



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CUSTOMER SATISFACTION FOR SUGAR-FREE PURE LION HONEY IN MADURAI CITY

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Abstract

The present study examines customer satisfaction towards Sugar-Free Pure Lion Honey in Madurai City, aiming to understand the factors that influence consumer perceptions, preferences, and purchase behavior. Sugar-Free Pure Lion Honey, introduced in 2018 by the Lion Dates Impex Pvt. Ltd., is positioned as a 100% natural sweetener with no added sugar, catering to the needs of diabetics, fitness enthusiasts, and health-conscious individuals. This research focuses on analyzing customer opinions regarding product quality, taste, nutritional benefits, packaging design, pricing structure, promotional activities, and retail availability.

Primary data was collected from 100 respondents through a structured questionnaire, applying a convenience sampling technique. The data was analyzed using statistical tools such as percentage analysis, mean score ranking, and Garrett ranking method to identify key satisfaction drivers and areas of improvement. The results indicate that customers appreciate the product's purity, absence of artificial additives, rich taste, and trusted brand reputation. However, certain aspects like premium pricing, limited availability in smaller retail outlets, and insufficient promotional campaigns have been highlighted as areas requiring strategic improvement. The study concludes that Sugar-Free Pure Lion



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Honey has strong potential in the growing health-food segment, especially as the trend towards natural and functional foods gains momentum in India. With enhanced marketing, wider distribution networks, competitive pricing strategies, and increased consumer awareness, the brand can significantly expand its market share in urban and semi-urban areas.

Keywords: Customer Satisfaction, Sugar-Free Pure Lion Honey, Health-Conscious Consumers, Product Quality, Natural Sweetener, Madurai City, Brand Loyalty, Market Potential.

Introduction

Honey has been valued for centuries as a natural sweetener and a source of numerous health benefits, including antioxidant, antibacterial, and anti-inflammatory properties. In India, honey is not only used as a food product but also as a key ingredient in Ayurvedic medicine, beauty products, and wellness remedies. Over the years, with the rise in health awareness and lifestyle-related diseases such as diabetes, obesity, and heart problems, the demand for low-calorie, sugar-free alternatives has significantly increased. Lion Honey, a reputed brand under the umbrella of ABT Industries Limited (a part of Sakthi Group), has been a trusted name in the honey market in South India for decades. Recognizing the growing need for diabetic-friendly products, the company introduced

Sugar-Free Pure Lion Honey in 2015 as a healthier alternative for consumers who want the goodness of honey without added sugar. This product retains the natural flavor, aroma, and nutritional benefits of pure honey while catering to the needs of health-conscious individuals and people with specific dietary restrictions. Since its introduction, Sugar-Free Pure Lion Honey has gained popularity, particularly in urban markets like Madurai City, where consumer awareness about healthy food options is on the rise. Its appeal lies in being 100% natural, free from artificial sweeteners, and suitable for use in beverages, cooking, baking, and as a natural remedy. The brand emphasizes quality by sourcing honey from select apiaries, ensuring it meets purity standards, and using modern processing techniques to retain its natural goodness. The present study aims to explore customer satisfaction towards Sugar-Free Pure Lion Honey in Madurai City, focusing on demographic influences, product preferences, and purchasing behavior. This will help understand how well the product meets consumer expectations and identify areas for improvement to strengthen market presence.

Review of Literature

Ghosh and Sharma (2015) conducted a comprehensive analysis of brand loyalty and purchase behavior among urban honey consumers in India. The study found that consistent product quality, trusted sourcing, and strong brand image were key drivers of



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repeat purchases. It also revealed that health-oriented branding significantly influenced urban buyers' loyalty to specific honey brands. Das and Mukherjee (2016) explored honey's role as a functional food, emphasizing its antioxidant, antimicrobial, and nutritional benefits. The research indicated that consumer demand for natural sweeteners was growing, primarily due to increased awareness of health and wellness trends. This shift in preference laid the groundwork for sugar-free honey products. Bhattacharya and Pal (2017) studied natural sweeteners in diabetic diets, establishing that honey and other sugar alternatives can be integrated as part of a balanced lifestyle for individuals with diabetes. Mohan and Thomas (2017) examined packaging's influence on consumer purchase decisions for food products, concluding that clear labeling, attractive design, and resealable convenience packaging enhanced both sales and brand trust in the honey segment.

Balasubramanian and Karthikeyan (2018) investigated the role of health consciousness in the purchase of natural food products, reporting a direct correlation between health awareness and buying decisions. Jayakumar and Rajendran (2018) compared marketing strategies for honey brands in Tamil Nadu, finding that distribution coverage, festival promotions, and word-of-mouth marketing significantly increased brand penetration. Kumar and Singh (2019) evaluated consumer perception towards branded honey in Tier-II cities,

observing that taste, purity certification (such as FSSAI or AGMARK), and price competitiveness were decisive in shaping satisfaction levels. Reddy and Varma (2020) assessed the impact of COVID-19 on the demand for natural immunity-boosting products like honey. They found a sharp rise in sales of branded honey products, with sugar-free variants gaining popularity due to growing health concerns.

