IMPACT OF PARTICIPATION OF TEA FARMERS' AND MANUFACTURERS' IN THE PROFIT AND LOSS OF SELLING DRIED TEA ON THE QUALITY OF TEA

[a*]HADI MOTEZARE

[a]*PhD in commercial management, Instructor of Islamic Azad University Lahijan Branch –Iran*

Email: [a]*hadi.mphd@gmail.com*

Abstract. In this research, the rate of involvement of tea farmer and manufacturer in the profit of selling dried tea is selected as an independent variable and quality of produced dried tea as a dependent variable. Statistical populations of this research are composed of experts and specialists in tea industry of Guilan province and Lahijan city has been selected as a statistical sample. Descriptive-analytic method and correlation research branch were used in this research. For testing hypothesis, the data has been selected based on field works and from grounding branch. Thus, in addition to performing library studies, the researcher has interviewed managers and skilled experts of tea industry and to investigate and analyses of key variables, a questionnaire has been designed and distributed.

Key words: Tea, Tea quality, Tea farmers, Tea factories.

1. Introduction

After various operations including pelas, sieve, fermentation, drying on delicate leaves, stems and buds of Camellia sinensis (kind of plant), the outcome is called tea (Arzpeyma, 1999).

Quality of produced dried tea depends on some special properties: smell, taste and color. Tea quality is varied according to consumers' taste in different countries (Ashpari and Mohama, 2000). Are those who produce a green leaf of a plant called camellia sinensis in the process of planting nursing it to maturity and harvesting which is the primary material of dried produced tea. Are factories that produced dried tea with different operation such as pelas, friction, fermentation and drying on the green leaf of a plant called camellia as a primary material of producing tea (Azizizadeh, 2005).

Among 3 popular soft drink in the world such as tea, coffee and cocoa which have a narcotic influence and also different effects on body, tea is considered as an old soothing drink and it has a good position as well. After drinking water, tea is the healthiest and widely-used drink in the world. It is a traditional drink in many countries and the consumption and sale of tea totally depends on the taste of consumers, while people of England and India drink their tea with milk, preferably drink dark color tea and they don't care about the smell of it. People of Austria and Bulgaria drink their tea with fresh lemon and they don't care about the taste of tea. But Iranian people totally care about smell and taste of tea (Saboori, 1996). According to this, countries such as England, India, Kenya, Sri Lanka, and China have extended marketing research on people. They tried to know about the taste of consumers of different part of the world and then produce high quality tea similar to the taste of consumers. By this, not only they could create jobs for people and fixing their own position in an internal market, but also they could create huge amount of money for their country by exporting their produced tea to different part of the world.

Iran is also one of the tea producers' countries in the world which has one century experience in planting and tea industry. But unfortunately because of lack of proper investment in research, especially marketing research and also not considering the taste of consumers, Iran's produced tea doesn't have good quality. So internal consumers use foreign good quality tea and Iran's tea loses its own place in consumer basket (Moradmand and Ashpari, 2009).

Tea is used as a main part of a daily meal (breakfast) in Iran and thousands of people are involved in the process of planting, producing, and selling it. Agricultural economy of Northern provinces depends on producing tea. So lack of proper investment in the tea research department and any recession and depression in production and selling tea lead to collapse of agricultural economy in the part of planting and tea industry, unemployment of workers in this industry and finally it will be an economic crisis for the country (Moezi, 2009). Thus it is necessary to do something in the part of tea research and do vast marketing research to produce good quality tea match with different countries consumers' taste to develop tea production, reach to flourish in economy and bring it to its real position in consumer basket.

Effective factors in the quality of produced dried tea are: primary material, machinery, production method, exploitation management system, expert human force and the rate of involvement of tea farmer and manufacturer in the profit of selling dried tea (Freedman, et al., 1998).

In this research the researcher is investigating the effects of the rate of tea farmers' and manufacturers' involvement in the profit of selling dried tea on the quality of produced tea. The researcher is hopeful that the result of this research solves the problems of not having quality of produced tea.

In the current exploitation management system of country, tea farmers sell tea green leaf to government with guaranteed price, then they try to transfer green leaf to dried tea with paying fees to manufacturers. So there is no relationship between producers and consumption market. The quality of produced tea depends on the quality of primary material (tea green leaf), complete supervision in all stages of production, full abeyance of technical rules and related standards (Witmer, 1999). Due to lack of involvement in the profit and loss of selling dried tea between tea farmers and manufacturers, which is totally related to the quality of produced tea, they don't have any responsibility in producing good quality tea and just quantity is important for them.

Tea as an agricultural strategic commodity has a basic role in economy of country. The main purpose of this research is recognition of effective factors on the quality of produced tea, using them to enhance the quality of interior tea and provide a situation that interior tea competes with foreign tea. If the consumption of the society goes to the interior tea, not only it will enhance its market and lead to flourish in economy but also it will increase the producers' incomes and also create jobs for country.

2 Method of research

Descriptive-analytic method and correlation research branch were used in this research. For testing hypothesis, the data has been selected based on field works and from grounding branch. Thus, in addition to performing library studies, the researcher has interviewed managers and skilled experts of tea industry and to investigate and analyses of key variables, a questionnaire has been designed and distributed. To define and describe variables, average index, standard deviation and column diagram were used and two sided T-test was used to test hypothesis in inferential statistic.

3 Population and statistical sample

Statistical populations of this research who are all experts and specialist of tea industry are working in investigation center of tea factories and other units of tea organization. Lahijan is the first city that tea was planted in it, it is also the second tea producing city in the state of planting surface and production amount according to the documents. Therefore 105 skillful experts and specialists were selected in area of tea industry and well-informed on world and country's tea state and they are able to reply specialized questions of study. They are selected as statistical sample and formed study sample volume.

