

## Factors Affecting Customer Satisfaction and Customer Loyalty toward Myanmar Green Tea

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**Abstract: Purpose:** This research aims to determine the effect of customer satisfaction and customer loyalty toward Myanmar green tea. In this research, the researcher will emphasize variables that quality of tea, Price, health Concern, Perceived value, customer satisfaction and customer loyalty. **Design/Methodology/Approach:** This research has conducted the process of data collection by using a questionnaire with 410 respondents who drink green tea and live in Myanmar and the process of quantitative analysis by the statistical program. **Findings:** The main finding supports that quality of tea, Price, health concern, Perceived value, customer satisfaction and customer loyalty. The result show that respondents have a positive attitude to Myanmar green tea. **Research limitations/ Implication:** There are many limitations while working on this research, gathering information and collecting data from respondents during political crisis in Myanmar and the Covid-19 pandemic are the major limitation of this research. **Originality/Value:** This research study related variables that factors effecting customer satisfaction and customer loyalty toward Myanmar green tea.

**Keywords:** Quality of tea, Price, Health concern, Perceived value, Customer Satisfaction, Customer loyalty

**Paper type:** Research Paper

**JEL Classification Code:** M21, M31, O13,J11

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### I. Introduction

#### 1.1 Background of the study

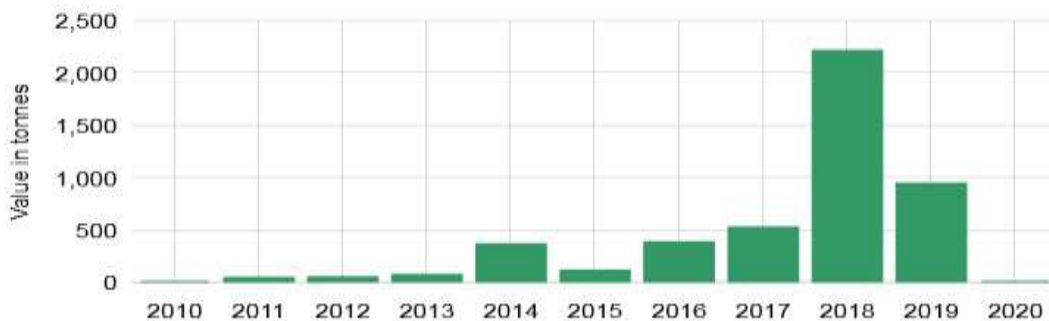
Tea is the most popular beverage in the world, aside from water, due to its enormous global consumption and production rates (Koriyama et al., 2006). According to Kris-Etherton and Keen (2002), roughly three billion kg of tea are produced worldwide each year. Furthermore, experts stated that drinking tea could have significant health repercussions in people (Zaveri, 2006). Tea is becoming a more and more popular beverage on the planet. Because of the economic importance of tea production, which is estimated to be in the range of 1-1.5 million tons per year, little attention has been paid to the chemical and physical changes that occur during tea processing. The three primary forms of tea, black, green, and instant tea, are created by processing the young shoot or flush of the tea plant (*Camellia sinensis*), which consists of the terminal bud and two neighboring leaves, as illustrated opposite.

In many parts of the world, tea is produced from the *Camellia sinensis* plant and is consumed as green, black, or oolong tea. However, of all of them, drinking green tea had the most significant benefits on people's health. The first green tea was brought from India to Japan in the seventeenth century. Green tea, which is mostly eaten in Asia, some areas of North Africa, the United States, and Europe is believed to be produced in roughly 2.5 million tons of tea leaves per year around the world. The link between tea consumption, particularly green tea consumption, and human health has long been recognized. During the production process, green tea and black tea are processed differently. Green tea is made by steaming freshly picked leaves to avoid fermentation and produce a dry, stable beverage. Tea has a high nutritional value and contains more than 20 essential elements for human health. It also has a variety of functions, including stimulating the central nervous system, increasing immunity, anti-oxidation, and controlling glucose and lipid metabolic disorders.

### Background of Myanmar Green Tea

In Myanmar, the tea plant (*Camellia sinensis*) is known as "laphet," which refers to traditional fermented tealeaf. It has a long history of being a favorite inherited meal. During Myanmar's monarchy in ancient times, fermented tealeaves were utilized as a symbol of reconciliation or peace between two opponents (Htay et al., 2006). Myanmar Green Tea is mostly produced in Myanmar's Kachin, Chin, and Shan states (Burma) Made from Myanmar's natural green tea leaves (Burma). There are no chemical fertilizers or insecticides utilized. In the processing, sophisticated technologies and machinery were used. Myanmar is one of the few nations where tea is both consumed as a beverage and as a delicacy-pickled tea, a specialty of this area. Dry tea leaves are drunk with hot water, fermented tea leaves are used to make tea salad, and green leaves are utilized as food or medicinal. Fermented tea leaves have been a staple cuisine in the country since ancient times, and are consumed on a daily basis in family gatherings, monasteries, and national holidays (Han & Aye, 2015). In 2019 Myanmar sold 942 tons of green tea. In 2019 alone, the interest in Myanmar green tea (processed category) has shrunk, with a change of -57.395 % compared to the year 2018. Between 2017 and 2019, green tea's exports increased by 81.15 pc bringing the country US\$0.38m for the year 2019. Myanmar's green tea exports are categorized as Figure 1.

- Green tea in immediate packings of > 3 kg (HS code 090220)
- Green tea in immediate packings of <= 3 kg (HS code 090210)



**Figure 1.** Myanmar green tea Market

**Sources:**<https://www.selinawamucii.com/insights/market/myanmar/green-tea/>

The figure describes the state of the tea market in Myanmar, to present actual and retrospective information about the volumes, dynamics, structure and characteristics of production, imports, exports and consumption and to build a forecast for the market in the medium term. In addition, the report presents an elaborate analysis of the main market participants, the price fluctuations, growth and demand drivers of the market and all other factors, influencing its development.

The purpose of this study is to look at the components that affect consumer satisfaction and loyalty in the green tea market in Myanmar. As the green tea industry becomes more competitive, this research can help marketers understand what characteristics will have the greatest impact on customer satisfaction and loyalty in Myanmar green tea.

### 1.2 Research Objectives

As mentioned earlier, there are several factors influencing customer loyalty. For independent variables: qualities of tea, price, health concern and perceived value bring an impact on dependent variables, customer satisfaction and customer loyalty. Finally, customer satisfaction (IV) affects customer loyalty (DV). Therefore, this study is to precisely examine those relations influencing variables of customer loyalty.

1. To determine the cause and effect of quality of tea on customer loyalty in green tea in Myanmar.
2. To determine the cause and effect of price on customer loyalty in green tea in Myanmar
3. To determine the cause and effect of health concern on customer loyalty in green tea in Myanmar.
4. To determine the cause and effect of perceived value on customer loyalty in green tea in Myanmar.
5. To determine the cause and effect of customer satisfaction on customer loyalty in green tea in Myanmar.