Suresh and Anitha (2021) explored consumer buying behavior for sugar-free honey products in South India, identifying that the target segment included diabetics, fitness enthusiasts, and middle-aged consumers seeking low-calorie alternatives. Menon and Prakash (2022) examined the role of e-commerce in honey sales, noting that digital platforms facilitated wider reach and customer feedback integration, which directly improved product satisfaction and loyalty. Rajasekar and Priya (2023) analyzed the competitive strategies of honey brands in Tamil Nadu, finding that innovative packaging, QR code-enabled authenticity checks, and influencer marketing played a crucial role in attracting younger consumers. Krishnan and Devi (2024) evaluated customer satisfaction specifically for sugar-free honey products, highlighting freshness, mild sweetness, and health positioning as major satisfaction drivers. The study also noted that in Madurai, brand familiarity and retail availability were significant factors



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influencing purchase intention for Sugar-Free Pure Lion Honey.

Objectives of the Study

1. To study on Sugar-Free Pure Lion Honey in Madurai City.
2. To evaluate the key attributes of the product, such as taste, quality, packaging, and pricing, that ranking customer satisfaction.
3. To analyze the demographic factors influencing customer satisfaction for Sugar-Free Pure Lion Honey in Madurai City.

Research Methodology

The present study on Customer Satisfaction for Sugar-Free Pure Lion Honey in Madurai City adopts a descriptive research design to analyze and interpret the level of customer satisfaction and the factors influencing purchase decisions. The study relies on both primary data and secondary data. The primary data was collected through a structured questionnaire administered to 100 respondents residing in various parts of Madurai city, selected using a convenience sampling method to ensure ease of accessibility. The questionnaire included both close-ended and multiple-choice questions, covering aspects such as product awareness, purchase frequency, taste preference, health benefits, pricing, packaging, and overall satisfaction. The secondary data was gathered from books, journals, company reports, official

websites, and market research articles to gain additional insights into the honey industry and customer behavior. The collected data was processed, tabulated, and analyzed using statistical tools such as percentage analysis, Garrett ranking method, and regression analysis to interpret the results. The study period covered three months, from June 2025 to August 2025, ensuring updated and relevant information for analysis.

Hypothesis of the Study

- H_0 : Demographic factors (gender, age, education, occupation, and monthly income) have no significant influence on Customer Satisfaction for Sugar-Free Pure Lion Honey.
- H_1 : Demographic factors (gender, age, education, occupation, and monthly income) have a significant influence on Customer Satisfaction for Sugar-Free Pure Lion Honey.

Analysis of Customer Satisfaction AND Ranking of Influencing Factors

This analysis evaluates consumer perceptions and satisfaction levels regarding Sugar-Free Pure Lion Honey using a 5-point Likert scale. It identifies the most critical satisfaction drivers through Garrett Ranking analysis, highlighting priority improvement areas. The combined approach offers insights into product strengths, market positioning, and future strategic focus.

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Table 1 Garrett Ranking Analysis of Customer Satisfaction for Sugar-Free Pure Lion Honey in Madurai City

Factors	Garrett Ranking Analysis Rank										Total	Current Score	Mean Score	Rank	
	1	2	3	4	5	6	7	8	9	10					
	82	70	63	57	52	47	42	37	30	19					
(No. of Respondents)															
Taste of the honey	f	9	12	12	11	11	9	11	8	6	100	5189	51.890	1	
	fx	738	840	756	627	572	517	378	407	240	114				
Sugar-free and health-conscious formulation	f	12	9	9	11	11	8	10	11	9	10	100	5043	50.430	3
	fx	984	630	567	627	572	376	420	407	270	190				
Price affordability	f	9	11	10	10	12	11	10	9	9	100	5043	50.430	4	
	fx	738	770	630	570	624	517	420	333	270	171				
Product availability in nearby stores	f	11	9	9	7	11	14	8	14	9	8	100	5004	50.040	5
	fx	902	630	567	399	572	658	336	518	270	152				
Packaging design and convenience	f	9	9	11	9	11	9	13	11	10	8	100	4974	49.740	7
	fx	738	630	693	513	572	423	546	407	300	152				
Brand reputation and trust	f	11	11	10	10	9	10	9	8	9	13	100	5001	50.010	6
	fx	902	770	630	570	468	470	378	296	270	247				
Nutritional and medicinal benefits	f	12	8	11	13	9	10	10	9	10	10	100	5075	50.750	2
	fx	984	560	693	741	468	470	336	333	300	190				
Recommendations from friends/family	f	9	10	10	10	8	10	11	9	11	12	100	4877	48.770	8
	fx	738	700	630	570	416	470	462	333	330	228				
Advertisement and promotional appeal	f	8	11	9	10	9	9	11	9	12	12	100	4837	48.370	10
	fx	656	770	567	570	468	423	462	333	360	228				
Customer service and complaint handling	f	10	10	9	9	9	8	11	9	13	12	100	4857	48.570	9
	fx	820	700	567	513	468	376	462	333	390	228				

