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## Factors Affecting the Quality of the Tea, Taste of Customers

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## ABSTRACT

**Background:** Since tea is a product of the economic and strategic importance is based on FAO statistics, domestic and international, Tea producing country, yet provide for domestic consumption. Thus, the cost and harvesting of the tea gardens of this product compared to other products of the country was economically less. On the other hand, issues such as; incompetent tea factories and packaging industries, low operation of the education system, bad pricing and dried green tea leaf, not a lack of proper system operation there is a single row, and the indiscriminate importation of the tea processing are the appropriate policy rate Tea is very little return on investment in agro-industry. (Salkvy Alavi, 2009). **Objective:** Therefore this study has been the role of factors which can have an effect on the taste and satisfaction of customers. context. The main question is whether the quality of this tea as well as internal and external factors the quality of tea (such as taste, packaging, prices and government policies, etc.) or not alter the taste of the consumer is Begins. **Results:** Methods based on research design, descriptive and applied in accordance with the purpose and first of all, based on the theoretical foundations of the problem, the main variables identified. Then extract the required data and parameters considered were collected and analyzed by spss software for Statistical analysis was performed to test hypotheses and ultimately. Measurement tools that questionnaires are side measure attitudes tea products are used to 384 clients. Data for analysis and order descriptive (correlation matrix and multiple regression test) hypotheses are examined. **Conclusion:** Bryan this hypothesis was confirmed by the catch tea product quality and customer satisfaction level of reliability 99% there is a significant relationship. Producing the behavior and preferences of the consumer's needs and desires important role in producing quality products and the most important role in attracting more consumers are more satisfied.

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## INTRODUCTION

This study emphasized the important issue is that, due to the difficulties in the last few years Dissatisfaction of farmers, merchants, factory owners, and even green tea have been produced and processed dry tea with recession and in some years there has been a severe lack of the actual purchase price of green leaf tea, Not support the production of Gay's tea production process and the lack of a clear strategy to support the determination and of tea, the release of the gardens, tea factories remain closed and the downturn of the economic cycle in the production and processing of tea Are. Definitely reduced acreage and production loss, irreparable harm in the short-term complications High in the long term will lead to a disregard of the harm it causes to the nation provides. ( Union North of tea, 2011) in the last contributions customers to design new products and services, as a Important factor for success is companies consider(Svnds1 *et al*, 2011). Focus on service quality and Product quality in service industries have been developed in countries (Wang2, 2004). Quality assurance started to customer needs, satisfaction, he ends therefore, producers should design voice of the customer throughout the process products and services are given (Ni3 *et al*, 2007). Marketing studies show that the Service quality perceived by customers as the most important factors that influence customer satisfaction (Mohammadi, 2011).

In this study, in order to increase beneficiary participation in programs, using its experience and knowledge and also for understanding and Understanding the effects of policies, plans and programs and policies implemented in the past and the future development of this program They were trying to increase the participation of their experience and knowledge can be used to collect and produce information. (Syed

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Abbaszade., 2001). In case of emergency important research topic nowadays can say manufacturing or service organizations, Customer satisfaction is considered as an important criterion for measuring the quality of their work, and this trend is increasing. It must be said that in today's competitive conditions are predicted for the future is more compact, customer satisfaction, customer retention and customer satisfaction is of increasing importance in organizations (Kazemi, 2009). However, the reasons It was a collaborative study by the research interview and were trying to form a partnership or mutual scholarly research has increased stakeholder confidence and enable them to exercise their own actions. Therefore, in this study, have been several meetings of representatives of communities tea, tea industry experts and researchers, experts At issue are invited to gather around a table. The objective of the study was to investigate the independent and dependent variables Debate and discussion of issues and limitations related to the study of the relationships and interactions Be measured and analytical study of the theoretical and historical aspects of the subject and the situation will be dealt with and to collect information from library resources, the Internet, information packages and their knowledge and experiences Experts and stakeholders are used. So one of the important factors in this study is an important issue of consent consumer is. In other words, customer satisfaction is the case in every industry, including agriculture Is important. This paper is the role of tea and tea external and internal factors. That can affect the taste and quality of customer satisfaction will be examined. (samavy, 2008)

#### Methodology:

The aim of this study was to determine the effect of each of the quality factors on customer satisfaction and minor goals... Explore the relationship between quality factors affecting customer satisfaction, explore how the fusion of quality factors on customer satisfaction, Priority ranking and quality characteristics that affect customer satisfaction, improving the tea sales by optimizing quality factors found in the research. Moreover, this research Priority in this regard include: Jamal and Nasser (2003), Alavi Salkvy (2009), vazir Zanjani (2010) Hashem Hosseini Zadeh (2009), Krvyyn and Taylor (2009) is used, and thus the research hypotheses are as follows:

1 -The quality factors (internal and external tea flavor) and customer satisfaction in the purchase decision, there is a family relationship.