### 1.3 Research Questions

- 1) Does quality of tea have a significant influence on customer satisfaction?
- 2) Does price have a significant influence on customer satisfaction?
- 3) Does health concern have a significant influence on customer satisfaction?
- 4) Does perceived value have a significant influence on customer satisfaction?

5) Does customer satisfaction have a significant influence on customer loyalty?

#### **1.4 The Significance of the study**

Although there are limits to this study, the researcher believes that the findings could provide important insight to green Tea. Because the purpose of this study is to explain the relationship between the variables of quality of tea, price, health concern, perceived value, customer satisfaction and customer loyalty of green tea in Myanmar. The findings of this study can be applied by marketers in the green Tea industry. Green Tea brands and marketers may be able to decide ways to supply existing customers with customer satisfaction and loyalty in the future depending on the findings of this study. This study would be intellectually beneficial if it looked into ways to educate those who are interested in issues and topics related to Myanmar's green tea business. It is critical to explore the elements that will influence green tea purchase intentions in Myanmar.

## **II. Literature review and hypotheses development**

### **2.1 Theories of Each Variable**

#### **2.1.1 Quality of tea**

Customers' perceptions of food quality, such as whether it is delicious, healthy, or visually appealing, are crucial indicators of customer satisfaction, and perceived pricing influences the relationship between food quality and customer satisfaction. When customers believe the price is appropriate, their satisfaction with the food quality can improve (Ryu & Han, 2009; Toe La Wan & Nuangjarnong, 2022). According to Kotler et al. (2018) define Product Quality as the totality of features and characteristics of a product or service that depends on the ability it has to satisfy expressed or implied needs. Improved product quality will maintain a high level of customer satisfaction, encouraging customers to make their next purchase. Furthermore, numerous studies have shown that improved product quality benefits firms by establishing a long-term client base and creating a valuable resource for company–customer loyalty (Yuen & Chan, 2010).

#### **2.1.2 Price**

According to Kotler (2000), price is the only factor of the marketing mix that generates sales revenue; while the other elements are tied to cost. Customers must spend a certain amount of money to receive a product, which is referred to as the price. Customer satisfaction, the likelihood of shifting, and positive word-of-mouth are all directly affected by pricing perception (Lymperopoulos et al., 2013). Konuk (2017) showed a correlation between pricing and satisfaction and trust in consumer purchases. According to Hanif et al. (2010), pricing have a greater impact on customer satisfaction than customer services. Price was the primary element influencing consumer satisfaction, according to Afzal et al. (2013) findings; if prices fluctuate, customers change to other products. According to Ismail et al. (2016), pricing is the sum of the values that customers exchange for the advantages of having or utilizing a product or service, not only the amount of money charged for it. Because a customer constantly evaluates whether he is receiving the most value from the product relative to his spending, price is a significant influence in satisfaction and product loyalty.

#### **2.1.3 Health Concern**

The phenolic compounds in tea undergo considerable modifications throughout technological processing. They oxidize and produce compounds that are black and brown in color, giving the tea drink its distinctive hue. Catechins are additional significant phenolic substance representatives. They are best recognized for being incredibly potent antioxidants. It has been demonstrated that Catechins are more powerful in eradicating free radicals than other antioxidants like vitamins C and E, which makes them very advantageous to the human body (Swanson, 2003). The vast majority of respondents said they would flavor their tea with natural ingredients like peppermint, lemon, cinnamon, and lavender. The most popular option was to improve tea's taste, while other people suggested that adding such natural flavoring may boost tea's health benefits, which also need further research (AlHafez et al., 2016).

#### **2.1.4 Perceived Value**

Perceived value is a subjective estimate of a product's worth, which can be good or negative depending on the demands of the customer. If consumers are satisfied with the fairness of the cost-value ratio, they recognize the proportion of production elements they have received from the operator (Rust & Oliver, 1994), which leads to higher service value and has a significant impact on consumers' post-purchase behavior intentions. Value is the significant distinction between perceived advantages and costs, to put it simply. On the other hand, Value defines that appears to be extremely personal and distinctive, and may differ significantly from one consumer to the next (Holbrook, 1994; Zeithaml, 1988). Customers' perceptions of the benefits they

receive and the sacrifices they make are referred to as value (Zeithaml, 1988). The forms of sacrifices vary depending on the situation and the clients. Value, according to Tam (2004), is a key aspect that influences customer behavior.

## **2.2 Related literature Review**

### **2.2.1 Quality of tea, Price, Health concern and customer satisfaction**

Indrani et al.(2018) did a study on Customers' Perceptions and Satisfaction towards Green Tea, their awareness, brand preference, and the factors influencing purchasing green tea, especially in Coimbatore City. Customer satisfaction is influenced by service and food quality (Al-Tit, 2015).Eskildsen et al. (2004) product quality has a direct impact on purchase intentions, performance, customer loyalty, and satisfaction .Furthermore, a number of studies found a positive relationship between product quality and overall consumer satisfaction.According to Tsuji et al. (2007), Toe La Wan and Nuangjamnong (2022),and Brady et al. (2006), core product quality is more strongly related to customer satisfaction and loyalty than service quality. According to Djumarno et al. (2018), it is possible that price suitability can support customer satisfaction after obtaining the required level of customer benefits, encouraging customers to continue to trust and make repeat purchases. Green tea consumers are looking for a good price or a reasonable price(Chanthasaksathian & Nuangjamnong, 2021; Hua & Nuangjamnong, 2021; Nitchote & Nuangjamnong, 2022; Wongsawan & Nuangjamnong, 2022).Consumers are concerned about the price of normal tea because it is less expensive than green tea.However, a small percentage of consumers are willing to spend a premium price for green tea because it is beneficial to their health and aids in weight loss, among other things. The price and health are the two most important considerations. Green consumption has an impact on decision-making. Tsuji et al. (2007) and Bradyet al. (2006) argued that core product quality is stronger associated with satisfaction and loyalty as compared to service quality.

H1: Quality of tea has no significant influence on customer satisfaction.

H2: Price has no significant influence on customer satisfaction.

H3: Health concern has no significant influence on customer satisfaction.

