Abstract

The tea trade has a significant specificity associated with the originality of the product itself and also with human health. It was by the middle of the XIX century tea has become an essential part of everyday consumption and culture of the peoples of the Russian Empire, both Tatars and Russians. The Kazan tea trade was one of the most significant in Russia. This is due both to the historical tradition of the tea trade route, cultural and trade ties with the East, and the importance of Kazan as a major city. The main aim of the study is to inspect the Kazan newspapers as a source on the history of the tea trade in the second half of the XIX century. To meet that aim, collection and processing of data from printed newspaper advertising of the second half of the XIX century, primarily published in Kazan newspapers of that period are conducted. Based on the results, the tea trade, as one of the most competitive areas of trade, is accompanied by significant advertising communications in terms of volume. They reflect the specifics of this type of trade, its seasonal features, and changes in the product range. It is important to identify leading Kazan tea traders with the involvement of other sources. Methods of conducting this type of trading are of interest. Newspaper advertising is one of the most interesting sources in this regard.

Keywords: history of Russian advertising, history of tea trade, market, tea road

1. Introduction

By the middle of the XIX century, tea has become one of the most favorite drinks of Kazan residents: both Tatars and Russians. "... Tea plays a huge role in our country, ... after bread and salt, it is almost the first demand in Russia" the correspondent of Kazan Provincial Gazette stated with some exaggeration in 1860. Kazan tea traders were among the largest in Russia. In the second half
of the XIX century tea could be bought in almost any shop: from the smallest to large stores. Being a "colonial" product, tea was relatively expensive. This is one of the reasons for its forgery, when weak tea or tea with extraneous additives was sold. Buying in special stores guaranteed against forgery, although tea was more expensive there (Rodnov and Makarova, 2016; Mamghaderi et al., 2022; Turboer and Silvius, 2022).

The high profitability of the tea trade led to significant competition in the industry. Newspaper advertising is the best proof of this. The largest group of newspaper advertising for the sale of food products are ads of tea traders (Ellis, 2021; Galanin et al., 2019; Hussain and Jergeas, 2022). But there is a special feature here. Old tea trading firms that occupied a certain place on the market in the first half of the XIX century hardly used advertisements in newspapers. It was used by those who started trading again. But thanks to the "strong alliance of traders against the pockets of consumers" the rivalry was smoothed out.

2. Methods

This paper is based on the collection and processing of data from printed newspaper advertising of the second half of the XIX century, primarily published in Kazan newspapers of that period. The main focus was on the following newspapers: "Kazan Stock Exchange list", "Volzhsky Vestnik", "Reference leaflet of Kazan", for the period of 1860-1870. Kazan Provincial Gazette" (Unofficial part). Newspaper advertising is a mass source. At the same time, this type of source combines a variety of qualitative characteristics with the mass character of its existence. Therefore, along with the sample method for newspapers of the 1870s and 1890s (the sample was 15 % of the total population), a continuous survey method was applied for newspaper issues of the 1850s and 1860s (1412 issues). Thus, not only quantitative, but also qualitative representativeness of the sample population is ensured (Nye, 1991).

To confirm the information contained in advertising sources, the comparative method should involve other types of sources, primarily statistical, related to the economic development of Kazan in the context of all-Russian processes in the second half of the XIX century. The use of methods of analysis and synthesis made it possible to identify the main characteristics of the retail and, to a lesser extent, wholesale tea trade, characteristic of Kazan and generally typical of Russia in the second half of the XIX century.

The lack of concrete data was filled in by methods of extrapolation (for example, in connection with all-Russian processes), logical interpolation (logical insertion of the missing element in the reasoning) and intuitive conclusion.

3. Results and discussion

As stated in one of the first studies of Russian-Chinese trade relations, Kazan trading houses were second only to Irkutsk, Kyakhta and Moscow traders in terms of their importance in the Russian tea trade. Moreover, a number of commercial enterprises have been doing business in Kyakhta for decades (Korsak, 1857). In 1858, according to the Kazan City Duma, there were 27 tea shops in the city with an annual turnover of more than 360,000 rubles, which accounted for approximately 7 % of the total turnover of Kazan trade.

