



## **A STUDY ON CONSUMER PREFERENCE AND SATISFACTION TOWARDS ARUN ICE-CREAMS**

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### **ABSTRACT**

*Consumer preference research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. The objective of this paper is to study the consumer preference and their satisfaction towards Arun ice-creams and to understand the various factors that influence the customer satisfaction. From the study, it can be inferred that there is a significant relationship between variables such as age, monthly income and frequency of purchase and the amount spent by the customer for their purchase. Also the study revealed the relationship that factors such as quality of Arun ice-creams, number of variants and the availability/ reach of the ice cream parlors have towards customer satisfaction.*

**KEY WORDS:** *Arun Ice-creams, Customer preference, Satisfaction*

### **INTRODUCTION**

Ice cream is derived from earlier cream ice. It is a sweetened frozen food typically eaten as a snack or dessert. It is flavoured with a sweetener, either sugar or an alternative, and any spice, such as cocoa or vanilla. It can also be made by whisking a flavoured cream base and liquid nitrogen together. Colourings are usually added, in addition to stabilizers. The mixture is stirred to incorporate air spaces and cooled below the freezing point of water to prevent detectable ice crystals from forming. The result is a smooth, semi-solid foam that is solid at very low temperatures (below 2 °C or 35 °F). It becomes more malleable as its temperature increases. Arun Ice-creams was started as a small venture by R. G. Chandramogan, in 1970. In 1985, the brand topped the ice cream sales in terms of volume list, in Tamil Nadu. By 1999, around 700 outlets were present in Tamil Nadu, Karnataka, Kerala and

Andhra Pradesh, and 2,300 parlors as of 2018, and the brand extended to Maharashtra and Orissa.

### **SCOPE FOR THE STUDY**

The market has been segmented on the basis of product type, category, and distribution channel. By product type, the market is segmented as impulse ice cream, take-home ice cream, and artisanal ice cream. By distribution channel, the market is segmented as supermarket/hypermarket, convenience stores, specialist stores, and others. Product innovation can make Ice cream a luxury product. The ingredients added, texture, colour, flavour, packaging, the technology used, the circumstances of the purchase and consumption, all these contribute to a premium product. Companies are continuously innovating their products in order to stay in the market. Children are the major consumers of Ice cream, thus companies are producing products as per the interest of children.



## STATEMENT OF THE PROBLEM

The success or failure of market of Arun ice-creams, to a certain extent depends on the customer preference and level of satisfaction derived from the consumption of the product and also the nature and the type of competition in the market. There are different levels of satisfaction derived by different set of customers. Arun Ice-creams are also high in sugar, which makes up the majority of its carbohydrate content. The Mayo Clinic website warns that consumption of too much sugar may contribute to health problems such as weight gain, cavities and increased levels of blood triglycerides, another unhealthy type of fat.

## Objectives

- To study consumer opinion on price and package of Arun Ice-Cream products.
- To find out problems faced by the customer towards consuming Ice Cream.
- To offer suggestion based on the results of the study.

## Research methodology

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure

### Research design:

The research design is the blueprint for the fulfilment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analysing needed information.

### Sample size:

The sample size for the study is 150 respondents.

### Sampling method:

Convenience sampling techniques was used to select the respondents.

### Methods of data collection:

The source of data includes primary and secondary data sources.

### Primary data:

A primary data is a data which is collected for first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

### Secondary data:

In this study, the secondary data was collected from studies, journals, previous project reports and websites.

### Tools for analysis:

The tools used for analysis are

- Simple percentage analysis
- Chi – square test
- Rank analysis
- Weighted average

### Limitations of the study:

- It involves higher cost.
- More space will be needed as more equipment is required.
- Rainy weather or cold winters may affect sales negatively.
- The sample size taken for the study is limited only to 150 respondents.

## REVIEW OF LITERATURE

**Trucker (1957)** explained Consumer Behaviour as a concept that consumer can be defined in term either as a products acquire or use or their attitudes towards the products. Engel Blackwell, Miniard (2001) suggested that a customized strategy to attract male shoppers should include addressing issue of time and money expenditure involved in shopping activities. Jamal and Naseer (2003) defined customer satisfaction is defined generally as the feeling or judgements of the customers towards products or service after they have been use.