### **2.2.2 Perceived Value, Customer Satisfaction and Customer loyalty**

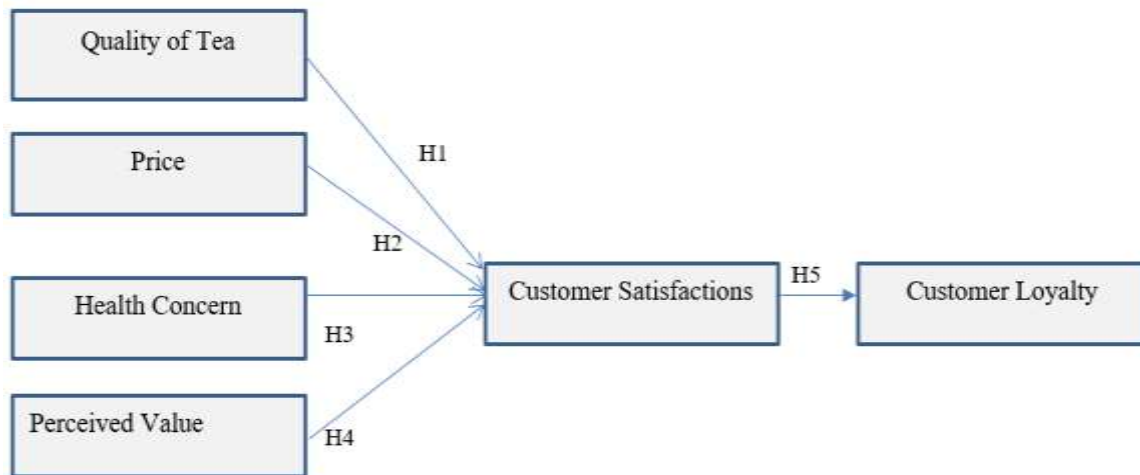
Kim and Na (2013) conducted research on organic tea consumers' purchase intention and found that perceived value increases green tea purchase satisfaction. Furthermore, among organic tea consumers, purchase satisfaction influences purchase intention.According to Sakthrama and Venkatram (2013), Consumers purchase green tea for a variety of reasons, including health benefits, familiarity, and environmental awareness.While it is claimed that value has a direct impact on customer satisfaction with a supplierbyChanthasaksathian and Nuangjamnong (2021), Hua and Nuangjamnong (2021), Nitchote and Nuangjamnong (2022), Wongsawan and Nuangjamnong (2022)and that satisfaction is dependent on value Ravald and Gronroos (1996), customer value has received little attention in service evaluation (Lemmink et al., 1998). It has been suggested that perceived value (Bolton and Core).Researchers also mentioned that customer perceptions of value were a strong predictor of behavioral intentions, customer satisfaction, and loyalty (Ryu et al., 2008). Zamazalová (2008) discussed the key factors that can be used to measure customer satisfaction and have an impact on it.Customer loyalty has been found to be significantly influenced by customer satisfaction.Consumer satisfaction also affects customer trust, and Vithya(2017) shown that customer satisfaction precedes customer trust.Most frequently customer satisfaction is considered an important antecedent of customer loyalty. In other words, customer loyalty is calculated as a straight outcome of customer satisfaction (Heskett et al., 1997). Further, Consuegra et al. (2007) and Wong and Zhou (2006) pointed out that customer loyalty is partially improved by satisfaction as one of the most influential factors.

H4: Perceived value has no significant influence on customer satisfaction.

H5: Customer satisfaction has no significant influence on customer loyalty.

## **2.3 Conceptual Framework**

Three theoretical frameworks have been used to support to conduct the conceptual framework. The first theoretical framework from the article “Factors affecting customer satisfaction on Brand X Green Tea: A Case study of Bangkok Consumers by Chanruechai (2021). The second theoretical framework from the article “The factors influence customer satisfaction and loyalty: A study of Tea Beverage in Bangkok by Pattarakitham (2015). The third theoretical framework from the article “Influencing Factors on Customer Satisfaction towards American Brands in the Food and Beverage Industry” by Atiqah et al. (2013). Figure 2 presents the conceptual framework in this study.



**Figure 2.** The conceptual framework

Based on the proposed conceptual framework the researchers composed five hypotheses to

- H1: Quality of tea has no significant influence on customer satisfaction.
- H2: Price has no significant influence on customer satisfaction.
- H3: Health concern has no significant influence on customer satisfaction.
- H4: Perceived value has no significant influence on customer satisfaction.
- H5: Customer satisfaction has no significant influence on customer loyalty.

### **III. Research methodology**

#### **3.1 Research Design**

The term "research" refers to the examination of a specific problem with the goal of determining an accurate solution (Sekaran, 2003). To examine the factors influencing customers' satisfaction and loyalty toward Myanmar green tea, the researcher used a descriptive research method, which entails stating what, where, when, who, and how questions about individuals, objects, organizations, the environment, and groups (Zikmund et al., 2013). As a result, the researcher collected data from respondents via online questionnaires. According to Zikmund et al. (2013), a survey is a type of research technique that entails the collection of data via an interview or questionnaire. It is a time-efficient, accurate, and efficient method of understanding the population for the researcher. As a result, the researcher collected data from respondents via questionnaires, as questionnaires are a common method of data collection (Pickard, 2007). Apart from the questionnaire, the researcher expected to collect the data from 400 prospects to ascertain whether they were representative of a particular and qualified population. A self-administrative survey is distributed to enable respondents to independently respond to all questions.

##### **3.1.1 Target Population and sample size**

According to Hair et al. (2010), the target group consists of individuals who share similar characteristics, have data to collect, and are relevant to the research project. Cooper and Schindler (2011) defined it as "individuals, records, or events associated with a particular topic." Zikmund et al. (2013) conceptualized the target population as a group of individuals who share certain characteristics. The target population is the totality of respondents who fall into the chosen category (Burns & Grove, 1997).

In Myanmar, Twenty-one administrative divisions, including seven regions, seven states, one union territory, one self-administered division, and five self-administered zones. The target population of this study is Myanmar people who live in Myanmar and have drunk Myanmar green tea. According to the World meter, the population of Myanmar is **54,409,800**. However, the number of the target population of people who live in Myanmar and have had experience drinking green tea is unsure. Therefore, the researcher used the target population as unknown.

A sample is a smaller group of subjects drawn from the population in which a given study was conducted for the purpose of drawing conclusions about the population targeted. For example, Kothari (2004) argued that the result from the sample can be used to make generalizations about the entire population as long as it is truly represented. The study was executed by different personnel who met the study design. The study used a sample of respondents from each place, making a total of 410 respondents who participated in the formula for the sample was given in equation (i) at the confidence interval of 95% with significance level of 5% at z-score  $(Z) = 1.96$ . Therefore, the sample size in this study defines as 385 respondents as follows:



Define:  
 z-score (Z) = 1.96  
 Margin of error (e) = 0.05  
 Standard deviation (p) = 0.50  
 $n = [(1.96) \times (0.5 \times (1-0.5))] / (0.5)$   
 $n = 384.16$  respondents = 385 respondents

**3.1.2 Sample Procedures**

In this study, the researcher used a non-probability sampling method which is a technique based on the subjective judgment of the researcher. It is a technique that is applied widely for Quantitative research. As such, the researcher applied convenience sampling and snowball sampling techniques in a non-probability method to collect data since the participants would be screening in accordance with the purpose of the study. For convenient sampling, it involves using respondents that are convenient to the researcher and there is no form of accepting these respondents (Edgar & Manz, 2017). For snowball sampling, it is one of the most popular research techniques that can be blended into several stages of various types of research.

