

**Factors Affecting Customer Satisfaction on Brand X Green Tea:
A Case Study of Bangkok Consumers**

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Abstract

This research determines the factors affecting customer satisfaction on Brand X green tea as well as the relationship between independent variables (quality of tea, price, brand image, and health concern) and dependent variable (customer satisfaction). The quantitative method was used in this research. The sampling procedure is non-random snowball sampling. The survey questionnaire is an online questionnaire via social network including Facebook, Line application, and Twitter. The scope of this research includes 385 Bangkokians who have purchased Brand X green tea. The data analysis used a statistical analysis program to perform descriptive, correlation, and multiple linear regression. The research found that the quality of tea is the most significant factor in customer satisfaction. Price and brand image have significant relationships with customer satisfaction. In contrast, health concern has no significant relationship with customer satisfaction on Brand X green tea.

Keywords: customer satisfaction, quality of tea, price, brand image, health concern

Introduction

Tea (*Camellia sinensis*) is the most consumed drink in the world. It was discovered around 2,700 BC and it is one of the oldest drinks in the world. World tea production (Black, Green, and Instant) in 2013 was 5,063,900 tons. China was the biggest tea producing nation with a yield of 1,924,500 tons, representing more than 38 percent of the world aggregate, while production in India, the second biggest manufacturer, yielded 1,200,400 tons (FAO IGG Secretariat, 2015).

World tea export in 2013 was 1,768,500 tons. Kenya exported the most tea with 419,500 tons, while China ranked the second with 329,700 tons (FAO IGG Secretariat, 2015). World tea consumption in 2013 was 4,842,100 tons. China had the most tea consumption with 1,614,200 tons, while India's was 1,001,400 tons, ranked the second (FAO IGG Secretariat, 2015).