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CUSTOMER SATISFACTION ON LION DATES

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Abstract**Purpose**

– This empirical research paper investigates the effectiveness of training and identifies the factors responsible for it, with a specific focus on "Customer Satisfaction on Lion Dates." The study employs a qualitative research approach using a descriptive method.

Findings:

– The findings reveal that several variables, including trainee's interest, career involvement, company support, training facilities, training environment and material, and career adaptability, are closely associated with training effectiveness.

Practical implications

– The practical implications of the study highlight the importance of considering these factors in order to enhance the effectiveness of training programs.

Originality/value: By collecting primary data and utilizing various research tools, this study contributes valuable insights into the factors that need to be prioritized for training effectiveness in the context of customer satisfaction on Lion Dates.

Paper type: Empirical Research Paper

Key words: Training, Training effectiveness, training factor.

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INTRODUCTION

A key part of marketing is measuring how well a company's goods and services meet or surpass customers' expectations through customer satisfaction. It is influenced by a wide range of factors, such as product quality, price, and accessibility. However, customer happiness is a difficult and individualized idea that changes from person to person and from product to product. It is based on psychological and physiological variables that are connected to happy-expressing actions like referral and return rates. Consumer pleasure has been measured using a variety of scales, including single-item percentage measurements and semantic differential scales. By monitoring customer satisfaction, businesses may respond rapidly to client requests and pursue continual improvement. When customer satisfaction approaches are seen as the secret to a company's success, it is crucial in highly competitive markets. Considerations for evaluating customer happiness include things like product attributes, brand perception, and level of service. It also has a big impact on customer retention and corporate effectiveness. Although many companies claim to be customer-focused, customer-centric initiatives are typically performed incorrectly. This article underlines the requirement for complete tactics that are in accordance with consumer expectations in order to properly handle customer satisfaction. By doing this, the company will ultimately benefit as well as its clients. Training programs are viewed in this context as an investment that will increase employee productivity and enhance

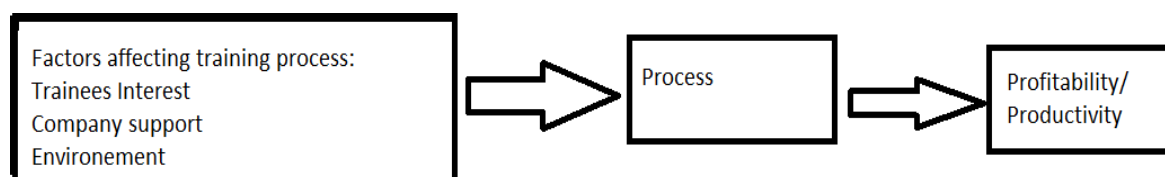
company success. The research emphasizes how vital it is to maximize training expenses in order to benefit the company's workforce as well.

Trigger for study

1.2 For firms trying to maintain a leading position in today's fiercely competitive market, customer satisfaction is essential. The well-known food company Lion Dates places a high priority on providing exceptional customer service. To ensure that their customers are satisfied, Lion Dates makes investments in employee training programs. But it's important to comprehend the key factors that influence client satisfaction as well as the efficacy of these training programs. The motivation of this study was to evaluate the effectiveness of training activities and the factors affecting customer happiness at Lion Dates. Our goal in completing this survey is to provide helpful recommendations for increasing customer satisfaction, which will ultimately benefit Lion Dates in terms of customer retention, positive word-of-mouth, and overall business success. Objectives of the Study

- to research consumer preferences and satisfactions with various lion date brands.
- to ascertain the consumers' awareness of brand, price, and quality.
- to examine the purchasing patterns of various consumer classes in light of their individual traits.

Research Model:



Conceptual and theoretical review

Customer satisfaction is a crucial marketing concept that quantifies how well a company's products or services meet or exceed its customers' expectations. It is a complex idea that is impacted by a wide range of factors, such as product quality, price, availability, and customer experience. The relationship between consumer expectations and perceived product performance determines the level of satisfaction. Customers who are pleased with their purchases are more inclined to return and make recommendations for the company.

Organizations must comprehend the factors that influence customer satisfaction, particularly in the case of Lion Dates. In the past, customer satisfaction has been associated with a number of significant factors, such as service quality, brand perception, and overall product experience. These factors could influence the level of satisfaction, which could subsequently influence customer loyalty and business performance.

When training is successful, customer satisfaction in the context of training programs is considerably boosted. In order for staff employees to provide clients with better service and meet their expectations, training efforts are intended to develop staff members' capacities, knowledge, and skills. Learner interest, career involvement, employer support, training facilities, environment, and materials, as well as career flexibility, are all significant elements that affect how effective training is.

