

# **Evaluation of Tea Center Concept: A Study of Customer Satisfaction with Special Reference to Hayley's Plantation Sector**

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Tea Center concept is emerging in Sri Lankan tea industry as an innovative business model to attract new set of customers. However, in today's competitive market attract new customers and retain them mainly depend on customer satisfaction. Therefore, this study examines what factors contributing to high level of customer satisfaction towards Tea centers while identify potential strategies to enhance customer satisfaction. Simple random sampling technique was used to select 300 respondents from Tea Centers of Hayley's plantation sector and pre-tested, self-administrated structured questionnaire was used to collect data. Ordered logit regression analysis, Chi-square test and multiple response analysis were performed to obtain results. The results revealed that product quality, service quality and price fairness significantly affect to the customer satisfaction. Most influential reasons to attracted customers for tea centers are; to have best quality tea & to buy made tea product, higher potential to buy organic tea. Further, results revealed that most of the respondents are preferred to participate recreational activities, factory tour and tea tasting sessions. Marketers in tea centers can be used above identified potential strategies to capture the market while enhance the satisfaction of customers.

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