2 - Between the quality (color and aroma of both internal and external) and customer satisfaction in the purchase decision, there is a family relationship.

3 - The quality factors (internal and external of packed tea) and customer satisfaction in the purchase decision, there is a family relationship.

First of all, based on the theoretical foundations of the problem, the main variables identified. Then extract the required data and parameters considered were collected and analyzed using statistical software spss for Statistical analysis was performed to test hypotheses and ultimately. This study was based on descriptive and practical purpose. . The research study now farmers, factory owners, businessmen and above all consumers of tea clones are in the city. Sample and the number of customers and consumers Products is tea. Due to the number of customers is not so clear for the generalizability of tea much of the study is the formula that is used about 384. In this study, Random sample - stratified used. Instrument is a questionnaire designed to collect information on From very low to very high Likert classified in this study to determine the validity of the test instrument Content validity (logic) to be used by Delphi. The comments of a number of professors and experts

This questionnaire was used in the formulation. Emphasis on internal consistency reliability coefficients for validity questions Used, using Cronbach's alpha coefficient of 0.834 stands.

#### Results:

To analyze the data, the proposed objectives, the amount or value of each variable is based on data and Scores obtained from the questionnaire were identified. The description of the statistical data of the two explanations is formed. The statistical indicators, such as ample tables, bar charts and indicators tended to center And scattering (mean, variance, standard deviation) were analyzed using the statistical explanatory Spearman correlation matrix and multiple testing (qualitative or quantitative variables rankings) are tested hypotheses.

Statistics		
Sample		
384	Valid	N
0	The loss	

The samples examined in this study using Cochran formula, 384 were

The role of higher-quality wines in convenient packaging

The role of higher-quality wines in convenient packaging					
Cumulative percentage	Percentage of valid	Percent	Abundance		
5.7	5.7	5.7	22	Average	Sample
48.4	42.7	42.7	164	very	
100.0	51.6	51.6	198	Very much	
	100.0	100.0	384	Total	

Mean: 4.46 SD: 0.603 Variance: 0.346

The role of packaging in high quality tea had an average of 5.7% of the respondents claimed that, 42.7 percent and 51.6 percent of have to mach very important role in their expressions.

The smell and color of the high quality wines

The smell and color of the high quality wines					
Cumulative percentage	Percentage of valid	Percent	Abundance		
1.1	1.1	1.01	2	Average	Sample
9.6	9.4	9.4	36	very	
49.5	39.8	39.8	153	Very much	
100.0	50.5	50.5	194	Total	
	100.0	100.0	384		

Mean: 4.41 SD: 0.667 variance: .445

About the smell and color of the high quality wines had an average of 9.4% of the respondents claimed that, 39.8 percent and 50.5 percent of have to mach very important role in their expressions.

Role in the production of higher quality wines taste

Role in the production of higher quality wines taste					
Cumulative percentage	Percentage of valid	Percent	Abundance		
1.1	1.1	1.01	2	Average	Sample
10.7	10.4	10.4	40	very	
38.8	28.1	28.1	108	Very much	
100.0	61.2	61.2	235	Total	
	100.0	100.0	384		

Mean: 4.41 SD: 0.667 variance: .445

The higher the quality the taste of the tea had an average of 10.4% of the respondents claimed that, 28.1 percent and 61.2 percent of have to mach very important role in their expressions.

Table prioritize the most influential factors regarding the quality of the product quality tea

Descriptive Statistics					
Maximum	Minimum	Std. Deviation	Mean	N	
5	2	.689	4.50	384	Taste
5	3	.603	4.46	384	Packing
5	2	.667	4.41	384	Color and Odor
5	3	.643	4.38	384	Technology
5	3	.694	4.34	384	Factory
5	0	.682	4.34	384	Fertilizer

As the table shows measures of central tendency and dispersion, the important factors in higher product quality, flavor tea, tea packaging and tea are the major contributors to the significant level of product quality control tests are also significant differences between variables.