Empirical studies have looked at the relationship between customer satisfaction and training effectiveness in a variety of industries. This study aims to advance knowledge by identifying the factors that influence training effectiveness and its effects on customer satisfaction within the company by focusing on the specific

context of "Customer Satisfaction on Lion Dates." The outcomes will provide Lion Dates with crucial data that they can use to enhance their training programs, increase staff productivity, and eventually attract and retain more clients.

This paper generally draws on theoretical frameworks from customer satisfaction research and training effectiveness literature to assess the relationship between training programs, employee performance, and customer satisfaction in the context of Lion Dates. The study links two theoretical domains in an effort to offer practical implications for organizations aiming to maximize their training programs and improve customer satisfaction.

2.2 Research review

In their 2017 study, Ciavolino & Dahlgard state that "customer satisfaction can be defined as the overall evaluation of the service performances or utilization." Another way to gauge customer happiness is to ask, "Considering all of your interactions with Company X, how satisfied are you overall, on a scale from completely satisfied to dissatisfied?" Another query might be, "How far did company X live up to your expectations?" ranging from considerably less than anticipated to far more than anticipated.

According to Hoyer & MacInnis (2017), sensations of acceptance, relief, excitement, and delight are all connected to satisfaction. Furthermore, according to Zairi (2017), numerous studies have looked at the effects of customer satisfaction on repeat business, loyalty, and retention, and they have all echoed the concern that happy customers are more likely to talk about their experiences with five to six other people.

In her research on consumer preferences for washing powder, Chandra (2016). The characteristics of the product, the factors influencing brand choice, brand loyalty, and other criteria were examined in a study

conducted in the Erode District. The main conclusions are that the consumer gets the majority of their information through advertisements.

The main finding that consumer awareness of the brand is established through advertising and dealer contact was highlighted by Malathi (2016) in her study Consumer's Brand Choice Behaviour for Television in Salem District. Her further research concentrated on the primary factors that consumers use to choose a certain brand: durability, brand image, price, and after-sales service.

A Consumer Preference Study of Others "Satisfaction is an overall attitude toward a product provider or an emotional reaction to the discrepancy between what customers expect and what they actually receive regarding the fulfillment of a need," claim Hasemark and Albinsson (2016), cited in Singh.

A person's sentiments of pleasure, excitement, surprise, or disappointment as a result of comparing a product's perceived performance to his or her expectations are sometimes referred to as satisfaction, according to Kotler, Hoyer, and MacInnis. When a need, want, or anticipation has been met, one is said to be satisfied when they feel content.

Satisfaction, according to Hoyer & MacInnis (2001), is connected to emotions including acceptance, relief, exhilaration, and delight.

In their 2017 study, Ciavolino & Dahlgaard state that "customer satisfaction can be defined as the overall evaluation of the service performances or utilization." Another way to gauge customer happiness is to ask, "Considering all of your interactions with Company X, how satisfied are you overall, on a scale from completely satisfied to dissatisfied?" Another query might be, "How far did company X live up to your expectations?" On a scale of very little to a great deal more than anticipated?

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In his study on sales promotion, Choudry Pran K (2018) asserted that sales promotion has developed into one of the most significant marketing tactics. On a few consumer durables and non-durables, he conducted a survey. For promotion, there are numerous roles in which it may be utilized and has been employed. He mentioned that one of these was a customer purchasing your brand for the first time. This encourages the customer to make larger purchases than normal during a single shopping trip, giving the customer an additional incentive to stick with the brand throughout a series of subsequent purchases and enhancing the company's reputation. He came to the conclusion that sales promotion is currently one of the most exciting and satisfying tasks for many marketing executives in Indian organizations.

A research was done in 2018 by Majumadar Nanda to evaluate how much people thought Videocon was worth. She disclosed that many transitionals would find the company appealing if it keeps its brands, distribution network, and production capabilities. The author discovered that despite the firms' initial enthusiasm, their bet might go wrong. It is also underlined that the benchmark is artificial even if it is more than twice the current price.

The consumer durables market in India has had ups and downs since the start of current decade, according to Sachitanand N's (2019) study of Indian consumer durables brands. He argued that the top Indian businesses are preparing to compete on a global scale and are not only confident in

their ability to handle the multinational competition.

An article by Sanjay K. Khan and Kavitha Sharma titled "Product Related Antecedents of Consumer Involvement: An Empirical Investigation" was published in the *Vikalpa Management Journal*, Vol. 25, No. 1, in January-February 2002. Differences in consumer participation with the items have been found to depend on a variety of product and brand-related characteristics, including consumer risk perceptions, the hedonistic value of the product, product familiarity, and brand recognition. The study looks into the connection between consumer involvement in the products and circumstances that are related to the items' antecedents. It was discovered that buying durable goods required more effort than buying regularly used non-involving goods.

