

A STUDY ON CUSTOMER SATISFACTION TOWARDS GREEN TEA

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ABSTRACT

The customers are showing interest towards healthy food and beverages in the present world. The tea industry is biggest industry in the world because almost 90 percent of people consume tea. The consumption of green tea had become popular in the recent years. The purpose of this paper is to understand the factors which influence customer satisfaction with regard to green tea. The independent variable is customer satisfaction and the dependent variables are price, health and weight. This paper also explains how consumers have gained information about green tea. The statistical techniques like descriptive statistics, regression analysis and correlation analysis etc have been implemented for data analysis. It is found from the study that significant relationship exists between the dependent and independent variables.

KEY WORDS: customer satisfaction, green tea, healthy beverages, sustainable tea, tea.

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