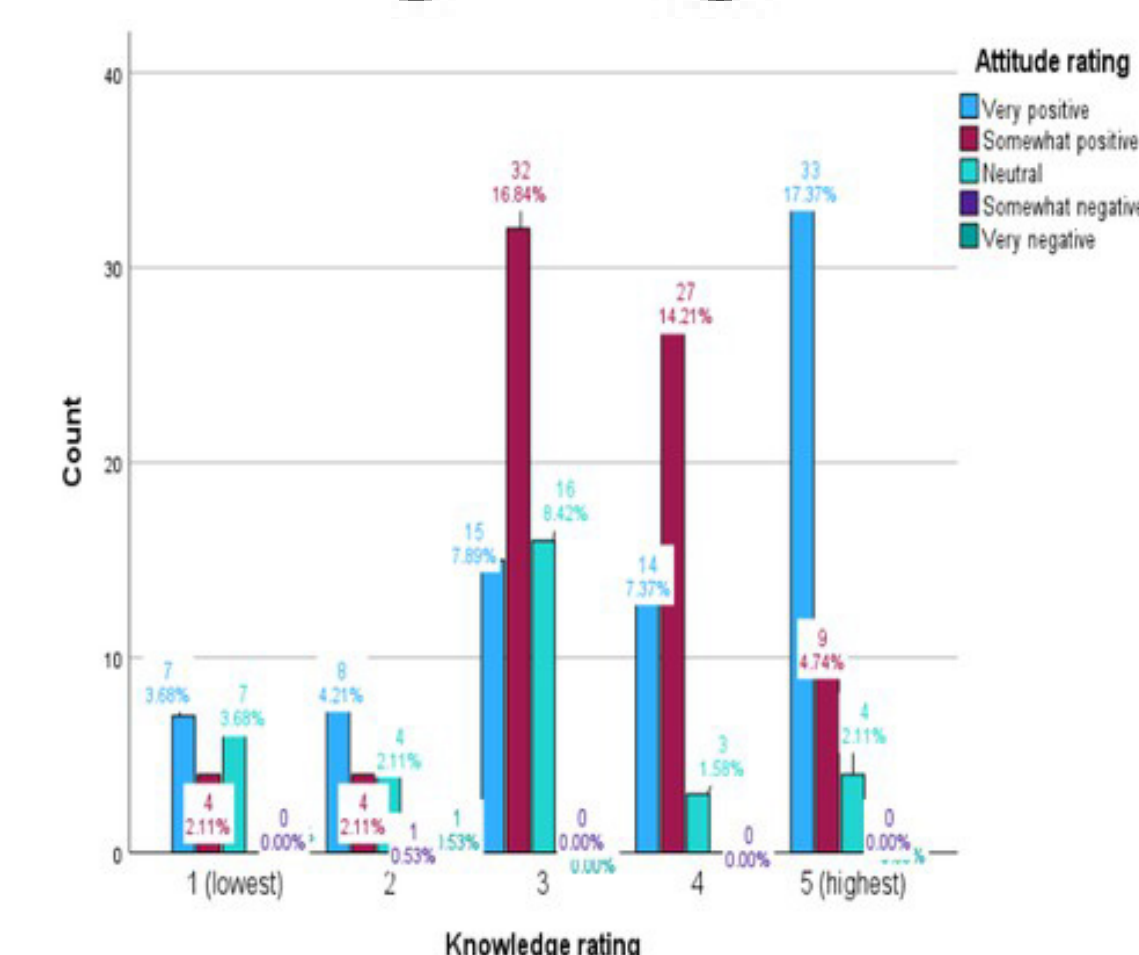
- Age group and Attitude towards Chinese tea
-older the age, more positive the attitude towards Chinese tea
- Gender and Knowledge of Chinese tea health benefits
-Females with higher knowledge of Chinese tea health benefits
- Education level and Frequency of Chinese tea consumption
-Higher the education, higher the frequency of consumption
- Attitude towards Chinese tea and Education level
-Higher the education level, more positive the attitude towards Chinese tea

		Correlations						
		Age group	Gender	Education level	Frequency	Knowledge rating	Attitude rating	
Age group	Spearman's rho	1.000	.098	-.294*	-.060	-.021	.037	
	Sig. (2-tailed)		.161	<.001	.428	.772	.609	
	N	190	190	190	176	190	190	
Gender	Spearman's rho	.098	1.000	-.101	-.152	.053	-.171*	
	Sig. (2-tailed)	.161		.166	.044	.467	.018	
	N	190	190	190	176	190	190	
Education level	Spearman's rho	-.294*	-.101	1.000	.126	-.071	.013	
	Sig. (2-tailed)	<.001	.166		.095	.328	.860	
	N	190	190	190	176	190	190	
Frequency	Spearman's rho	-.060	-.152	.126	1.000	-.237*	.233*	
	Sig. (2-tailed)	.428	.044	.095		.002	.002	
	N	176	176	176	176	176	176	
Knowledge rating	Spearman's rho	-.021	.053	-.071	-.237*	1.000	-.284*	
	Sig. (2-tailed)	.772	.467	.328	.002		<.001	
	N	190	190	190	176	190	190	
Attitude rating	Spearman's rho	.037	-.171*	.013	.233*	-.284*	1.000	
	Sig. (2-tailed)	.609	.018	.860	.002	<.001		
	N	190	190	190	176	190	190	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Correlation between knowledge rating and attitude rating = **positive**



Correlation between consumption frequency and health benefits knowledge of Chinese tea [Chinese Vs Pakistani population]:

Chinese: **significantly positive (141**)**

Pakistani: **Overall positive with some negative correlation on some health benefits**



[Pakistani responses]

5. Conclusion

This study assessed and analyzed:

1. Attitude and knowledge of Chinese tea as a health supplement among HK Pakistanis - survey result revealing positive correlation between attitude rating and knowledge rating
2. Behavioral and cultural differences between Chinese and Pakistanis - results showed certain differences such as additional of ingredients, frequency, gender and knowledge correlations
3. Pattern of acceptance from Pakistanis in HK towards Chinese tea consumption - building more health awareness and showing positive attitude towards Chinese tea