

THE CUSTOMER PREFERENCE AND SATISFACTION LEVEL IN THE ORGANIC TEA PRODUCTS

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ABSTRACT

The need to satisfy customers for success in any commercial enterprise is very obvious. The income of all commercial enterprise is derived from the payments received for the products and services supplied to its customers. Customers are the sole reason for the existence of commercial establishments.

Thus the core activity and perhaps one of the most important activities of any company is to attract and retain customers. It is therefore no surprise that Peter Drucker the Management Guru has said, "To satisfy the customers is the mission and purpose of every business". Initially customers can be attracted by advertisements and other efforts by the marketing personnel and made to buy the product or services. But they are not sufficient to retaining them. This establishes the need for and the prime importance of customer satisfaction. If the level of satisfaction was higher than that with output of the limited competition, one could retain the customer.

Today farmers, Agriculture business are facing tough competition. The customers have a wide choice to select different products. In order to survive the competition the producers have to do a better job of meeting and satisfied customer needs than their competitors.

Nowadays the organic products play an important role in the global economy, so this study discuss about how the farmers or producers should continuously adapt to the upcoming trends in the society with the agriculture products. The farmers should manage to create a solution to improve their sales, image and awareness through the innovation and creativity.

Key words: Organic products, Agriculture, Customers.

INTRODUCTION

A customer is a person who brings as his wants. It is our job to handle them profitably to him and to ourselves. Customer is one of the assets in our business. Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along.

CUSTOMER SATISFACTION

In marketing, Customers is very often referred to as “king”. Customers are value maximize. Consumer satisfaction is defined by Webster’s dictionary as “fulfillment of a need or want”. Satisfaction is a person’s feeling of pleasure or disappointment, resulting from comparison of product’s perceived and actual performance in relation to his or her expectations.

REQUIREMENTS FOR CUSTOMER SATISFACTION

Quality, Fair prices, Good customer handling skills, Efficient delivery, Effective and economical after sales service, Serious consideration of consumer complaints

TEA INDUSTRY WITH VARIOUS PROCESSES

Nowadays, tea is propagated by allowing the cutting consisting of a mother leaf to root in control climatic condition. The various steps are as follows

Planting, Plucking, Pruning, Shade Regulation, Plant protection

PRODUCT PROFILE

Black Tea

Black Tea is fully oxidized and roasted. After brewing, the color is often reddish brown and has a maltose flavor and a rich flowery aroma. Examples: Monkey Picked, Red Plum, Chrysanthemum Keemun etc. The leaves are then crushed or rolled either manually or in modern day machines. This step bruises the leaf by rupturing the interior cell wall and exposing enzymes in the leaf to oxygen. Thus beginning an oxidation /fermentation process that can last for several hours. When the leaves turn into a coppery color.

Green Tea

Green Tea is non oxidized and pan fried in low heat. After brewing the tea is green or yellowish in color and has nutty taste and a woody aroma. Examples: Dragon Well, Green Snail Spring, Shen Cha, etc. After harvesting, tea leaves are allowed to slightly wilt. Shortly thereafter, they are steamed or pan-fired. This process is necessary in order to prevent enzymes oxidation/fermentation of the leaves from occurring, keeping the leaves a natural, and fresh and in green color.

OBJECTIVE OF THE STUDY

- To know and analyze the customer satisfaction level towards the organic tea.
- To study the market potential of the product.
- To understand the Customers choice of the product.

RESEARCH METHODOLOGY

Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way.

Primary data: An open ended questionnaire was formulated to find out the customer satisfaction .The total sample consist of 150 respondents .

Secondary data: These details were obtained through the websites and news cuttings.

Tools of analysis

SIMPLE PERCENTAGE METHOD

Simple percentage analysis refers to find out then it becomes easy to find the relative difference between two or more attributes.