**3.2 Validity**

**3.2.1 Content validity with the index of item-objective congruence**

The researcher uses the Index of Item-Objective Congruence (IOC) to screen the questionnaires. It is a procedure used to develop the test to assess the validity of content in the item development stage (Turner & Carlson, 2003). IOC stands for concordance between questions and objectives. If any question has an IOC value of less than 0.5, the relevant question should be revised according to the objectives to be measured. Conversely, items with a score higher than or equal to 0.5 are acceptable (Turner & Carlson, 2003). For this study, the author used 3 experts to evaluate and share the opinions about the questionnaire to determine the content validity score (Rovinelli & Hambleton, 1977). The results of IOC for each item were higher than 0.5, meaning all of the questions are acceptable to distribute to the respondents.

**3.2.2 Internal Consistency Reliability with Pilot Testing**

The pilot test was recently conducted by the review of experts, focus groups, or cognitive interviews for questionnaires (Lavrakas, 2008). Drawing on Cooper and Schindler (2011), the sample size of the pilot study should be 25 to 100. Thus, the participants of this present study numbered 50, which is acceptable. This customer satisfaction toward green tea questionnaires was administered to 50 people in Myanmar to find the reliability of the questionnaires. The collected data of the questionnaires were analyzed using a statistical program to compute the Cronbach's alpha (a) coefficient to find the reliability of the questionnaire. The coefficient reliability of the range of Cronbach's alpha (a) is 0 to 1. The reliability of the questionnaire on customer satisfaction toward green tea needs to be at least more than 0.70 according to the suggestion of Cronbach's alpha coefficient (George & Mallery, 2003). The reliability of the questionnaire for this study was 95, which is good and excellent. The result of the overall computed pilot data was shown in table 1 below:

**Table 1.** The Value of Reliability Analysis of Each Item and Variable in Pilot test (n=50)

| Item No.               | Measurement Items  | Cronbach's alpha (a) | Strength of Association |
|------------------------|--|----------------------|-------------------------|
| <b>Quality of Tea</b>  |  | <b>.812</b>          | <b>Good</b>             |
| QT1                    | I am satisfied with the quality of green tea                             | .962                 | Excellent               |
| QT2                    | Green tea in the market is nutritious and fresh                          | .965                 | Excellent               |
| QT3                    | I trust the quality of tea from Myanmar.                                 | .962                 | Excellent               |
| <b>Price</b>           |  | <b>.849</b>          | <b>Good</b>             |
| PR1                    | Green tea is available at reasonable prices.                             | .962                 | Excellent               |
| PR2                    | The price in relation to customer satisfaction                           | .962                 | Excellent               |
| PR3                    | The price of green tea is important for me when I buy it for convenience | .961                 | Excellent               |
| PR4                    | I Prefer the taste of green tea even price is high                       | .962                 | Excellent               |
| <b>Health Concern</b>  |  | <b>.895</b>          | <b>Good</b>             |
| HC1                    | Green tea is good for your health.                                       | .962                 | Excellent               |
| HC2                    | Green tea is healthier compared to regular tea                           | .961                 | Excellent               |
| HC3                    | Green tea helps with weight loss.  | .961                 | Excellent               |
| HC4                    | I decided to buy green tea that is good for my health                    | .960                 | Excellent               |
| <b>Perceived Value</b> |  | <b>.897</b>          | <b>Good</b>             |

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|                              |  |             |                  |
|------------------------------|--|-------------|------------------|
| PV1                          | Drinking green tea makes me feel energy and fresh.             | .961        | Excellent        |
| PV2                          | Green tea is good value for money.                             | .961        | Excellent        |
| PV3                          | The overall ability of green tea satisfies me                  | .961        | Excellent        |
| PV4                          | Green tea offers products of consistent                        | .962        | Excellent        |
| <b>Customer Satisfaction</b> |  | <b>.909</b> | <b>Excellent</b> |
| CS1                          | If I had to choose again, I would still drink green tea        | .962        | Excellent        |
| CS2                          | Drinking green tea is the right decision.                      | .961        | Excellent        |
| CS3                          | I am satisfied with my decision to drink green tea             | .961        | Excellent        |
| CS4                          | I think I did the right thing when I chose to drink green tea  | .962        | Excellent        |
| <b>Customer Loyalty</b>      |  | <b>.909</b> | <b>Excellent</b> |
| CL1                          | I intend to say positive things about green tea                | .962        | Excellent        |
| CL2                          | I intend to drink green tea in the future.                     | .961        | Excellent        |
| CL3                          | I intend to encourage relatives and friends to drink green tea | .961        | Excellent        |
| CL4                          | I think I did the right thing when I chose to drink green tea  | .961        | Excellent        |

**IV. Data analysis**

**4.1 Reliability testing**

The researcher desired to find out a variable’s incongruity or errors from the questionnaire, which used the participants 410 at this step. The Cronbach’s Alpha test is used to evaluate and analyze the respondents’ reliability as shown in Table 2.

Table 2, the Cronbach's alpha for each variable indicates that all variables are reliable and that strength is connected with internal consistency, which is valid because values are larger than .90 implies that a factor's reliability is strong. The greatest reliability value is for quality of tea at .928, followed by price at .919, perceived value at .915 and health concern at .911, and the final two variables, customer satisfaction at .908 and customer loyalty at .917. The alpha value of the overall twenty-three items of six variables is .916.

**Table 2.** Cronbach’s Alpha (*n=410*)

| <b>Variables</b>      | <b>Cronbach’s Alpha (<math>\alpha</math>)</b> | <b>Number of Items</b> | <b>Interpretation</b> |
|-----------------------|---|------------------------|-----------------------|
| Quality of Tea        | 0.928   | 3                      | Reliable              |
| Price                 | 0.919   | 4                      | Reliable              |
| Health Concern        | 0.911   | 4                      | Reliable              |
| Perceived Value       | 0.915   | 4                      | Reliable              |
| Customer Satisfaction | 0.908   | 4                      | Reliable              |
| Customer Loyalty      | 0.917   | 4                      | Reliable              |
| <b>Overall items</b>  | <b>0.916</b>                                  | <b>23</b>              | <b>Reliable</b>       |

**4.2 Descriptive Analysis of Demographic data**

The authors employed descriptive analysis in a statistical program to study demographic data on respondents who like to drink green tea in Myanmar. Demographic data such as income, location, frequency of drinking and the taste of green tea were analyzed to gain a better understanding of respondents’ personal characteristics through descriptive analysis in table 3.