**Das, sohini (5 December 2017).** "Local ice cream brands step up national play". Business Standard India. India: Business Standard India. Archived from the original on 16 May 2018. Retrieved 26 July 2020. Business, Outlook. "A Leading Milk Supplier in The South – RG Chandramogan, HatsunAgro :Outlook Business". Outlook Business.com!. India: Outlook (Indian magazine.) Archived from the original on 26 July 2020. Retrieved 26 July 2020.

## ANALYSIS AND INTERPRETATION

### Simple percentage analysis

#### 1. Age:

Table 1.1 describes the age of the respondents. It is categorized as below 18 years, 19-25 years, 26-35 years and above 36 years.



**TABLE 1.1**  
**Age of the respondents**

S.NO	AGE IN YEARS	NO. OF RESPONDENTS	PERCENTAGE
1	Below 18 years	28	18.7%
2	19 to 25 years	91	60.7%
3	26 to 35 years	21	14%
4	Above 36 years	10	6.7%
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary data

**Interpretation:** The above table reveals that the age of the respondents. It is clear that 60.7% of them are between 19 to 25 years, 18.7% of them are below 18 years, 14% of them are between 26 to 135 years, 6.7% of them are above 36 years.

**Inference:** It is concluded that the majority (60.7%) of the respondents are below 18 years.

## 2. FREQUENT PURCHASE OF ARUN ICE CREAMS

Table 1.3 describes the respondents frequent purchase towards arun ice-creams. It is categorized as every day, once in a week, 3 to 4 times a week, once a month.

**TABLE 1.2**  
**Respondent's frequent purchase of arun ice creams**

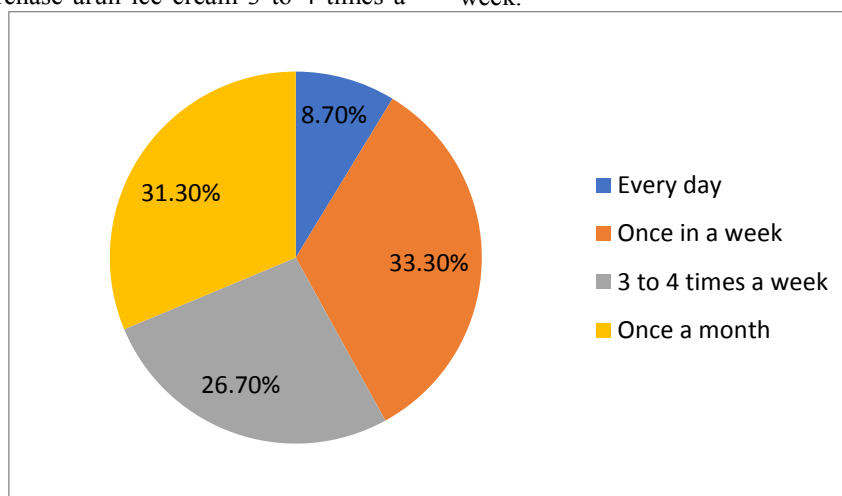
S.NO	PERIOD OF PURCHASE	NO.OF.RESPONDENTS	PERCENTAGE
1	Every day	13	8.7%
2	Once in a week	50	33.3%
3	3 to 4 times a week	40	26.7%
4	Once a month	47	31.3%
	<b>TOTAL</b>	<b>150</b>	<b>100</b>

Source: Primary data

**Interpretation:** The above table reveals the purchase of arun ice creams by the respondents.33.3% of the respondents purchase arun ice cream once in a week, 31.3% of the respondents purchase arun ice cream once a month, 26.7% of the respondents purchase arun ice cream 3 to 4 times a

week , 8.7% of the respondents purchase arun ice cream every day.