Percentage = no of respondents/total number of respondents *100

Table No.1 various brands previously used by the respondents

Opinion	Brand Name				
	Brookbond Three Roses	Lipton	Evergreen	Assam	Others (Unbranded)
Consumed	124	111	106	120	142
Not-Consumed	26	39	44	30	8
Total	150	150	150	150	150

The above table reveals that majority (142 numbers) unbranded tea, whereas 124 Brook Bond Three Roses, 120 Assam, While 111 Lipton and the remaining 106 respondents have used.

Table No2 Purchase of ORGANIC TEA from various outlets in the market

Particulars	No of Respondents	Percentage
Departmental Stores	25	17
Super market	42	28
Grocery shops	65	43
Others	18	12
Total	150	100

The 55 percentage of the respondents purchase ORGANIC TEA from Grocery Shops and other shops 45% whereas from Super Markets, Departmental Store.

Table No.3 Level of satisfaction of the customers after using ORGANIC TEA

Level of satisfaction	No of respondents	Percentage
Very high	24	16%
High	67	45%

Medium	41	27%
Low	18	12%
Total	150	100%

The 61%percentage of the respondents are satisfied after consuming ORGANIC TEA and 12% respondents rated low about the satisfaction level.

CHI-SQUARE

Chi-square test enables to explain whether or not two attributes are associated. Chi-square is calculated as follows.

$$X^2 = \sum (o_{ij} - E_{ij})^2 / E_{ij} \quad O_{ij} = \text{observed frequency} \quad E_{ij} = \text{expected frequency}$$

Degree of freedom play an important part in using the chi-square distribution and tests are based on it. The degree of freedom is worked out as follows

$$d.f = (c-1) (r-1) \text{ where 'c' means number of columns and 'r' means number of rows}$$

Table No.4 Relationship between the Age of the Respondents and Consumption of Tea /day

Age group	Consumption of tea/day				Total
	One in a day	Twice a day	Thrice a day	More than three times	
Less than 20 Years	8	5	4	3	20
20-40 Years	42	14	9	7	72
40-60 Years	9	16	12	3	40
Above 60 Years	3	7	5	3	18
Total	62	42	30	16	150

Observed	Expected	(O-E)^2/E
8	8.2667	0.0086
42	29.76	5.0342

9	16.5333	3.4325
3	7.44	2.6497
5	5.6	0.0643
14	20.16	1.8822
16	11.2	2.0571
7	5.04	0.7622
4	4	0
9	14.4	2.205
12	8	2
5	3.6	0.5444
3	2.1333	0.3521
7	7.68	0.0602
3	4.2667	0.376
3	1.92	0.6075
		21.8562

H₀: Null Hypothesis

There is no significant relationship between the Age of the respondents and consumption of Tea / day.

H₁ : Alternative Hypothesis

There is no significant relationship between the Age of the respondents and consumption of Tea / day.

$$X = (O-E)^2 / E = 21.8562$$

$$\text{Degree of Freedom} = (c-1)(r-1) = (4-1)(4-1) = 3 \times 3 = 9$$

$$= 16.919$$

The result of the chi-square test reveals that the calculated chi-square value is more than the table chi-square value at 5% level of significance and therefore the relationship and Consumption of Tea / day is significant. Thus Consumption of Tea /day holds good. Thus the alternative hypothesis is accepted.

SUGGESTIONS

- Some of the remote areas are not getting the product due to lack of supply. The frequency of supply may be increased

- Most of the respondents expect some more improvement in the product. This may be considered carefully.

CONCLUSION

The key to Generating high customer loyalty is to deliver high customer value with the products. Good customers handling skill is an essential requirement for a salesman. The salesman should understand buyer's behavior and act accordingly. The sales person should not be rigid in his dealings. Instead he should have a flexible approach adopting his presentation to each customer needs. A study was undertaken to analyze the level of satisfaction and product consumption and Customers opinion towards organic Tea. Based on the findings finally the researcher contributes few valuable suggestions received from the respondents for further developments and improvements of the products.