## 2. Statistics explanatory:

Significant correlation between the quality of the tea table tea products imported from overseas and satisfaction with the purchase of the controlling families.

Multiple correlation matrix between factors external quality tea and tea production satisfied with the purchase of the controlling family

Quality of domestic wines	Tea production satisfied the			
0.666	1.000	Correlation	Family purchasing responsible for the content of the internal control variable Tea	
.000	.	Significance (2-tailed)		
381	0	Df		
1.000	0.666	Correlation	The quality of tea production	
.	.000	Significance (2-tailed)		
0	381	Df		

As Spearman correlation test shows a significant correlation between the quality of foreign wines and imported wines degree of satisfaction with the purchasing agent control families. (Significance level: 0.000 correlation coefficient: 0.666) with 99% confidence we can say that the above hypothesis is accepted.

Multiple correlation matrix between the inner quality of tea:

Significant correlation between the quality of domestic tea production of tea product in satisfaction with household income levels of control there.

Multiple correlation matrix between the quality of tea, tea production satisfied domestic and household income levels of control within the

Quality of domestic wines		Tea production satisfied the		
0.649	1.000	Correlation	Household income levels of control variables satisfying the domestic tea	
.000	.	Significance (2-tailed)		
381	0	Df		
1.000	0.649	Correlation	The quality of tea production	
.	.000	Significance (2-tailed)		
0	381	df		

As Spearman correlation test shows a significant correlation between the quality of foreign wines and imported wines degree of satisfaction with household income levels of control there. (Significance level: 0.000 correlation coefficient: 0.649) with 99% confidence we can say that the above hypothesis is accepted.

Significant correlation between the quality of the tea table tea products imported from overseas and satisfaction with the purchase of the controlling families.

Multiple correlation matrix between the quality of foreign wines and imported wines, with the consent of the controlling family shopping

Tea external quality factors	Tea production satisfied the			
.649	1.000	Correlation	Tea external quality factors	Family purchasing responsible for the content of external control variable Tea
.000	.	Significance (2-tailed)		
381	0	df		
1.000	.649	Correlation	Tea external quality factors	
.	.000	Significance (2-tailed)		
0	381	df		

As Spearman correlation test shows a significant correlation between the quality of foreign wines and imported wines degree of satisfaction with the purchasing agent control families. (Significance level: 0.000 correlation coefficient: 0.649) with 99% confidence we can say that the above hypothesis is accepted.

Significant correlation between the quality of the tea table tea products imported from overseas and satisfaction with household income levels of control there.

Multiple correlation matrix between the quality of foreign wines and imported wines satisfaction with household income levels of control

Tea external quality factors	Tea production satisfied the foreign			
0.647	1.000	Correlation	Household income levels of control variables satisfying the foreign tea	
.000	.	Significance (2-tailed)		
381	0	Df		
1.000	0.647	Correlation	Tea external quality factors	
.	.000	Significance (2-tailed)		
0	381	Df		

As Spearman correlation test shows a significant correlation between the quality of foreign wines and imported wines degree of satisfaction with household income levels of control there. (Significance level: 0.000 correlation coefficient: 0.647) with 99% confidence we can say that the above hypothesis is accepted.

#### *Discussion:*

The quality of local wines and produce a product relate the Spearman correlation test results showed a significant correlation between the production of quality tea and tea products there is a degree of satisfaction . ( Significance level : 0.000 correlation coefficient : 0.694 ). Terms of quality and other factors have contributed to the satisfaction of the local wines . In other words, no matter how the individual factors affect the quality of tea production satisfied domestic consumption of tea is equally well inside the greater will be a satisfaction . The external factors affecting the quality of the tea showed a significant correlation between the quality of foreign wines and imported wines degree of satisfaction with the purchasing agent control families .show.

#### *Conclusion:*

The correlation test results relating to affecting the quality of the tea production satisfied domestic and foreign variables controlling for family income and purchasing witness the family needs to learn the correlations were significant., the most important factors in high quality tea packaging and tea factories, tea their preferred as being deficient in other words, packaging, low level of education in farming systems, policies and uncontrolled imports, pricing, unsuitable green tea and marketing industry problem of insufficient demand (consumer) changes in consumer tastes and his satisfaction with the quality of tea is affected. The analysis of this study can be said to play a role in the high level of product quality, customer satisfaction of the product. Attitude toward the production of consumer needs and desires and preferences play an important role in producing quality products and the most important role in attracting more consumers are more satisfied.

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