2.2 Research Gap

A study gap might be filled by looking into the factors that affect consumer satisfaction with Lion Dates, such as the product's quality, packaging, cost, accessibility, and

marketing initiatives. It can also be interesting to look at the discrepancies between the demographic and psychographic characteristics of the most and least satisfied Lion Dates consumers.

Another study gap might be filled by looking into how consumer happiness affects brand loyalty and repurchase intentions for Lion Dates. One facet of this can be looking at how things like customer loyalty programs, customer service, and product improvements affect consumer loyalty and satisfaction.

RESEARCH METHODOLOGY:

Research Methodology: Using a descriptive research design type, qualitative research was carried out in this study to examine how the variables and the training affected the achievement of the company's goals. The sample method utilized was non-probability judgment sampling. Sample size is 135 and the statistical tools utilized are CFA with AMoS, factor analysis, regression analysis, and percentage analysis.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GENDER	97	1	2	1.53	.502
AGE	97	1	4	2.60	1.143
Frequency of Buying	96	1	3	1.96	.832
1 The quality of Lion Dates products is excellent.	96	2	5	3.73	1.071
2 Lion Dates offers a wide variety of date-based products.	96	1	5	3.78	1.250
3 The packaging of Lion Dates products is appealing.	96	1	5	3.24	1.212
4 Lion Dates products are value for money.	96	1	5	2.99	1.497
5 The taste of Lion Dates products is enjoyable.	96	1	5	3.30	1.266
6 Lion Dates products meet my expectations.	96	1	5	3.79	1.169
7 I would recommend Lion Dates to others.	96	1	5	3.78	1.126
8 The availability of Lion Dates products is convenient.	96	1	5	3.46	1.196
9 Lion Dates provides clear and accurate product information.	96	1	5	3.35	1.569
10 Overall, I am satisfied with my experience of purchasing Lion Dates products.	96	1	5	3.86	1.117
Valid N (listwise)	96				

If a variable has a high mean score, such as "The availability of Lion Dates products is convenient" or "Lion Dates products are value for money," then most respondents believe that these qualities are positive.

The significant standard deviation of responses to the statement "The taste of Lion Dates products is enjoyable" suggests that consumers' experiences and opinions with the product's flavor varied widely.

4.1 Analysis and Interpretations Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.692
Bartlett's Test of Sphericity	Approx. Chi-Square	1225.899
	df	78
	Sig.	<.001

In the aforementioned factor analysis, we looked for the key variables influencing training efficacy. The KMO Bartlett test score is 0.692 0.5, showing that there is insufficient data for analysis and that the test sphericity is substantial, indicating that the correlation matrix selected for analysis is not the same as the original matrix and is crucial for factor reduction.

Total Variance Explained

Total Variance Explained

Component	Total	Initial Eigenvalues		Extraction Sums of Squared Loadings		
		% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.333	48.712	48.712	6.333	48.712	48.712
2	1.830	14.080	62.793	1.830	14.080	62.793
3	1.428	10.983	73.776	1.428	10.983	73.776
4	1.039	7.996	81.772	1.039	7.996	81.772
5	.775	5.964	87.735			
6	.551	4.240	91.975			
7	.387	2.975	94.951			
8	.230	1.767	96.718			
9	.170	1.308	98.026			
10	.105	.809	98.835			
11	.089	.682	99.516			
12	.034	.263	99.780			
13	.029	.220	100.000			

Extraction Method: Principal Component Analysis.

Communalities

	Initial	Extraction
AGE	1.000	.845
Frequency of Buying	1.000	.704
GENDER	1.000	.636
1 The quality of Lion Dates products is excellent.	1.000	.743
2 Lion Dates offers a wide variety of date-based products.	1.000	.927
3 The packaging of Lion Dates products is appealing.	1.000	.826
4 Lion Dates products are value for money.	1.000	.876
5 The taste of Lion Dates products is enjoyable.	1.000	.815
6 Lion Dates products meet my expectations.	1.000	.882
7 I would recommend Lion Dates to others.	1.000	.841
8 The availability of Lion Dates products is convenient.	1.000	.800
9 Lion Dates provides clear and accurate product information.	1.000	.864
10 Overall, I am satisfied with my experience of purchasing Lion Dates products.	1.000	.872

Extraction Method: Principal Component Analysis.

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It is employed to calculate the differences between the variables. It can be carried out both before and after the extraction. All variables start out with a value of 1, and after factor extraction, all variables are greater than 0.7, the percentage of variance explained by the factors.

The table above explains the total variance explained by the factors of analysis. Six factors were extracted with a maximum value of 81.772, followed by the remaining factors with maximum values of 73.776,

62.793, 62.793, and 48.712; all the remaining variables are not significant, and the remaining variance is lost due to data reduction. As a general rule, extraction rates greater than 100% are acceptable.