Murzaev was one of the first - by the end of August received bohea, flower, red, green and "different family" tea from the Nizhny Novgorod Fair (Korsak, 1857). But by 1855, the goods began to arrive directly from Kyakhta in the spring. Since the beginning of the 1860s, the tea trade has been moving away from Murzaev in the background. He begins to specialize in selling church utensils, vestments, haberdashery, wallpaper, and clothing. At the end of 1868, Murzaev sold his store to V. Unzhenin. The family trade of the latter in Kyakhta tea in the Kazan shopping mall was
founded in 1826. By the end of the century, V. Unzhenin had two stores in Nizhny Novgorod, Simbirsk, Menzelinsky fairs (Galanin, 2018).

Initially successful, but also like Murzaev, in the late 1860s, which ended unsuccessfully, was the tea trade of N. J. Kozlov. "Having direct relations with Kyakhta", in 1859 he opened a shop on Voskresenskyi Street in Akchurina. Trade began to develop - the facility on Prolomnyi Street in the house of Blochin appeared in 1861 (Skubnevskii and Goncharov, 2002). Buyers were attracted by a combination of quality and lower prices than others (Smith, 2003). "In the 60s, his [Kozlov's] store was ... one of the best in Kazan, so that to this day some people have not forgotten the popularity that the deceased enjoyed at that time", we read in the obituary written twenty years later (Nekrolog, 1889). But since the mid-1860s, the tea trade has ceased to be so successful - wallpaper, Havana sugar, etc. were offered in advertising. In 1869, having lost almost everything on an unsuccessful bill operation, Kozlov sells the store on Voskresenskyi to Savinykh. The closure of a number of tea shops may have occurred as a result of the displacement of Kyakhta tea from the Russian market by the beginning of the 1870s by cheaper Cantonese tea, that is, imported not by land, but by sea.

The constant trade of land-imported tea of the heirs of I. V. Savinov proved to be more durable than Kozlov, having passed in the XX century. The reason is a serious attitude to quality, which has been stated in every advertisement. In 1885, due to the increase in duties, Savin raised prices more than some other tea traders.

The newspaper explanation was the desire to preserve quality and maintaining the same prices would inevitably affect it (Galanin et al., 2019). Many tea traders made significant concessions when buying from them in large quantities. But often one type of tea was replaced by another, less high-quality and cheaper. The heirs of I.V. Savin reduced the price less than others: when selling more than 10 pounds not more than 20 kopecks per pound at its price from 1 ruble 20 kopecks to 2 rubles 56 kopecks.

The explanation is the same: "good quality" (Galanin, 2018). This company took advertising seriously. Only in the first half of 1889, subscribers of the Kazan Stock Exchange List were sent twice the price list and announcements from the tea shop of I. V. The Savins. Most likely, the statements about the quality of tea in the press were justified so that trade grew. In 1896, the previously independent wholesale and retail store of D.M. Lavrentyev, at the corner of Petropavlovsk Street and the left side of Bulak, became a branch of the tea trade (Savin and Shmelev, 1896).

Chinese tea traders regularly came to Kazan. So, in 1875, it was the firm of Wang-Hu-Sin, and in 1889 - Heung-Lung-Go (Kazan Stock Exchange leaflet, 1875). Their prices were generally not lower than those set by Kazan traders. In the middle of the XIX century, tea was delivered to Kazan via Kyakhta. As a quality guarantee, many advertised receiving tea "in their own udder" and even personally delivering (Galanin et al., 2019; Korsak, 1857; Galanin, 2018). A separate topic of research can be the relationship between the development of industry in the Kazan province and the tea trade. Thus, the products of the leather industry, which was of great importance for Kazan, were largely sold in Kyakhta in exchange for tea. One of the most extensive statistical studies of the Kazan province in the middle of the XIX century, notes that six goat tanneries of Tatar entrepreneurs produced leather almost exclusively for sending to Kyakhta "for tea exchange" and in the second quarter of the century their production volumes increased approximately twice. Especially noteworthy is the goatskin factory of P. I. Kotelov, whose products were awarded for high quality at the London International Exhibition.

