



A Study on Consumer Preferences towards Arun Ice Cream in Coimbatore City

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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. This paper is of study is the consumer preference and their satisfaction towards Arun ice-cream and to understand the various factors that influences the consumer satisfaction in Coimbatore city. From the study, it can be inferred that there is a significant relationship between variables such as age, frequency of buy and the amount spent by the consumer for their purchase. This study is based on consumers buying decisions in a different manner about what consumers buy, where they buy, how and how much they wanted to buy and even why they buy so that marketers can study actual purchase normally to know what they buy, where and how much they buy are buying. Arun ice-creams is a natural brand which fights for a piece of action at national level. Customers are ready to buy only homemade products. Those customers still swear by home-grown brand Arun Ice-creams, the flagship brand of Hatsun Agro Product (HAP). Arun Ice-Cream is the most well-known brand from the company which was started in 1970 as a very small unit by Mr. RG ChandraMohan. With the Indian stock market in the grip of a bearish phase, Hatsun's Initial Public Offering (IPO) hardly managed to drift through. But the noteworthy clarity and materialization of a charismatic stakeholders are in the form of public investors. Overall the study revealed the relationship that factors such as quality of Arun Ice-Creams, numbers of variants and the availability / reach of the ice creams parlors have towards consumer satisfaction.

KEY WORDS: Arun Ice-Cream, Consumer Preference, Level of Satisfaction

1. INTRODUCTION

Consumer preference is defined as a set of assumptions that focus on consumer choices that result in different alternatives such as happiness, satisfaction, or utility. The entire consumer preference process results in an optimal choice. Consumer preferences allow a consumer to rank different bundles of goods according to levels of utility, or the total satisfaction of consuming a goods or services. It is important to understand that consumer preferences are not dependent upon consumer income or prices. So a consumers capacity to buy goods does not reflect a consumer's likes or dislikes. Consumer management analysis is the scientific deliberation of the process in which consumers select, secure, use and dispose of various products and services that satisfy consumer needs. The main objective of this paper is to study the consumer behavior a behavior and their preference towards Arun ice cream and to understand various factors that influences the consumer satisfaction. And this study confesses the interconnected factors such as number of variants, quality of Arun ice creams and the opportunity / influence of the showroom towards consumer satisfaction. Customers are ready to buy only homemade products. Those customers still swear by home-grown brand Arun Ice Creams, the flagship brand of Hatsun Agro Product Limited(HAP). Hatsun, India's bulkiest private dairy.

2. OBJECTIVES

- To know about the consumer satisfaction and their preferences towards Arun ice creams.
- To analyse the consumer perception based on their demographic profile.
- To check the area of improvement in Arun ice cream variants.
- To understand the factors influencing the satisfaction of customers towards Arun ice creams.

3. STATEMENT OF 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.
- The consumer taste and preference are ever changeable.

- Arun Ice-creams are also high in sugar(sucrose), 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.
- As peoples taste and preference change day by day, each and every one will have different desires and a special opinion on Arun Ice-Creams.

4. RESEARCH METHODOLOGY

The validity of any research depends on the systemic method of collecting the data and analyzing the same in a logical and sequential order. In the present study. An extensive use of both **primary** and **secondary** data was made.

SAMPLE SIZE : The sample size taken for the study is limited only to 120 respondents.

5. TOOLS USED FOR STUDY

For the analysis of data and interpretation, various tools are employed without which the analysis and interpretation of the data will be difficult to identify the problems and also suffer from many years. These problems are solved using major tools., The tools to the purpose are.,

- PERCENTAGE METHOD
- WEIGHTED AVERAGE METHOD

6. LIMITATIONS OF THE STUDY

- The sample size taken for the study is limited only to **120 respondents**.
- Inaccessibility to certain areas also restricted the study to a **limited sample size**.
- Due to **shortage of time study** was restricted.
- The attitude of the **consumers change from time to time**.
- Hence the result of the project **may be applicable only at present**.

7. REVIEW OF LITERATURE

(i) **Ms. Priyadarshini S (2021)**., Her project focuses on "A Study on Consumer Preference and Satisfaction towards Arun Ice-cream" this report shows that, Arun Ice-creams, They need quality and taste with reasonable price. The essence of marketing a marketing strategy is to understand the changing needs and preference of the consumer and to cease the opportunity to shape and fulfill them.

(ii) **Kavi Raghul C (2017)**., His project focuses in "Consumer Satisfaction towards Arun Ice-cream with reference" this report shows that, People have believed in arun ice-creams ways and they will accept it also if effective actions are taken., and also, the study revealed the relationship that factors such as quality of ice creams, number of variants and the availability / reach of the showroom have towards consumer satisfaction.

(iii) **Mr. Aslam Khan (2015)**., Mahamaya Technical university, Lucknow. His MBA final year project focuses on "Consumer perception about Amul ice cream in comparison to Vadilal ice cream in Ghaziabad" This report shows that customers are highly price and quality sensitive in Ghaziabad.