In the frequency and percentage of respondents in table 3 by age group, 32 respondents are under the age of 17 or equal to 17 years old, constituting 7.8% of the total, while 319 respondents are between the ages of 18 and 30 years, constituting 77.8%. Following that, 50 respondents (12.2 percent) are between the ages of 31 and 40, and the remaining 9 respondents are between the ages of 40 and over, with a percentage of 2.2 percent among the 410 respondents. Most respondents participate in this survey have earned income lower than 100,000 to 100,000 kyats per month with 221 respondents with 53.9%, followed by 148 respondents with 36.1% have income per month between 100,001 to 500,000 kyats, 41 respondents with 10% have earned between 500,001 and over kyats per month among the 410 respondents. In Myanmar, there have been categorized into two areas, state and regions. The states have 175 respondents with 42.68%. The regions have consisted of 235 respondents with 57.31% among the 410 respondents. Asking about how many times you drink green tea per week, 4 times are 143 respondents with 34.9%, 3 times 90 respondents with 20%, followed by 3 times 86 respondents with 21%, then 1 time 91 respondents with 22.2%. When asking about the taste of green tea, the majority of

respondents respond the Mild taste at 190 respondents with 46.3%, followed by balance taste at 106 respondents with 25.9%, then strong taste at 94 respondents with 22.9%, lastly, weak taste at 20 respondents with 4.9% among 410 respondents.

**Table 3.** The frequency distribution and percentage of Demographic Data (*n*=410)

| <b>Ages</b>                                     | <b>Frequency</b> | <b>Percentage</b> |
|---|------------------|-------------------|
| under 17  | 32               | 7.8               |
| 18 to 30  | 319              | 77.8              |
| 31 and 40                                       | 50               | 12.2              |
| 40 and Above                                    | 9                | 2.2               |
| <b>Total</b>                                    | <b>410</b>       | <b>100</b>        |
| <b>Income</b>                                   | <b>Frequency</b> | <b>Percentage</b> |
| Lower to 100,000 Kyats                          | 221              | 53.9              |
| 100,001 to 500,000 Kyats                        | 148              | 36.1              |
| 500,001 to above Kyats                          | 41               | 10.0              |
| <b>Total</b>                                    | <b>410</b>       | <b>100</b>        |
| <b>Describe your state/regions in Myanmar</b>   | <b>Frequency</b> | <b>Percentage</b> |
| State   | 175              | 42.7              |
| Region  | 235              | 57.3              |
| <b>Total</b>                                    | <b>410</b>       | <b>100</b>        |
| <b>How many times do you drink per week?</b>    | <b>Frequency</b> | <b>Percentage</b> |
| 1 time  | 91               | 22.1              |
| 2 times   | 86               | 21.0              |
| 3 times   | 90               | 22.0              |
| 4 times   | 143              | 34.9              |
| <b>Total</b>                                    | <b>410</b>       | <b>100</b>        |
| <b>When asking about the taste of green tea</b> | <b>Frequency</b> | <b>Percentage</b> |
| Mild taste                                      | 190              | 46.3              |
| Balance taste                                   | 106              | 25.9              |
| Strong taste                                    | 94               | 22.9              |
| Weak taste                                      | 20               | 4.9               |
| <b>Total</b>                                    | <b>410</b>       | <b>100</b>        |

#### 4.3 Mean and standard deviation

This section is the summary of the mean and standard deviation of each variable consisting of quality of tea, price, health concern, perceived value, customer satisfaction and customer loyalty. The criteria for interpreting the mean scores have been set up by adaptation from Moidunny (2009) as 4.21 – 5.00 (very high), 3.21 – 4.20 (high), 2.61 – 3.20 (medium), 1.81 – 2.60 (low), and 1.00 – 1.80 (very low).

Table 4 depicts the mean and standard deviation of the survey instruments representing the overall quality of tea. The highest mean of quality of tea was “I am satisfied with the quality of green tea” which equals 3.97. Nonetheless, the lowest mean was “Green tea n market is nutritious and fresh” which equals 3.45. For the standard deviation, the highest was “Green tea in market is nutritious and fresh” which equals to 1.149. On the other hand, the lowest was “I am satisfied with the quality of green tea.” which equals 1.111. Table 4 depicts the mean and standard deviation of the survey instruments representing the overall Price. The highest mean of price was “I prefer the taste of green tea even price is high” which is equals 4.26. Nonetheless, the lowest mean was “The price in relation to customer satisfaction” which equals 3.84. For the standard deviation, the highest was “The price of green tea is important for me when I buy for convenience” which equals to 1.180. On the other hand, the lowest was “I prefer the taste of green tea even price is high.” which equals 1.067. Table 4 depicts the mean and standard deviation of the survey instruments representing the overall Health concern. The highest mean of health concern was “Green tea is healthier compared to regular tea” which is equals 4.20. Nonetheless, the lowest mean was “Green tea helps in weight loss” which equals 3.99. For the standard deviation, the highest was “Green tea is good for health” which equals to 1.068. On the other hand, the lowest was “Green tea is healthier compared to regular tea.” which equals 1.029. Table 4 depicts the mean and standard deviation of the survey instruments representing the overall Perceived Value. The highest mean of perceived value was “Drinking green tea makes me feel energy and fresh” which is equals 3.98. Nonetheless, the lowest mean was “Green tea offers products of consistent” which equals 3.61. For the standard deviation, the highest was “Green tea offers products of consistent” which equals to 1.132. On the other hand, the lowest was “Drinking green tea makes me feel energy and fresh.” which equals 0.990. Table 4 depicts the mean and standard deviation of the



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survey instruments representing the overall customer satisfaction. The highest mean of customer satisfaction was “I am satisfied with my decision to drink green tea” which is equals 3.95. Nonetheless, the lowest meaning was “If I had to choose again, I would still drink green tea” which equals 3.77. For the standard deviation, the highest was “If I had to choose again, I would still drink green tea” which equals to 1.129. On the other hand, the lowest was “I think I did the right thing when I chose to drink green tea.” which equals 1.036. Table 4 depicts the mean and standard deviation of the survey instruments representing the overall customer loyalty. The highest mean of customer loyalty was “I think I did the right thing when I chose to drink green tea” which is equals 4.10. Nonetheless, the lowest mean was “I intend to say positive things about green tea” which equals 3.88. For the standard deviation, the highest was “I intend to encourage relatives and friends to drink with green tea” which equals to 1.086. On the other hand, the lowest was “I think I did the right thing when I chose to drink green tea.” which equals 0.980.

