

Brewing Loyalty: A Data-Centric Study of Pricing and Hygiene at HRK Tea & Fast Food

Rahul Tiwari B., Dr. Himanshu Maniar

Bhagwan Mahavir College of Computer Application, BMU, Surat, India

Asst. Professor, Bhagwan Mahavir College of Computer Application, BMU, Surat, India

ABSTRACT: For a business like **HRK Tea & Fast Food**, this creates a powerful opportunity. The same algorithmic systems that influence emotions and attention can be used to attract customers through engaging food content. Short videos, visually appealing dishes, and emotional storytelling (like chai in rain or friends enjoying snacks) can strongly influence customer decisions.

Recent trends show that users are more likely to visit places they repeatedly see online. This means that consistent and attractive social media presence can directly increase customer visits, brand recognition, and sales.

This approach combines ideas from customer psychology, digital marketing, and AI-driven content strategies to understand how online visibility affects real-world food business growth. A structured five-step model is used to show how digital content, customer behavior, attention, emotions, and final business outcomes are connected.

KEYWORDS: HRK Tea Stall, Tea & Fast Food, Chai Shop, Street Food Business, Local Food Brand, Food Stall Marketing, Chai Lovers, Fast Food Items, Snacks Corner, Food Presentation, Customer Experience, Taste & Quality, Affordable Food, Daily Customers, Tea Culture, Food Service, Small Business Growth, Local Branding, Customer Satisfaction, Sales Growth

I. INTRODUCTION

In recent years, the growth of digital platforms and social media has completely changed how food businesses attract customers. Earlier, tea stalls and fast food shops depended mainly on location and word-of-mouth. Today, customer decisions are strongly influenced by what they see online, especially through short videos, photos, and trending food content.

Platforms like Instagram, YouTube, and Facebook play a major role in promoting food businesses by showing engaging and visually appealing content to users. These platforms highlight content based on likes, views, shares, and watch time, making attractive food videos more popular and visible. As a result, small businesses like **HRK Tea & Fast Food** can reach a large audience without heavy investment.

One important factor in this digital environment is content visibility. Food items that look appealing, unique, or emotionally relatable — such as hot chai in rainy weather or friends enjoying snacks — attract more attention and engagement. Repeated exposure to such content influences customer preferences and increases the chances of them visiting the shop.

Modern content styles like short videos, continuous scrolling, and quick rewards (likes and comments) keep users engaged and encourage them to explore new food places. For a business like HRK Tea Stall, this creates an opportunity to attract customers by presenting products in a creative and engaging way.

This project focuses on how digital promotion, customer behavior, and engaging content can help **HRK Tea & Fast Food** grow. It also explains how structured strategies can improve visibility, attract more customers, and increase overall business performance.

II. LITERATURE REVIEW

In the modern food business environment, several studies and observations highlight how digital platforms and customer behavior influence the success of small businesses like tea stalls and fast food shops.

Recent trends show that the type of content shown to users plays a major role in shaping their preferences. When people repeatedly see attractive and high-quality food images or videos, they develop a strong desire to try those items. This increases customer visits and boosts sales for businesses that present their food in an appealing way. Research also indicates that customer mood and emotions affect their food choices. When people feel happy or relaxed, they are more likely to explore new food places. Similarly, visually satisfying content—such as hot chai being poured or fresh snacks being prepared—can instantly attract attention and influence mood, encouraging customers to visit the shop.

Another important finding is that customers are often driven by anticipation rather than actual need. Seeing tempting food content repeatedly creates cravings, which leads to increased visits and repeat purchases. This shows that presentation and visibility are more important than just the product itself.

Studies on digital content consumption also reveal that short videos are highly effective in capturing attention. Quick, engaging clips of food preparation or serving can keep viewers interested and motivate them to try the food. This is especially useful for businesses like **HRK Tea & Fast Food**, where simple items can be made attractive through creative presentation. Additionally, the type of content matters more than the amount of time customers spend online. High-quality and appealing food content can influence customer decisions even in a short time. This means that a few well-made posts can be more effective than frequent low-quality content.

Another observation is that customer reviews and online interactions significantly impact business reputation. Positive experiences shared by customers can attract new visitors, while negative feedback can reduce trust. Therefore, maintaining good quality, hygiene, and service is essential for long-term growth. Overall, these findings suggest that for **HRK Tea & Fast Food**, success depends on a combination of

III. METHODOLOGY

This study is based on a practical and observation-based approach to understand how digital promotion and customer behavior influence the growth of **HRK Tea & Fast Food**. Instead of academic research databases, this method focuses on real-world business insights, customer interactions, and current market trends.

Information was collected by observing:

- Popular food pages on Instagram and YouTube
- Trending food videos and short clips
- Customer preferences and buying behavior
- Successful local tea stalls and fast food businesses

Relevant data was selected based on:

- Content that attracts high views and engagement
- Food presentation styles that increase customer interest
- Offers and strategies that bring repeat customers
- Positive customer feedback and reviews

Unnecessary or less useful information, such as unrelated business models or non-food content, was excluded to maintain focus on tea and fast food business growth.