Rotated Component Matrix^a

Component Matrix^a

	Component			
	1	2	3	4
AGE	.199	-.545	.712	-.049
Frequency of Buying	-.274	.520	.384	.460
GENDER	-.153	.366	.609	.329
1 The quality of Lion Dates products is excellent.	.793	.313	-.014	-.125
2 Lion Dates offers a wide variety of date-based products.	.645	.642	.169	-.265
3 The packaging of Lion Dates products is appealing.	.839	.273	-.178	.123
4 Lion Dates products are value for money.	.882	-.062	-.034	.304
5 The taste of Lion Dates products is enjoyable.	.668	.118	-.496	.329
6 Lion Dates products meet my expectations.	.767	-.519	.153	-.032
7 I would recommend Lion Dates to others.	.821	.165	.147	-.344
8 The availability of Lion Dates products is convenient.	.742	-.223	.033	.446
9 Lion Dates provides clear and accurate product information.	.837	-.390	.024	.105
10 Overall, I am satisfied with my experience of purchasing Lion Dates products.	.841	.173	.223	-.294

Extraction Method: Principal Component Analysis.

a. 4 components extracted.

The screen plot in the example above indicates that six factors are scoring higher than 1 while the remaining factors appear to be scoring lower than 1 following rotation of the component matrix. The factors with a value of more than 0.5 are visible in this table along with the factors with a value of less than 0.5. We have loaded up to 26 items, and after the extraction, it reveals up to 13 variables. Six factors in total can be deduced from the elements mentioned above and used in the factor analysis.

Discussions and Inferences

Data from the poll showed customer behavior, preferences, and satisfaction with Lion Dates. Men made up 70% of the study's participants. 25–35 year olds made up 24% of respondents. Undergraduates made up 34%.

32% of them worked for themselves, exhibiting entrepreneurship. A higher income level was shown by the 41% of the sample who had incomes over Rs 30,000. 4-5 person families made up 48% of the

responses, which is a normal household size.

Half of the participants selected the Lion Dates syrup. 61% of respondents were impacted by Lion Dates advertisements. Lion Dates had a favorable brand image with a preference of 24 percent.

59% of purchasing decisions were influenced by product quality. 40% of people believed the cost of Lion Dates was fair. 46% of respondents who were referred to Lion Dates were influenced by referrals. Product quality was cited by 52%. 29% made use of premium materials.

7% of customers indicated they would like a higher-quality product at the present cost, indicating improvement. 34% of respondents' purchases were impacted by sales promotions, demonstrating their effectiveness. 65% of respondents claimed that TV advertisements were effective.

The majority (58%) purchased Lion Dates on a regular basis, indicating ongoing demand. Since 36% of consumers requested discounts, pricing incentives are crucial. 60% of Lion Dates' clients were content.

The statistical differences between male and female consumers revealed preferences based on gender. The link between cost and quality was insignificant. Age and income may be related, as the null hypothesis was rejected.

Marketing, product development, and client relationship management at Lion Dates are all influenced by these findings. Understanding consumer behavior, preferences, and satisfaction may help the business enhance its goods and the experiences of its customers.

Practical Implication:

The business should take note of the gender disparity in the responders and consider focusing its marketing efforts to engage and draw in a more diverse consumer base. The 25 to 35 age bracket makes up a considerable portion of the population,

therefore Lion Dates must take this into account and adjust their marketing strategies and product offers to meet their unique preferences and demands. Understanding the respondents' varied educational backgrounds enables Lion Dates to provide training programs and resources that are useful and accessible to people with different levels of knowledge. The prevalence of independent contractors among the respondents provides a chance for Lion Dates to investigate collaborations or specialized promotional activities that cater to this particular customer niche. Lion Dates should keep putting emphasis on maintaining high-quality items because the vast majority of respondents said that product quality had a significant impact on their decision to buy. The favorable response to television ads emphasizes the significance of using this medium skillfully to engage with customers and promote brand awareness. To meet customer expectations and boost purchase frequency among respondents interested in discounts, Lion Dates may take into consideration employing price strategies that include discounts or promotional offers.

Conclusion

The purpose of this study is to highlight key elements in the promotion of lion dates. However, the survey was only able to look into one aspect of consumer preference for Lion dates. Most responders to the poll gave consideration to the survey's quality. The data makes it quite evident that many respondents have educations. Both male and female respondents place a higher value on the lion dates' quality than their price. As a result, the producers can provide the dates in good quality and at a fair price. The study's conclusions and recommendations are reportedly taken into account. The study's recommendation would also benefit consumers and marketers of lion dates more.

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