**Table 4.** Mean and Std. Deviation

| <b>Quality of tea</b>        |   | <b>N</b> | <b>Mean</b>  | <b>Std.</b>  | <b>Interpretation</b> |
|------------------------------|---|----------|--------------|--------------|-----------------------|
| QT1                          | I am satisfied with the quality of green tea                          | 410      | 3.97         | 1.111        | High                  |
| QT2                          | Green tea in the market is nutritious and fresh                       | 410      | 3.45         | 1.149        | High                  |
| QT3                          | I trust the quality of tea from Myanmar.                              | 410      | 3.92         | 1.135        | High                  |
| <b>Overall</b>               |   |          | <b>3.78</b>  | <b>1.131</b> | <b>High</b>           |
| <b>Price</b>                 |   |          |              |              |                       |
| PR1                          | Green tea is available at reasonable prices.                          | 410      | 3.88         | 1.070        | High                  |
| PR2                          | The price in relation to customer satisfaction                        | 410      | 3.84         | 1.105        | High                  |
| PR3                          | The price of green tea is important for me when I buy for convenience | 410      | 3.88         | 1.180        | High                  |
| PR4                          | I Prefer the taste of green tea even price is high                    | 410      | 4.26         | 1.067        | High                  |
| <b>Overall</b>               |   |          | <b>3.965</b> | <b>1.105</b> | <b>High</b>           |
| <b>Health Concern</b>        |   |          |              |              |                       |
| HC1                          | Green tea is good for health.   | 410      | 4.09         | 1.068        | High                  |
| HC2                          | Green tea is healthier compared to regular tea                        | 410      | 4.20         | 1.029        | High                  |
| HC3                          | Green tea helps with weight loss.                                     | 410      | 3.99         | 1.060        | High                  |
| HC4                          | I decide to buy green tea that is good for my health                  | 410      | 4.09         | 1.035        | High                  |
| <b>Overall</b>               |   |          | <b>4.09</b>  | <b>1.048</b> | <b>High</b>           |
| <b>Perceived Value</b>       |   |          |              |              |                       |
| PV1                          | Drinking green tea makes me feel energy and fresh.                    | 410      | 3.98         | 0.990        | High                  |
| PV2                          | Green tea is good value for money.                                    | 410      | 3.85         | 1.042        | High                  |
| PV3                          | Overall ability of Green tea is satisfies me                          | 410      | 3.94         | 1.088        | High                  |
| PV4                          | Green tea offers products of consistent                               | 410      | 3.61         | 1.132        | High                  |
| <b>Overall</b>               |   |          | <b>3.84</b>  | <b>1.063</b> | <b>High</b>           |
| <b>Customer Satisfaction</b> |   |          |              |              |                       |
| CS1                          | If I had to choose again, I would still drink green tea               | 410      | 3.77         | 1.129        | High                  |
| CS2                          | Drinking green tea is the right decision.                             | 410      | 3.91         | 1.067        | High                  |
| CS3                          | I am satisfied with my decision to drink green tea                    | 410      | 3.95         | 1.072        | High                  |
| CS4                          | I think I did the right thing when I chose to drink green tea         | 410      | 3.93         | 1.036        | High                  |
| <b>Overall</b>               |   |          | <b>3.89</b>  | <b>1.076</b> | <b>High</b>           |
| <b>Customer Loyalty</b>      |   |          |              |              |                       |
| CL1                          | I intend to say positive things about green tea                       | 410      | 3.88         | 1.069        | High                  |
| CL2                          | I intend to drink green tea in the future.                            | 410      | 3.98         | 1.024        | High                  |
| CL3                          | I intend to encourage relatives and friends to drink green tea        | 410      | 4.03         | 1.086        | High                  |
| CL4                          | I think I did the right thing when I chose to drink green tea         | 410      | 4.10         | 0.980        | High                  |
| <b>Overall</b>               |   |          | <b>3.99</b>  | <b>1.039</b> | <b>High</b>           |

**4.4 Hypothesis Testing Results**

**4.4.1 Results of Multiple Linear Regression of H1, H2**

*Statistical Hypothesis*

**Ho:** Quality of tea (H1o) and price (H2o) have no significant influence on customer satisfaction.

**Ha:** Quality of tea (H1a) and price (H2a) have a significant influence on customer satisfaction.

A multiple linear regression (Table 5) was carried out to test Quality of Tea (H1) and Price (H2) significantly predicted Customer satisfaction. Both H1 and H2 in null hypotheses are rejected between Quality of Tea (H1), Price (H2) and Customer Satisfaction. The result of the regression indicated that the model explained 6.64% of the variance and that the model was significant,  $F(2,409) = 230.93, 0.000 < .05$ . It was found that Quality of Tea (H1) significantly predicted Customer Satisfaction ( $B = 0.320, 0.000 < 0.05$ ). In addition, Price(H2) significantly predicted Customer Satisfaction ( $B = 0.520, 0.000 < 0.05$ ). Therefore, Quality of Tea (H1) and Price (H2) have significant predicted Customer Satisfaction in Myanmar green tea. The result from hypotheses 1 and 2 showed that all independent variables used to determine affects to customer satisfaction are not overlapping and it had no problem of multicollinearity due to the VIF being less than 5. The result of the VIF value of both Quality of tea (H1) and Price (H2) are 1.814.

The final predictive model was: proportion of Quality of tea (H1) and Price (H2) on Customer Satisfaction =  $.617 + (.320 * \text{Quality of Tea}) + (.520 * \text{Price})$ .

**Table 5.** Multiple Linear Regression of H1, H2

| Variables               | B                              | SE. B | $\beta$ | t      | Sig.  | VIF   |
|-------------------------|--------------------------------|-------|---------|--------|-------|-------|
| (Constant)              | .617                           | .156  |         | 3.965  | .000  |       |
| Quality of Tea (QT)     | .320                           | .047  | .310    | 6.781  | .000* | 1.814 |
| Price (PR)              | .520                           | .049  | .484    | 10.600 | .000* | 1.814 |
| R <sup>2</sup>          | .532                           |       |         |        |       |       |
| Adjusted R <sup>2</sup> | .529                           |       |         |        |       |       |
| ANOVA                   | F(2,409) = 230.93, 0.000 < .05 |       |         |        |       |       |

*Note.* Dependent variable = Customer Satisfaction (CS), \* $p < .05$

**4.4.2 Results of Multiple Linear Regression of H3, H4**

*Statistical Hypothesis*

**Ho:** Health concern (H3o) and perceived value (H4o) have no significant influence on customersatisfaction.

**Ha:** Health concern (H3a) and perceived value (H4a) have a significant influence on customer satisfaction.

A multiple linear regression (Table 6) was carried out to test Health Concern (H3) and Perceived value (H4) significantly predicted Customer satisfaction. Both H2 and H3 in null hypotheses are rejected between Health Concern (H3), Perceived Value (H4) and Customer Satisfaction. The result of the regression indicated that the model explained 6.64% of the variance and that the model was significant,  $F(2,409) = 401.67, 0.000 < .05$ . It was found that Health Concern (H3) significantly predicted Customer Satisfaction ( $B = 0.499, 0.000 < 0.05$ ). In addition, Perceived Value (H4) significantly predicted Customer Satisfaction ( $B = 0.433, 0.000 < 0.05$ ). Therefore, Health Concern (H3) and Perceived Value (H4) have significant predicted Customer Satisfaction in Myanmar green tea. The result from hypotheses 3 and 4 showed that all independent variables used to determine affects to customer satisfaction are not overlapping and it had no problem of multicollinearity due to the VIF being less than 5. The result of the VIF value of both Health concern (H3) and Perceived value (H4) are 2.346.