(iv) **Mrs. Anurani RR (2013)**., Thiagaraja School of Management, Madurai. Her project focuses on "Consumer tastes and preferences towards ice creams with special reference to Arun Ice-Cream" this report shows that the quality and the taste for found the strength of Arun Ice-Cream. With greater consistency and availability, the Arun ice cream is able to with stand in the impulse goods market for more than 40 years.

8. DATA ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

Table and Chart showing the REQUIREMENTS should be improved in ARUN ICE CREAMS.

Following are the primary data that should improved in ARUN ICE CREAMS.

TABLE 1

S.NO	IMPROVING BRAND	NO.OF.RESPONDENTS	PERCENTAGE
1	INCREASING QUALITY	34	28
2	INCREASING QUANTITY	25	21

3	LOWER PRICING	38	32
4	NEW FLAVOURS	23	19
	TOTAL	120	100

SOURCE : PRIMARY DATA



INTERPRETATION :

From the above Chart it is clear that 32% of the respondents requirements is LOWER PRICING, 28% of the respondents requirements is INCREASING QUALITY, 21% of the respondents requirements is INCREASING QUANTITY, 19% of the respondents requirements is adding up with NEW FLAVOURS.

MAJORITY 32% of the respondents REQUIREMENTS is LOWER PRICING.

WEIGHTED AVERAGE ANALYSIS

Table showing Satisfaction level of Arun Ice-Cream

Following are the primary data showing the satisfaction level on Arun Ice-Cream.

TABLE : 2

S.NO	FACTORS	RESPONDENTS						TOTAL	WEIGHTED AVERAGE ANALYSIS
		COUNT	SA	A	N	DA	SDA		
		SCORE	5	4	3	2	1		
1	TASTE	COUNT	40	30	22	18	10	120	1.93
		SCORE	200	120	66	36	10	232	
2	QUANTITY	COUNT	30	28	34	20	8	120	3.77
		SCORE	150	112	102	80	8	452	
3	QUALITY	COUNT	58	22	20	15	5	120	4.10
		SCORE	290	88	80	30	5	493	
4	PRICE	COUNT	22	30	20	40	8	120	3.15
		SCORE	110	120	60	80	8	378	
5	PACKAGING	COUNT	20	38	30	20	12	120	3.28
		SCORE	100	152	90	40	12	394	

SOURCE : COMPUTED DATA

INTERPRETATION :

The table reveals that the total respondents are highly satisfied with QUALITY and QUANTITY of Arun Ice-Creams. The result gives less preference towards PRICE and TASTE in Arun Ice-Cream.

The most of the respondents Agree that QUALITY is better in Arun Ice-Creams.

9. SUGGESTIONS

- (i). The awareness on newly introduced variants of Arun ice cream is moderate. The loyalties towards the existing variants are found to be high. Hence the availability and promotion of newly introduced variants may have to be concentrated.
- (ii). The satisfaction level of the customers is mainly dependent on quality, quantity and brand of the product to reach out to customers. So Arun Ice Cream can concentrate on these parameters to retain the same.
- (iii). There is the significant relationship between amount spent by customers and the frequency of the visit by customers. Therefore to increase the frequency of purchase by Arun Ice Cream can follow some promotional activities.
- (iv). By increasing the promotional activities will induce customers to visit Arun Ice Creams parlours more frequently and thereby, will lead to increase in amount by customers on their single visit.

10. CONCLUSION

The above study throws some light on the preference choices towards Arun Ice Cream along with the demographic variables. The various factors involved in the purchasing decisions of the consumers are analysed. The consumers preference of choice along with the demographic variable is also analysed. The quintessence of marketing a marketing strategy is also a way of understanding the change of needs and groove the consumer to culminate the opportunity to shape and satisfy the basic needs. Arun ice-cream efficacious understood the basic needs and framed some approach that were fixed would help them in the long run to corroborate the company's topography. The above study launches some light on the preference of Ice Cream brands. With greater flexibility and accessibility the Arun Ice Cream is able to fly in the face of impulse goods market more than 40 years. The quality and taste are found to the strength of Arun Ice Cream. As we know Arun Ice Cream is a very big organisation and market leader in dairy products. It has maximum market share in milk, butter and cheese which are its main core products. And this study confesses the interconnected factors such as number of variants, quality of ice creams and the opportunity / influence of the showroom towards customer satisfaction. Strong marketing tactics adopted by Arun Brand, which have resulted in a huge difference among other brands. Arun Brand becomes a market leader, their sincerity and hard work resulted to reach the position and maintain it years and years. People have believed in Arun products always and they will accept it also iff effective actions are taken. With greater consistency and availability the Arun Ice Cream is able to withstand in the impulse goods market for more than 40 years. Also the study revealed the relationship that factors such as quality of ice creams, number of variants and the availability/reach of the showroom have towards customer satisfaction.

11. REFERENCES

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