**Inference:** It is concluded that the majority (33.3%) of the respondents purchase arun ice cream once in a week.





### 3. CHI-SQUARE ANALYSIS

Relationship between family income with the respondent's period of purchase of arun ice-creams:

**TABLE NO 1.3**

**Relationship between family income with the respondent's period of purchase of arun ice creams**

S.NO	FAMILY INCOME	Period of purchase				TOTAL
		Everyday	Once in a week	3 to 4 times a week	Once a month	
1	Below Rs.20000	0	10	9	11	30
2	Rs.20000 to Rs.40000	4	14	11	14	43
3	Rs.40000 to Rs.50000	4	14	12	11	41
4	Above Rs.50000	5	12	8	11	36
	<b>TOTAL</b>	<b>13</b>	<b>50</b>	<b>40</b>	<b>47</b>	<b>150</b>

To find out the association between family income with the respondent's period of purchase of arun ice-creams, chi-square test is used and result is given below.

#### Hypothesis

There is no significant relationship between respondent's family income with the respondent's period of purchase of arun ice creams.

#### Chi-square test

Factors	Calculation	Df	Table value	Remarks
Period of purchase	4.905	9	16.92	Accepted

**Interpretation:** The calculated value of chi-square is more than the table value. Hence, the hypothesis is accepted stating that there is no significant

relationship between the family income with the period of purchase of arun ice creams.

### 4. RANK ANALYSIS

Analysis of mostly used products and their rankings by the respondents

**TABLE 1.4**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
Cup	42 210	17 68	26 78	41 82	24 24	150 462	I
Cone	13 65	28 112	33 99	35 70	41 41	150 387	IV
Stick	28 112	23 92	38 114	31 62	30 30	150 410	III
Colour ball	24 120	34 136	34 102	35 70	23 23	150 451	II
Family ball	18 90	24 96	27 81	36 72	45 45	150 384	V

#### Interpretation

It could be observed from the table 1.8 is about the analysis of mostly used products and their rankings by the respondents.



**5. WEIGHTED AVERAGE**

**TABLE 1.5**  
**Level of satisfaction towards arun ice creams by respondents**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Quantity	63 315	62 248	24 72	0 0	1 1	150 636	4.24
Price	46 230	66 264	32 96	2 4	4 4	150 598	3.99
Availability	62 310	59 236	28 84	0 0	1 1	150 631	4.21
Taste	79 395	52 208	16 48	2 4	1 1	150 656	4.37
Packing	53 265	62 248	28 84	6 12	1 1	150 610	4.06

- According to 150 respondents, cup ice-cream is placed as FIRST RANK.
- According to 150 respondents, colour ball is placed as SECOND RANK.
- According to 150 respondents, stick ice-cream is placed as THIRD RANK.
- According to 150 respondents, cone ice-cream is placed as FOURTH RANK.
- According to 150 respondents, family ball is placed as FIFTH RANK.

**Inference:** Majority of the respondent’s concluded that the cup ice creams are preferred and ranked higher by the respondents.

**INTERPRETATION**

The above table justifies the satisfactory level towards arun ice-creams. The highest mean score or average is rises to 4.37 for the taste of the arun ice-creams by the respondents.

**FINDINGS**

**Simple percentage analysis**

- Majority (60.7%) of the respondents are below 18 years.
- Majority (33.3%) of the respondents purchase arun ice-creams once in a week.
- Majority (48%) of the respondents rated the brand’s price as reasonable.

**Chi square**

- There is no significant relationship between respondent’s family income with the

respondent’s period of purchase of arun ice creams.

**Ranking analysis**

- It is concluded that the cup ice creams are preferred and ranked higher by the respondents.

**Weighted analysis**

- It is concluded that the satisfactory level towards arun ice creams is highest for their taste by the respondents.

**Suggestions**

Most of the respondents felt that the taste is the main factor influencing the selection of brand of Ice creams while providing offers they should not reduce the taste.

- Advertisement regarding the Ice creams may be given not only in popular channel but also in the local cable to reach the people.
- The company may provide more advertisements and offer in festival time to improve the sales of Ice creams.

**CONCLUSION**

In modern world people desired attractive and quality brand. They need quality and taste with reasonable price. The essence of marketing a marketing strategy is to understand the changing needs and preferences of the consumer and to cease the opportunity to shape and fulfill them. Arun Ice-creams effectively understood those needs and



formulated some strategies that were stable and would help them in the long run to strengthen the company's position.

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