The final predictive model was: proportion of Health Concern (H3) and Perceived Value (H4) on Customer Satisfaction =  $.182 + (.499 * \text{Health concern}) + (.433 * \text{Perceived Value})$ .

**Table6.** Multiple Linear Regression of H3, H4

| Variables               | B                              | SE.B | $\beta$ | t      | Sig.  | VIF   |
|-------------------------|--------------------------------|------|---------|--------|-------|-------|
| (Constant)              | .182                           | .134 |         | 1.366  | .173  |       |
| Health Concern(HC)      | .499                           | .047 | .471    | 10.698 | .000* | 2.346 |
| Perceived Value (PV)    | .433                           | .048 | .398    | 9.034  | .000* | 2.346 |
| R <sup>2</sup>          | .664                           |      |         |        |       |       |
| Adjusted R <sup>2</sup> | .662                           |      |         |        |       |       |
| ANOVA                   | F(2,409) = 401.67, 0.000 < .05 |      |         |        |       |       |

*Note.* Dependent variable = Customer Satisfaction (CS), \* $p < .05$

**4.4.3 Results of Simple Linear Regression of H5**

*Statistical Hypothesis*

**Ho:**Customer satisfaction (H5o) has no significant influence on customer loyalty.

**Ha:**Customer satisfaction (H5a) has significant influence customer loyalty.

A simple linear regression (Table 7) was carried out to test significantly predicted customer satisfaction (H5) on customer loyalty in Myanmar green tea. The null hypothesis is rejected. The result of the regression indicated that the model explained 1.025% of the variance and that the model was significant,  $F(1,409) = 753.40, 0.000 < 0.05$ . It was found that significantly predicted customer satisfaction (H5) on customer satisfaction ( $B = 0.764, 0.000 < 0.05$ ).

The final predictive model was: proportion of customer satisfaction (H5) on customer loyalty =  $1.025 + (0.764 * \text{customer satisfaction})$ .

**Table 7.** Simple Linear Regression of H5

| Variables                  | B                               | SE. B | $\beta$ | t      | Sig.  | VIF   |
|----------------------------|---------------------------------|-------|---------|--------|-------|-------|
| (Constant)                 | 1.025                           | .111  |         | 9.196  | .000  |       |
| Customer Satisfaction (CS) | .764                            | .028  | .805    | 27.448 | .000* | 1.000 |
| R <sup>2</sup>             | .649                            |       |         |        |       |       |
| Adjusted R <sup>2</sup>    | .648                            |       |         |        |       |       |
| ANOVA                      | F (1,409) = 753.40, 0.000 < .05 |       |         |        |       |       |

*Note.* Dependent variable = Customer Loyalty (CL), \* $p < .05$

**V. Conclusion and Recommendation**

**5.1 Summary of the study**

The summary of the study is based on research objectives and research questions which are to precisely examine those relations influencing variables of customer satisfaction and customer loyalty toward Myanmar green tea. The related factors in this study are Quality of tea, Price, Health concern, Perceived value, Customer satisfaction and Customer Loyalty. The five research questions that have directed the study were:

- Does Quality of Tea have a significant influence on customer satisfaction?
- Does Price have a significant influence on customer satisfaction?
- Does Health concern have a significant influence on customer satisfaction?
- Does Perceived Value have a significant influence on customer satisfaction?
- Does customer satisfaction have a significant influence on customer loyalty?

This study was quantitative. The study focused on people living in Myanmar who drink Myanmar green tea. The study's population was determined by PopulationU.com statistics (2022). Thus, the researchers use Krejcie and Morgan's (1970) sample size table to adjust the sample size in this study. This study uses stratified probability sampling and simple random sampling. To draw a proportional sample of 385 respondents, stratified random sampling divides the entire population into smaller groups or strata. However, of the 385 targets, 410 responded to the questionnaires.

A closed-ended question is a research tool in a structured questionnaire. The validity of the research tool was checked using the IOC and the Cronbach alpha reliability test before distributing the valid questionnaire. The IOC by three experts is greater than 0.5, and the Cronbach Alpha is greater than 0.75, implying strong associations with internal consistency. The data were analyzed using frequency, mean, and standard deviation. The study used inferential regressions to test variable hypotheses in depth. Overall, 410 respondents, found that the majority of respondents in this study was age group between 18 to 30 years old (319, 77.8%), earned as an income per month between 100,001 kyats or below (218, 53.2%), most people living in regions in Myanmar (235, 57.31%), 4 times or more often drinking green tea per week (134, 34.9%), the majority reason for considering first when buy a product was Mild taste (190, 46.3%). The mean and standard deviation of variables were in customer satisfaction and customer loyalty toward Myanmar green tea from the survey instruments. The highest mean of among variables in customer satisfaction and customer loyalty toward Myanmar green tea was health concern ( $\bar{x} = 4.09, SD = .886$ ), followed by customer loyalty ( $\bar{x} = 3.99, SD = .891$ ), price ( $\bar{x} = 3.96, SD = .874$ ), customer satisfaction ( $\bar{x} = 3.89, SD = .939$ ), perceived value ( $\bar{x} = 3.84, SD = .863$ ) and the last was quality of tea ( $\bar{x} = 3.77, SD = .909$ ). In order to explain the causal relationship in this study, the researcher applied multiple and simple linear regression for the testing of hypotheses. The simple linear regression (SLR) is used to determine the level of influence between customers' satisfaction and customer loyalty. Meanwhile, multiple linear regression (MLR) is used to determine the level of influence of customer loyalty on quality of tea, price, health concern, perceived value and customer satisfaction. The results of hypotheses testing show that all independent variables were rejected with a statistically significantly less than .05. The hypotheses testing results are summarized as shown in table 8 below.

**Table 8.** Summary of the hypotheses testing results

| <b>Statement of Hypothesis</b>   | <b>p-value</b> | <b>Decision results</b> |
|--|----------------|-------------------------|
| <b>H1o:</b> Quality of teahas no significant influence on customer satisfaction.         | .000*          | Rejected                |
| <b>H2o:</b> Pricehas no significant influence on customer satisfaction.                  | .000*          | Rejected                |
| <b>H3o:</b> Health concern has no significant influence on customer satisfaction.        | .000*          | Rejected                |
| <b>H4o:</b> Perceived valuehas no significant influence on customer satisfaction.        | .000*          | Rejected                |
| <b>H5o:</b> Customer satisfaction (H5o) has no significant influence oncustomer loyalty. | .001*          | Rejected                |

\**p-value* < .05

## 5.2 Discussion and Conclusion

Hypothesis testing showed that all five independent variables have significant effect on customer loyalty such as quality of tea, price, health concern, perceived value and customer satisfaction.

