

A STUDY OF THE POTENTIAL DOMESTIC MARKET FOR ORGANIC TEA

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ABSTRACT

Nowadays, the supply of organic tea is approximately 6000 tons per year, which is accounted for about 0.2% of the total tea supply in the world. Organic tea is very popular in Europe as well as in the United States. It is constantly on demand. As a result, it ' s always in short supply. The organic tea business in Taiwan, however, is a totally different story. The organic tea is still relatively unknown to most tea drinkers, let alone the general population. Nevertheless, the potential market is there once the tea lovers become more familiar with the product. This thesis was designed to assess the potential market and to identify its customers. The intent of this was to provide a reference to those who might be interested in promoting the product. Main findings of the study include, but are not limited to, the following: 1. There was a positive correlation between those who would be potential organic tea consumers and those who were aware of the product; 2. The cost of the organic tea was highly correlated with those who would be potential organic tea users; 3. Opinion leadership was identified to be positively interrelated to those who would be potential organic tea lovers; and 4. Family income was not found to be statistically significant in relating to potential organic tea consuming. Key words: Organic Tea , Discriminant Analysis, Opinion Leadership

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