Based on these observations, a structured five-step business model was developed. This model connects:

- Digital visibility
- Customer behavior
- Attention
- Emotional connection

- Final business outcomes (sales and growth)
- Additionally, practical business strategies were analyzed by reviewing:
- Successful marketing techniques used by local vendors
 - Customer service and satisfaction methods
 - Basic business management practices

This methodology helps in understanding how simple changes in presentation, promotion, and customer interaction can significantly improve the performance of **HRK Tea & Fast Food**.

3.1 Customer Behavior Context (HRK Tea & Fast Food Version)

In a food business like **HRK Tea & Fast Food**, understanding customer behavior is very important for growth. Most customers, especially young people, are naturally attracted to things that give quick satisfaction, enjoyment, and emotional connection.

Customers often make fast decisions based on:

- Taste and appearance of food
- Smell and freshness
- Visual presentation (hot chai, melting cheese, crispy snacks)
- Mood and environment

There is a natural tendency in customers to prefer instant rewards, such as enjoying a hot cup of chai or tasty fast food. At the same time, their decision-making about health, budget, or long-term habits is often less controlled. This creates a gap between what customers feel (cravings) and what they think (practical decisions).

Food businesses can use this behavior positively by:

- Presenting food in an attractive and tempting way
- Creating a comfortable and enjoyable environment
- Offering quick service and fresh items
- Building emotional connection (chai with friends, evening snacks, rainy vibes)

When customers see or experience something satisfying, they are more likely to:

- Visit again
- Recommend to friends
- Develop a habit of coming regularly

This balance between instant satisfaction and customer decision-making plays a key role in the success of **HRK Tea & Fast Food**, as it directly influences customer attraction, retention, and overall business growth.

IV. COMPARATIVE ANALYSIS OF KEY STUDIES

Table 1 presents a comparative summary of key observations and practical insights relevant to the growth of **HRK Tea & Fast Food**.

Table 1: Comparative Summary of Key Studies

Observation Source	Focus Area	Customer Type	Method Used	Key Insight
Food Content Trends	Attractive food visuals	General customers	Social media observation	Eye-catching food increases customer interest
Customer Mood Behavior	Mood & food choice	Daily visitors	Behavior observation	Happy mood → more food purchases
Craving Behavior	Desire vs	Young	Purchase pattern	Craving drives repeat visits

	satisfaction	customers	study	
Digital Content Impact	Short video influence	Regular users	Trend analysis	Short videos increase shop visits
Customer Strength	Personal interest	Mixed customers	Feedback analysis	Strong interest → more loyalty
Food Presentation	Appearance of food	All customers	Visual comparison	Good presentation matters more than quantity
Customer Differences	Different preferences	Mixed group	Market observation	Some customers are more influenced by visuals
Customer Feedback	Reviews & opinions	Regular customers	Feedback collection	Positive reviews attract new customers
Long-Term Behavior	Repeat visits	Loyal customers	Sales tracking	Good experience → repeat customers
Engagement Style	Active vs passive customers	All visitors	Interaction analysis	Active engagement increases loyalty

V. FIVE-LAYER BUSINESS GROWTH MODEL (HRK Tea & Fast Food Version)

Based on practical observations and customer behavior, this model explains how **HRK Tea & Fast Food** can grow step-by-step from visibility to increased sales. Each layer shows a factor that directly affects business success.

Layer 1 — Visibility Layer (Attraction)

At the base level, customers are attracted by what they see. Food that looks hot, fresh, and tasty gains more attention.

Key Points:

- Attractive chai pouring visuals
- Fresh snacks display
- Clean and appealing stall

Layer 2 — Behavior Layer (Customer Action)

Once customers notice, their behavior is influenced by offers and experience.

Key Points:

- Quick service
- Affordable pricing
- Combo offers (chai + snacks)

Layer 3 — Attention Layer (Engagement)

Keeping customer attention is important for repeat visits.

☞ Key Points:

- Unique taste
- Consistent quality
- Fast service

Layer 4 — Emotional Layer (Connection)

Emotional connection makes customers loyal.

Key Points:

- Friendly behavior
- Comfortable environment
- “Chai with friends” feeling

Layer 5 — Outcome Layer (Business Growth)

The final result of all layers combined.

Outcomes:

- Increased daily customers
- Repeat customers
- Higher sales
- Strong local brand

5.1 Customer Attraction and Food Presentation (HRK Tea & Fast Food Version)

In a food business like **HRK Tea & Fast Food**, the way food looks and is presented plays a very important role in attracting customers. People are naturally drawn toward items that appear fresh, tasty, and visually appealing.

One key insight is that it is not about how long customers think about food, but **what kind of food presentation they see**. Even a short glance at attractive food—like hot steaming chai, crispy snacks, or cheesy fast food—can create a strong desire to try it.

Different customers are attracted to different types of food visuals. Some may prefer simple and traditional chai, while others are drawn to stylish serving methods like kulhad chai or unique presentations. When food is presented in a way that matches customer preferences, it becomes more appealing and increases chances of purchase.