### 5.2.1 Quality of tea and Customer Satisfaction

First at all, this research offers initial evidence that quality of tea had a positive and highly significant relationship with customer satisfaction. The significant value of quality of tea and customer satisfaction is 0.000. A higher level of consumer satisfaction would be maintained, according to Yuen and Chan (2010), with greater product quality. Quality of the product is a significant factor that influences customer satisfaction and can be used to measure customer satisfaction, according to Zamazalová (2008), Suchánek et al.(2014),Chanthasaksathian and Nuangjamnong (2021), Hua and Nuangjamnong (2021), Nitchote and Nuangjamnong (2022), Wongsawan and Nuangjamnong (2022) andAl-Tit (2015) also stated that the quality of the food has an impact on consumer satisfaction.By looking in deep detail of a descriptive analysis of quality of tea which comes from four questions in the questionnaire we had collected, the statistical data shows that the means of quality of tea is 3.78. However, the standard deviation from four questions is over 1.131 which means that the scores that got from respondents are spread out. Form the results, the marketer search should find the way to support that dependent on 2 variables first made by machinery or made by hands because with machinery the amount will be greater however the point of handmade will strike out which is really bad so recommendation would be to use both for more customer satisfaction.

### 5.2.2 Price and customer satisfaction

This study shows that price had a positive and highly significant relationship with customer satisfaction. The significant value of price and customer satisfaction is 0.000.This implies that price has significance influence on customer satisfaction. According to Peng and Wang (2006), expensive, unreasonable, and unstable pricing policies are a major factor in customers switching providers (Malik et al.,2012).Additionally, similar to this study by Lymperopoulos et al. (2013), Chanthasaksathian and Nuangjamnong (2021), Hua and Nuangjamnong (2021), Nitchote and Nuangjamnong (2022), Wongsawan and Nuangjamnong (2022) showed that the perception of pricing directly influences customer satisfaction, the potential of changing, and the spread of positive word-of-mouth.The result of a descriptive analysis of price which we had collected data from the questionnaire, the statistical data shows that the means of price is 3.965 from three questions. In contrast this question has the highest of standard deviation which is equal to 1.105.This means that the respondents have very different opinions about this question. So, the marketer should know that tea is not a luxury item and will not ever be so it is important to understand the situation of the country and individual wealth also based on that choose a price which all the people can afford sometimes promotions can help to build the customer satisfaction together.

### 5.2.3 Health Concern and Customer Satisfaction

This study shows that price had a positive and highly significant relationship with customer satisfaction. The significant value of health concern and customer satisfaction is 0.000.This implies that health concern has significance influence on customer satisfaction.According to the previous study byWang and Yu (2016), customers' ideal objective of having fun is satisfied by health-promoting qualities. Furthermore, according to the findings of the present study, some people believed that improving the health advantages of tea by consuming natural flavorings (AlHafezn et al.,2016; Chanthasaksathian & Nuangjamnong, 2021; Hua & Nuangjamnong, 2021; Nitchote & Nuangjamnong, 2022; Wongsawan & Nuangjamnong, 2022).The customer's satisfaction with green tea and the health issue are significantly related.The result of a descriptive analysis of price which we had collected data from the questionnaire, the statistical data shows that the means of health

concern is 4.09. However, the standard deviation from four questions is over 1.048 which means that the scores that got from respondents are spread out. This means that the respondents have very different opinions about this question. So, the marketer should know that Health concern .part of why green tea and its famous back story is that it is great for dieting which is a concern for many women because it's important to not harm oneself at the same time as dieting.

#### **5.2.4 Perceived Value and Customer Satisfaction**

This study shows that perceived value had a positive and highly significant relationship with customer satisfaction. The significant value of Perceived value and customer satisfaction is 0.000. This implies that perceived value has significance influence on customer satisfaction. According to the previous study (Chanruechai & Fernando, 2017; Toe La Won & Nuangjammong, 2022) customer satisfaction is most correlated with and influenced by overall perceived value, which is followed by perceived quality. The result of a descriptive analysis of price which we had collected data from the questionnaire, the statistical data shows that the means of Perceived value is 3.89. However, the standard deviation from four questions is over 1.063 which means that the scores that got from respondents are spread out. The marketer should know that Perceived value Myanmar green tea promises premium green tea therefore it is important to fits its highest of hierarchy.

#### **5.3 Recommendation**

In Myanmar, Green tea is consumed in a variety of ways, while dry tea leaves use for drinking with warm water and green tea is still eaten as a salad to this day. But a major share of the market is of green tea suppliers, branded tea manufacturers are also fast increasing their market share. Rising consumer incomes, the quality of tea, and product variety with flavored tea production all contribute to the demand for packet tea. The supply of high-quality premium tea and organic tea will be crucial to the success of the branded tea players as they face these issues. Although sales or market share might show how well a company is doing right now, customer satisfaction is perhaps the best measure of how probable it is that customers will make more purchases from the company in the future. Tea has many health benefits that obtain many advantages compared to regular tea. The price and health concern are the major factors which influence in decision making for consumption of green tea. Customers are now more knowledgeable about green tea advent of the internet, friends and family, and television commercials. Customers are growing more health concern and are willing to pay reasonable pricing for healthy food and drinks. Marketers should enhance consumer knowledge regarding preparation of green tea. The findings provide contributions and recommendations to scholars or academics. This study expands overall understanding of tea quality, health issues, perceived value, and the impact of pricing. Additionally, this study advises managers on the significance of perceived value as a factor that affects both satisfaction and loyalty. Therefore, a company should focus on offering customers high-quality products. Additionally, when people purchase tea beverages, their loyalty may be influenced by pricing and health concerns. Additionally, customer satisfaction is regarded as a vital element that can affect customer loyalty or repeat business. The chance that customers will return with you, though, depends on their level of satisfaction. As a result, the organization may also need to improve customer satisfaction. Finally, All these together combined will build customer satisfaction along the way which in the end makes the customer loyalty and for a better customer loyalty both individual and both operation level needs to be considered because operation level will be big markets more on shelf the more the sales and individual level satisfied will buy again from the shelf and the cycle will continue itself.

#### **5.4 Further Study**

The purpose of this study was to determine the factors influencing customer satisfaction and customer loyalty, intention for green tea in Myanmar. These factors included quality of tea, price, health concern, perceived value, customer satisfaction and customer loyalty. Due to the political crises and the COVID-19 pandemic, the researcher provides only six variables and the researcher collect data among the young ages within Myanmar. To Improve further research, similar studies are needed to expand the target population to other areas of Myanmar in order to gain a better understanding of green tea customers throughout the country, including collecting a larger sample size, further variable as brand image and perceived quality. A larger simple size may produce different results and enhance the credibility of the research in the future. Second, additional research should be conducted to ascertain additional relevant factors in order to obtain more data that are complete and a better understanding of the factors that influence customer satisfaction and customer loyalty, such as brand image and location. Thirdly, this study focused on a single brand of green tea in order to ascertain the factors influencing customer satisfaction and customer loyalty, it would be fantastic to collect data from another green tea brand currently available on the market. Finally all data was gathered via an online platform. Further research can be conducted by directing a paper questionnaire to customer who purchases green tea directly from the market.



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