A STUDY ON CUSTOMER'S SATISFACTION AND THEIR PREFERENCE TOWARDS IBAACO ICE CREAM IN COIMBATORE CITY

Mrs.P.Dhanya
Assistant Professor,
Department of Commerce with Professional Accounting,
Dr. N.G.P. Arts and Science College, Coimbatore

Blessy.S
Student of III B.Com.(PA),
Department of Commerce with Professional Accounting,
Dr.N.G.P Arts and Science College, Coimbatore

ABSTRACT
Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from the person to person and product to product. The level of satisfaction can also vary depending on other option the customer may have and other products against which customer can compare the organizations product. In this article the researcher analyses the different brands of ice cream available in the market, motivating factors available and level of satisfaction among the customers towards ice cream.

INTRODUCTION

Ice cream (derived from earlier iced cream or cream ice) is a sweetened frozen food typically eaten as a snack or dessert. Ice cream may be served in dishes, for eating with a spoon, or licked from edible cones. Ice cream may be served with other dessert.

Ibaco ice cream is a part of Hatsun Agro Product Ltd. There are many outlets of Ibaco ice creams in the country. Ibaco is dedicated to conjuring up a delightful, unique ice cream eating experience. One based on the scoop 'n' serve format. With 36 flavours inspired from exotic places around the world, Ibaco aims to offer more choices and deliver greater standards of taste to its customers.

STATEMENT OF THE PROBLEM

Ibaco being one of the players in the market has a very large customer base . Conducting this research to find the consumer satisfaction and preference towards Ibaco ice cream will help to overcome problems in Ibaco ice cream. Since customer satisfaction is a key role in the market the researcher has taken this project.

OBJECTIVES

- To identify the customer's preference regarding Ibaco ice creams.
- To analyse the customer's satisfaction towards Ibaco ice creams
- To determine the factors influencing the preference towards Ibaco ice creams.

TOOLS AND TECHNIQUES

1) Simple percentage analysis
2) Likert scale analysis
3) Ranking analysis

REVIEW OF LITERATURE

Prinsa Maheshwari Patel, Deep Prafulbhai Malani (2019) "Consumer attitude towards Havmor Ice cream Pvt Ltd in Surat". In this attitude study about consumers attitude towards Havmor Ice cream. The objective is to study characteristic of individual consumers such as demographics, phychographics and behaviorial variable of the consumer. The findings of the study states the consumers have a positive attitude towards Havmor Ice cream and the knowledge of consumers about the project.

Aslam Khan (2014) "Consumer Perception about Amul Ice cream in Comparison to Vadilal Ice cream in Ghaziabad". In this comparison towards Amul Ice cream and Vadial Ice cream the objectives is to find the perception about Ice cream brands and find perception of consumer towards determination of market potential. The findings of the study states that the customers think that Amul is the best brand among the suggested option.

Dr. S.Selvnendran (2018) "Customer's Preference towards Ice creams" . In this preference study towards ice creams the objective is to know the customers preference towards ice cream and to know the brand of Ice cream consumed by sample respondents. The Findings state that majority of the Ice cream and most of the consumers are females and that majority respondents buy Ice cream because of attractive colour

Vivek Sahani, Karan Shinds, Prabhakar (2014-2015) "Amul Ice cream" In this study towards Amul Ice creams the objective is to know the customers satisfaction level. To know the reasons for decline why consumers don't purchase the ice cream, to know suggestions to improve the product. The findings state that retailers are interested for keening Amul ice cream and that the people are highly satisfied with the product, quality of Amul ice cream

DATA ANALYSIS AND INTERPRETATION

The chapter deals with analysis and interpretation of the study "A Study on Customer Satisfaction towards Sony Products with Reference to Coimbatore City". Based on the data collected, the collected data have been analyzed using the following statistical tools.
1. Simple Percentage Analysis
2. Likert Scale Analysis
3. Ranking Analysis

SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is mainly to find the distribution of different categories of respondents. As the value expressed in percentage it facilitates comparison and standardization. This analysis describes the classification of respondents filling under each category.

FORMULA

No of respondents

PERCENTAGE = _____ * 100

Total number of respondents

TABLE SHOWING GENDER OF RESPONDENTS

S.NO	GENDER	NO.OF RESPONDENTS	PERCENTAGE
1	Male	55	42.31%
2	Female	75	57.69%
	TOTAL	**130**	**100%**

INTERPRETATION

The above table shows that 42.31% (55) respondents were male and 57.69% (75) respondents were female.

TABLE SHOWING HOW THE RESPONDENTS COME TO KNOW ABOUT IBACO ICE CREAM BAR

S.NO	SOURCE	NO. OF RESPONDENTS	PERCENTAGE
1	Social Media	32	24.62%
2	Newspaper	11	8.46%
3	Television	53	40.77%
4	Others	34	26.15%
	TOTAL	**130**	**100%**

INTERPRETATION

The above table shows that 24.62% (32) respondents came to know about Ibaco ice cream bar through Social Media, 8.46% (11) respondents came to know about Ibaco ice cream bar through Newspaper, 40.77% (53) respondents came to know about Ibaco ice

cream through Television, 26.15% (34) respondents came to know about Ibaco ice cream through Other source.

LIKERT SCALE ANALYSIS

A Likert scale is a method of measuring attitudes, ordinal scale of responses to a question or a statement, order in hierarchical sequence from strongly negative to strongly positive used mainly I behavioral science and psychiatry in Likert scale analysis. A person's attitude is measured by combining (adding or averaging) their responses across all items.