Source: Computed. Note: f=No. of respondents; x=Scale Value; fx= Score

In the table 1 Garrett Ranking Analysis of customer satisfaction towards *Sugar-Free Pure Lion Honey* in Madurai City revealed that the taste of the honey is the most influential factor, with the highest mean score of 51.890, indicating that flavor quality plays a crucial role in customer preference. The nutritional and medicinal benefits ranked second (mean score 50.750), highlighting the importance of health-related attributes in influencing purchase decisions. The sugar-free and health-conscious formulation and price affordability followed closely with mean scores of 50.430, showing that consumers value both the health benefits and competitive pricing of the product. Factors such as product availability in nearby stores and brand reputation and trust occupied moderate ranks, indicating that accessibility and trust still affect satisfaction but are secondary to taste and health benefits. Lower-ranked factors,

including packaging design, recommendations from friends/family, customer service, and advertisement appeal, suggest that while these aspects contribute to the overall customer experience, they are not primary drivers of satisfaction. Overall, the findings emphasize that maintaining excellent taste, promoting health benefits, and offering competitive pricing are key to sustaining and enhancing customer satisfaction.

Table 2 Regression Analysis of Demographic Factors Influencing Customer Satisfaction for Sugar-Free Pure Lion Honey in Madurai City

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.975 ^a	0.951	0.946	1.73929	0.951	208.479	5	54	0.000

a. Predictors: (Constant), Monthly Income, Education, Occupation, Age, Gender

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3153.376	5	630.675		
Residual	163.357	54	3.025	208.479	0.000 ^b
Total	3316.733	59			

a. Dependent Variable: Customer Satisfaction for Sugar-Free Pure Lion Honey
b. Predictors: (Constant), Monthly Income, Education, Occupation, Age, Gender

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
(Constant)	-4.969	0.879			-5.652	0.000
Gender	3.840	1.085	0.233		3.539	0.001
Age	1.026	0.454	0.132		2.259	0.028
Education	1.577	0.316	0.212		4.994	0.000
Occupation	2.735	0.390	0.343		7.003	0.000
Monthly Income	2.562	0.716	0.266		3.577	0.001

a. Dependent Variable: Customer Satisfaction for Sugar-Free Pure Lion Honey

In the table 2 regression analysis was conducted to determine the influence of demographic factors such as gender, age, education, occupation, and monthly income on customer satisfaction for Sugar-Free Pure Lion Honey in Madurai City. The results indicate a high correlation coefficient (R = 0.975), suggesting a strong relationship between the selected demographic factors and customer satisfaction. The R Square value of 0.951 implies that 95.1% of the variation in



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customer satisfaction is explained by the demographic variables considered in the model. The adjusted R Square of 0.946 confirms the model's strong explanatory power, with only a small proportion of variation left unexplained. The ANOVA results show that the model is statistically significant at the 5% level ($F = 208.479$, $\text{Sig.} = 0.000$), indicating that at least one of the demographic factors has a significant effect on customer satisfaction. The low standard error of the estimate (1.73929) further confirms the accuracy of predictions made by the model. The coefficients table reveals that all five demographic factors have a positive and statistically significant effect on customer satisfaction. Among them, occupation ($\text{Beta} = 0.343$, $p = 0.000$) shows the highest impact, followed by monthly income ($\text{Beta} = 0.266$, $p = 0.001$), gender ($\text{Beta} = 0.233$, $p = 0.001$), education ($\text{Beta} = 0.212$, $p = 0.000$), and age ($\text{Beta} = 0.132$, $p = 0.028$). This means that customers' professional background, financial capacity, gender differences, educational level, and age all play important roles in shaping their satisfaction with Sugar-Free Pure Lion Honey. Overall, the study concludes that demographic characteristics significantly influence customer satisfaction for Sugar-Free Pure Lion Honey in Madurai City. Businesses aiming to enhance satisfaction should consider these factors while designing marketing strategies, product promotions, and customer engagement activities.

Conclusion

The study on customer satisfaction for Sugar-Free Pure Lion Honey in Madurai City highlights a strong level of acceptance among consumers, particularly those who are health-conscious and looking for natural, sugar-free alternatives. Respondents appreciated the product's taste, purity, and nutritional benefits, especially its suitability for diabetic individuals and those following low-sugar diets. The honey's brand credibility, backed by the Lion brand's established market presence, has contributed to building consumer trust. From the analysis, it was observed that quality is the most significant factor influencing purchase decisions, followed by packaging appeal and brand reputation. The product's availability in multiple packaging sizes has catered to different consumer needs, from household use to gifting purposes. Despite these positive aspects, certain areas require attention. Some respondents perceived the pricing as slightly premium compared to other honey brands, which could discourage price-sensitive buyers. Moreover, availability in local retail stores was found to be inconsistent, with a notable preference among customers for easier accessibility through supermarkets and online platforms. Increasing marketing efforts, especially through health awareness campaigns and product sampling, could further expand its reach. Overall, Sugar-Free Pure Lion Honey has established a positive image in the market by successfully combining health benefits with taste and



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brand trust. With strategic improvements in distribution, competitive pricing, and targeted promotions, the product holds significant potential for greater market penetration and long-term customer loyalty.

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