4 Research hypothesis

Participation of tea farmer and manufacturer in profit and loss of sale has no effect on quality of produced dried tea

$H_0: \mu = 3$

Participation of tea farmer and manufacturer in profit and loss of sale effect on quality of produced dried tea

$H_1: \mu \neq 3$

Table 1: of Result of Testing research Hypothesis (Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale)

research Hypothesis	Sample Volume	Mean	Standard Deviation	Mean of Measurement Error
Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale	105	4.94	0.233	0.023

Table 2: of Result of Testing research Hypothesis (Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale)

research Hypothesis	Calculated T	Freedom Degree	Significance Level	T of Table	Deviation of Mean	Confidence interval for the mean difference from the theoretical mean	
						Low level	High level
Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale	85.3179	104	0.000	1.9830	1.943	1.90	1.99

$$t = \frac{\bar{x} - \mu}{\frac{s}{\sqrt{n}}} = \frac{4.94 - 3}{\frac{0.233}{\sqrt{105}}} = 85.3179$$

Table 3: of Frequency Distribution of research Hypothesis (Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale)

Description	Frequency	Percentage of Frequency
Very low	0	0
Low	0	0
Average	0	0
High	6	5.7
Very high	99	94.3
Total	105	100

Considering the obtained data from the above table that is prepared by five items Likert scale, the respondents have answered the questions related to seventh hypothesis of research as below:

No answer was taken to "very low" and "low" and "average" item. 6 people have chosen the item "high" and 99 people have chosen the item "very high" which as a result, the item "very high" with 94.3 % has dedicated the highest coefficient. Results of the research are illustrated in figures 1 and 2.
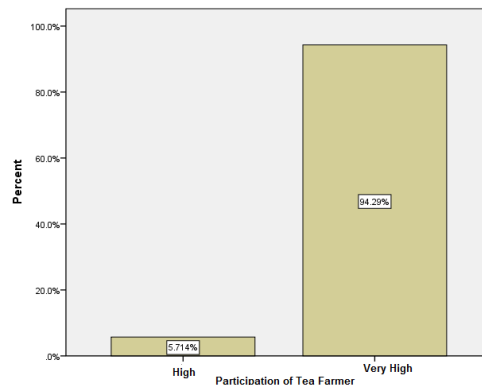

Figure 1: of Frequency Percentage of research Hypothesis (Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale)
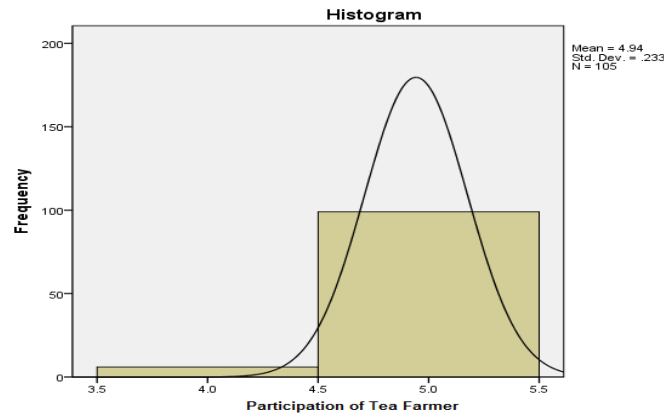
Figure 2: of Test of research Hypothesis (Participation of Tea Farmer and Manufacturer in Profit and Loss of Sale)

5 Conclusion

Considering the obtained results from the above table, since the amount of calculated t-test is larger than the t of the table, H_0 is rejected in error level of 5% and H_1 (impact of participation of tea farmer and manufacturer in profit and loss of sale on quality of produced dried tea) is accepted. Because statistics of t is in H_1 area, it can be said that in confidence level of 95%, participation of tea farmer and manufacturer in profit and loss of sale effects on quality of produced dried tea.

To increase internal produced tea quality and maintenance and development of its market share, some suggestions are mentioned according to obtained results from research hypothesis as follows:

1-   Establishing complexes and cooperative society of planting and tea industry with involvement of tea farmers and manufacturer.

2-   Financial support of government from complexes and cooperative society of planting and tea industry to do agricultural modern methods and using modern and standard conversational industry.

3-   Support of government for establishing sell market of dried tea in order to sell produced dried tea of complexes and cooperative society of planting and tea industry.

4-   Omitting the guaranteed price of buying tea green leaf to encourage tea farmers to produce high quality green leaf.

References

1. Arzpeyma, F.: *history of tea planting and tea making in Iran, public relation of country's' tea organization*, 1999. 15 - 28.
2. Ashpari, F., Mohama, T.: *Tea processing and different method of producing and enhancing quality of recovery tea, industry* department of Guillan provinces, 2000. 2, 172.
3. Azizizadeh Saravani, K.: *Estimation of Quality of Black Tea by Using Decomposition of Chemical Composition and Sensory Testing*, Master's Degree Thesis of science and Food Engineering with help of Mr. Mehdi Seyedin Ardabili, Islamic Azad University-Science & Research Branch, Rasht, Rasht, 2005, 45-50.
4. Saboori, M.: *affective factor in Iran's' tea qualitative improvement,* MA thesis of commercial management, Islamic Azad university of Rasht, 1996.
5. Moradmand M., Ashpari F.: *Coefficient of green tea leaf in production of tea in orthodox way,* Islamic Azad University of Lahijan, Lahijan, 2009, 18 -19.
6. Moezi, G.: *Biochemistry and Technology of processing tea since now, Abzian science publishers,* 2009, 28, 239.
7. Freedman, D., Pisani, R., Purves, R.: Statistics. (Third Edition), New York-London, Norton, 1998. 578.
8. Witmer, S.: Statistics for the life sciences, Prenkice Hall Publisher, 1999. 683.