FORMULA

LIKERT = **Σ (fx) / Total number of respondents**
F = **Number of respondents**
X= **Likert Scale Value**
Σ (fx) = **Total Score**

TABLE SHOWING WHICH SATISFIES THE CONSUMERS MORE QUALITY

S.NO	SATISFACTION LEVEL OF CONSUMERS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL VALUE
1	Highly Satisfied	49	5	245
2	Satisfied	67	4	268
3	Neutral	14	3	42
4	Dissatisfied	0	2	0
5	Strongly Dissatisfied	0	1	0
	TOTAL	130		555

INTERPRETATION

LIKERT = Σ (fx) / Total number of respondents
= 555/130
=4.26

INFERENCE

Likert Scale value is 4.26 which is greater than 4, So the respondents are Highly Satisfied

TABLE SHOWING WHICH SATISFIES THE CONSUMERS MORE TASTE

S.NO	SATISFACTION LEVEL OF CONSUMERS	NO. OF RESPONDENTS	LIKERT SCALE VALUE	TOTAL VALUE
1	Highly Satisfied	60	5	300
2	Satisfied	52	4	208
3	Neutral	18	3	54
4	Dissatisfied	0	2	0
5	Strongly Dissatisfied	0	1	0
	TOTAL	130		562

INTERPRETATION

LIKERT = Σ (fx) / Total number of respondents
= 562/130
= 4.3

INFERENCE

Likert scale value is 4.3which is greater than 4, So the respondents are Highly Satisfied.

RANKING ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second. In mathematics, this is known as a weak order or total pre order of objects. It is not necessarily a total order of objects because two different objects can have the same ranking. The rankings themselves are totally order. By reducing detailed measures to a sequence of ordinal numbers, rankings make it possible to evaluate complex information according to certain criteria. Analysis of data obtained by ranking commonly requires non-parametric statistics.

FORMULA

R= 1- (6ΣD2 / N (N2-1))
R= Rank coefficient correlation

D= Different of rank between paired items in two series

TABLE SHOWING WHICH ATTRIBUTES MOST INFLUENCES THE RESPONDENTS DECICISON TO EAT IBACO ICE CREAM

S.NO	CUSTOMER ATTRIBUTES	I	II	III	IV	V	TOTAL	RANK
1	Ice cream quality	50(5)	20(4)	8(3)	13(2)	39(1)	419	I
2	Ice cream Menu	21(5)	44(4)	8(3)	28(2)	29(1)	380	III
3	Price	32(5)	23(4)	38(3)	4(2)	33(1)	407	II
4	Location	6(5)	24(4)	31(3)	51(2)	18(1)	339	IV
5	Cleanliness	9(5)	8(4)	31(3)	40(2)	42(1)	292	V

INTERPRETATION

In the above table, out of 130 respondents, Ice cream quality ranks I, Price ranks II, Ice cream Menu ranks III, Location ranks IV, Cleanliness ranks V.

FINDINGS, SUGGESTIONS AND CONCLUSION
FINDINGS
SIMPLE PERCENTAGE ANALYSIS

- Majority 53.08% respondents age group between 21-30 years
- Majority 57.69% respondents are female.
- Majority 71.54% respondents are Under Graduates
- Majority 83.85% respondents are Students.
- Majority 84.62% respondents have annual income between 0 to Rs.1,00,000.
- Majority 60.00% respondents likes ice creams very much
- Majority 50.77 %respondents are regular customers of Ibaco.
- Majority 40.00% respondents rarely visit Ibaco
- Majority 62.31% respondents have tried customized ice cream at Ibaco.
- Majority 37.69% respondents are Highly satisfied with the customized ice cream at Ibaco.
- Majority 40.77% respondents came to know about Ibaco ice cream bar through Television.

- Majority 62.31% respondents say the main reason they choose Ibaco ice cream is Good Quality.
- Majority 53.08% respondents say the price of Ibaco ice cream is high.
- Majority 53.85% respondents say the price of Ibaco ice cream is Satisfactory.
- Majority 91.54% respondents are provided with the flavor of ice cream they want.
- Majority 67.69% respondents are Neutral about Ibaco being the best in the Market.
- Majority 73.85% respondents say the strength of Ibaco ice cream is the Variety of flavours.
- Majority 60.00% respondents are Satisfied with Ibaco ice cream.

LIKERT SCALE

- Likert Scale value is 2.9 which is greater than 2, So the respondents are Neutral
- Likert Scale value is 4.26 which is greater than 4, So the respondents are Highly Satisfied.
- Likert scale value is 4.3which is greater than 4, So the respondents are Highly Satisfied.
- Likert scale value is 3.6 which is greater than 3, So the respondents are Satisfied
- Likert scale value is 3.8 which is greater than 3, So the respondents are Satisfied.

RANK ANALYSIS

Ice cream quality mostly influences the customers to eat Ibaco ice cream.

SUGGESTIONS

- Price and is the key factor so reduction of the price will help to increase the customers
- In order to create awareness among the customers about Ibaco ice cream more advertisement should be included.
- Availability of the product must be increased in urban areas.
- Company must provide more offers and discounts to their customers.

CONCLUSION

In this research the quality and brand name is very desirable among customers, So they must take necessary action to reduce the cost. The consumers preference towards Ibaco ice cream is a positive opinion. Most of the consumers are highly satisfied with the quality of Ibaco ice cream. Many offers must be given to the consumers and there must be more advertisement and more product promotion.

REFERENCE

1. https://www.hap.in/ibaco/
2. https://www.slideshare.net/
3. https://www.academia.edu/
4. https://www.scribd.com/
5. Research Methodology – C. R. Kothari