In 1861, the government lifted the ban on the transportation of tea by sea. It turned out to be half the price of land delivery. Cantonese tea is rapidly gaining ground on the Russian market. In 1862, S.I. Pchelin opened wholesale and retail sales in Kazan. Although there are still many lovers of Kyakhta tea. In order to reduce the price of Kyakhta tea, Russian traders are starting to start their
own plantations in China or go to the interior of the country for direct purchases "directly from the plantations of tea owners" (Galanin et al., 2019).

Selling tea by yield was one of the most profitable. Therefore, many large Kazan entrepreneurs were engaged in it. In 1861, V. T. Bautin, the wine trader, opened a Chinese tea shop. In the 1860s and early 1870s, podzyukon, sintenhu, yuchuanyu, ju hu chuan and other varieties of Kyakhta tea at a price of 1 ruble to 1 ruble 90 kopecks per pound could be purchased at the shop of A.L. Kurmanayev, the Kazan soap breeder, on Prolomnyi Street in Zharov. According to newspaper advertising data, the tea trade was affected by the state's customs policy. The reduction of duties for Kyakhta tea in 1862 led to a decrease in prices by 15-30 kopecks per pound, and their increase in 1885 led to an increase in prices by an average of 16 kopecks.

Tea was usually sold in paper packaging (labels) weighing in 1, 1/2, 1/4 and 1/8 pounds and in cans of 1.1/2, 1/4 pounds. More expensive tea was sold in boxes, for example, flower tea, which cost from 3 to 6 rubles per pound. It was also possible to buy "box of bohea tea in Chinese lead closure weighing from 5 to 20 pounds for each box".

Almost always, tea shops offered sugar and coffee (Galanin et al., 2019; Korsak, 1857). During trips to China, in addition to tea, other goods were purchased. S. I. Pchelin took orders "for the extract of silk fabrics and other Chinese products from Hankou, Tien Jinn, Beijing, Shanghai and other cities of the Chinese empire." His store offered silk, "Chinese twisted sets of various colors for ladies' business and ball gowns, summer fabrics white fang-za and chesu-chi" (Just received from Hankou as a rarity, 1875). D. M. Lavrentyev, the tea trader, in addition to Chinese fabrics, sold "received from Nagasaki ... very convenient for gifts elegant lacquered Japanese products" (boxes, trays, etc.). In the middle of the XIX century, the bulk of silk products sold in Kazan came here directly from Kyakhta along with tea (Galanin, 2018). The usual content of tea advertising is the name of varieties with prices, terms of sale, as well as praising the company and marketing techniques to attract customers. During the second half of the XIX century, traders gradually moved from complex imaginary names to simpler ones or to original Chinese ones.

The transformation of tea culture into an important part of everyday Russian and Tatar culture (Sattarova et al., 2019) is directly related to the development of wholesale and retail tea trade. The growing role of advertising in the marketing policy of tea traders was related to the change in trading approaches in the second half of the XIX century (Galanin et al., 2019).

Newspaper advertising of the tea trade is one of the most important groups of advertising in Kazan newspapers of the second half of the XIX century. It provides valuable information about the characteristics of tea as an important part of everyday life and culture in Russia. This source allows to specify information about the product range, packaging forms, sales features, and pricing policies. Advertising allows to specify the list of traders who sell tea products. It is also interesting to identify trade combinations of tea with other Chinese goods of the region of origin.

Advertising of the tea trade makes it possible to trace the influence of the Russian customs policy on the prices of the domestic market.

5. Conclusions

Tea trade in Kazan in the second half of the XIX century is one of the most important directions in wholesale and retail trade, which has a turnover comparable to the trade in bread and leathers, which traditionally were the leading ones. Newspaper advertising reflected the high level of competition in this market. The participation of many leading entrepreneurs in the field of trade in tea trading indicates a relatively high profitability of this type of trade and tea importance for human health.

The ad also reflected the problem of product falsification. Buying tea in a reputable retail store with a good reputation, according to newspaper statements, was supposed to protect the
Kazan newspapers as a source on the history of the tea trade in the second half of the XIX century

consumer from deception. But quality comes with a price. The link "high quality-high price" for tea advertising is very relevant.

Newspaper advertising has preserved the names of many varieties of tea. This can be the basis for restoring the range and geography of tea supply, since often the origin of a particular tea variety was associated with a certain region of China.

Thus, newspaper advertising is interesting for describing the geography of trade relations between Kazan and such an important economic area as the tea trade.

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