Modern marketing allows businesses to show food in a more personalized and attractive way. By displaying popular items, special recipes, or trending snacks, a tea stall can attract more attention and stand out from competitors.

5.2 Customer Feedback and Reputation:

In a business like **HRK Tea & Fast Food**, customer feedback and public opinion play a very important role in growth and reputation. Just like positive reactions attract attention, negative comments and criticism can also spread quickly and affect the business.

Customers often share their experiences through:

- Reviews
- Comments
- Word-of-mouth
- Social media posts

Negative feedback—such as complaints about taste, hygiene, or service—can influence other potential customers. When such feedback spreads frequently, it can reduce trust and discourage new visitors from trying the food.

It is also observed that strong reactions (both positive and negative) gain more attention. This means that one bad experience, if shared widely, can impact the image of the tea stall more than several normal experiences.

At the same time, repeated negative experiences can gradually reduce customer satisfaction and loyalty. On the other hand, consistent positive feedback builds trust and attracts more customers.

VI. BUSINESS MANAGEMENT AND CUSTOMER PROTECTION:

For a business like **HRK Tea & Fast Food**, long-term success depends not only on selling good food but also on maintaining proper management, customer safety, and trust. Instead of rules made by international organizations, small businesses must follow clear internal standards to ensure smooth operation and customer satisfaction.

Strong business management includes transparency, responsibility, and customer-focused service. Customers expect honesty in pricing, quality in food, and a safe, clean environment.

Key Business Guidelines for HRK Tea & Fast Food

1. Transparency (Clear & Honest Service)

- Display clear menu and prices
- No hidden charges
- Maintain consistency in quality

Builds customer trust

2. Accountability (Responsibility)

Take responsibility for food quality

- Handle customer complaints properly
- Improve based on feedback

Improves reputation

3. Quality & Safety Standards

- Maintain hygiene in food preparation
- Use fresh ingredients
- Keep utensils and area clean

Ensures customer safety

4. Customer Protection

- Provide safe and healthy food
- Avoid low-quality or harmful ingredients
- Ensure proper storage of food items

Builds long-term customer loyalty

5. Continuous Monitoring & Improvement

- Regularly check food quality and service
- Observe customer preferences
- Update menu based on demand

Keeps business competitive

6. Customer Rights & Satisfaction

- Respect customer feedback
- Provide good service experience
- Create a friendly environment

Encourages repeat customers

VII. BUSINESS CHALLENGES

1. Lack of Clear Data

Most small businesses depend on observation rather than proper data.

Problem:

- Difficult to know exactly what works best
- No clear measurement of customer preferences

2. Limited Local Understanding

Customer preferences vary by location, culture, and taste.

Problem:

- What works in one area may not work in another
- Need to understand local customer demand

3. No Fixed Strategy

Many tea stalls operate without a proper plan.

Problem:

- Inconsistent quality
- Irregular promotion
- Missed growth opportunities

4. Limited Customer Insight

It is difficult to fully understand customer behavior.

Problem:

- Why customers come or stop visiting is not always clear
- No proper feedback system

5. No Standard Measurement System

There is no fixed way to measure business performance.

Problem:

- Hard to track daily growth
- Difficult to compare improvement over time

VIII. FUTURE SCOPE

The future of **HRK Tea & Fast Food** holds strong potential for growth and expansion through continuous improvement and adaptation to customer needs. As customer preferences keep changing, the business can grow by focusing on better quality, improved service, and creative presentation of food items. Expanding the menu with new and trending fast food options, along with maintaining the taste and uniqueness of chai, can attract a wider range of customers.

In addition, increasing visibility through digital platforms can help the business reach more people and build a strong local identity. A clean environment, comfortable seating, and friendly service will further enhance customer satisfaction and encourage repeat visits. Over time, the business can also explore opportunities such as home delivery, online orders, and opening new branches in different locations.

IX. CONCLUSION

HRK Tea & Fast Food represents more than just a small food business; it reflects how a simple idea, when supported by quality and consistency, can grow into a successful venture. The foundation of the business lies in providing good taste, maintaining hygiene, and creating a comfortable space where customers can relax and enjoy their time. These elements play a major role in shaping customer satisfaction and building long-term trust.

The challenges faced by the business, such as competition, changing customer preferences, and maintaining service quality, are not accidental but natural outcomes of a growing market environment. Regular customers, demand for variety, and expectations for quick service all influence how the business operates and evolves over time. When the focus remains only on sales without considering customer experience, growth becomes limited. Therefore, balancing quality, service, and innovation is essential.

Simply relying on traditional methods is not enough for long-term success. The business needs a combined approach that includes improving food quality, adopting modern methods like online promotion and delivery, and understanding customer needs more deeply. At the same time, proper planning and management are necessary to ensure smooth operations and sustainable growth.

In conclusion, the future of HRK Tea & Fast Food depends on continuous improvement, customer-focused strategies, and smart business decisions. With the right direction and dedication, it has the potential to grow from a small tea stall into a strong and recognized brand in the local market.

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