



A Comparative Study on Consumer Preference towards Ice cream and Pastries in Coimbatore

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ABSTRACT

Ice cream is a sweetened frozen food typically eaten as a snack or dessert. It may be made from milk or cream and is flavoured with a sweetener, either sugar or an alternative, and a spice, such as cocoa or vanilla, or with fruit such as strawberries or peaches. It can also be made by whisking a flavored cream base and liquid nitrogen together. Food coloring is sometimes added. Pastry is baked food made with a dough of flour, water and shortening (solid fats, including butter or lard) that may be savoury or sweetened. Sweetened pastries are often described as bakers' confectionery. The word "pastries" suggests many kinds of baked products made from ingredients such as flour, sugar, milk, butter, shortening, baking powder, and eggs. Small tarts and other sweet baked products are called pastries as a synecdoche. Common pastry dishes include pies, tarts, quiches, croissants, and pasties.

Keywords: Ice cream, Pastries

1. Introduction

Ice cream is the most popular dessert in the world. People from different places have their own myths about who invented the ice cream. It is hard to tell where or when exactly it was discovered because there is not a lot of evidence. Some people say the ancient Romans invented ice cream, others says that Macro Polo brought the discovery back to Italy from China. We most likely will never who first discovered ice cream or where but it is obvious that it has had a major impact on consumers worldwide. Our fascination with ice cream seems to just get stronger as technology improves. It is a part of almost all cultures in some way, which is not common for foods. Pastry can also refer to the pastry dough, from which such baked products are made. Pastry dough is rolled out thinly and used as a base for baked products. Pastry is differentiated from bread by having a higher fat content, which contributes to a flaky or crumbly texture. A good pastry is light and airy and fatty, but firm enough to support the weight of the filling.

1.1. Statement of problem

Even though there are different varieties of ice-creams and pastries, consumers are mostly not aware of it. Hence it is difficult to project the true preference of consumer. As the data been collected across different age groups and that was challenging to identify the cause for preference because peoples of different age group had their own perceptions. Above all we have to consider the marketing factors of both the industries is also a important.

1.2. Objectives of the study

- To understand the consumer preference in regard to ice cream
- To understand the consumer preference in regard to pastries.
- To know the dominant preference of consumer among ice cream and pastries.
- To examine about the consumption of both ice cream and pastries.
- To study the impact of both ice cream and pastries in the Coimbatore city.

1.3. Scope of the study

- To show the different varieties of ice cream and pastries available.
- To know the scope between ice cream industry and pastries in Coimbatore.
- To understand the preference of consumer in various aspects.

- To project matters distinguish the consumer preference from ice cream to pastries.

1.4. Limitations of the study

- Data was collected from the limited location of the Coimbatore city.
- The survey has been conducted among 153 respondents only.
- Accuracy of the study is purely based on the information as given by the respondents.
- Time constraint has prohibited from going bottomless into the subject.
- Resource constraint has limited from going in depth into the subject.

2. Review of Literature

- 1) Friese, Malte, Michaela Wänke, and Henning Plessner (2006) Recent theories in social psychology assume that people may have two different attitudes toward an object at the same time—one that is explicit and corresponds with deliberative behaviour, and one that is implicit and corresponds with spontaneous behaviour. The research presented in this article tested this assumption in the consumer domain with an experimental approach. Participants whose explicit and implicit preferences regarding generic food products and well-known food brands were incongruent were more likely to choose the implicitly preferred brand over the explicitly preferred one when choices were made under time pressure. The opposite was the case when they had ample time to make their choice. On the basis of these results, the discussion stresses the importance of impulsive behaviour and implicit measures for research in the area of consumer behaviour
- 2) Martínez-Monzó, Javier, Purificación García-Segovia, and José Albors-Garrigos (2013) The basic trends in bread, bakery, and pastry innovation are related to health, pleasure, and convenience. This article analyzes how culinary trends are influencing product innovation in bread and similar products. New cuisine and leading chefs consider bread and bakery not solely a complement to the dishes served in their restaurants but a fundamental aspect of their innovation offerings. A case study of various leading small innovation firms in Spain will serve as an example of the drivers of innovation and critical elements in this craft. The influence of these innovation trends in the bread and dessert industry will be analyzed as well.
- 3) Goff, H. Douglas, Richard W. Hartel, H. Douglas Goff (2013) Frozen dairy desserts are characterized by containing milk solids (which may or may not include milk fat) and being consumed in the frozen state, and they are frequently also aerated. Within the frozen dairy desserts category, ice cream is the most widely consumed product, but frozen dairy desserts include frozen custard, frozen yogurt and sherbet, all of which could be hard or soft frozen, and frozen milkshakes and smoothies. The definition of ice cream varies globally, due to differing regulations and traditions of composition, and hence can be found with many formulation variations. Frozen dairy dessert products are available in multiple flavors and shapes (including handheld or impulse products). The category can be further divided according to hard-frozen products, those that contain a second freezing step after the dynamic freezing step, and soft-frozen products, those that are consumed directly and immediately after dynamic freezing with no hardening step. In this chapter, the size and scope of the industry globally is reviewed, and production and consumption statistics by region and by country are presented. A brief history of ice cream is reviewed and an overview of ice cream manufacturing is presented.
- 4) Peggy Adeline Mekel, Diana Natalia Kiwol (2014) Food brand is one main concern for a lot of people in every city or region in each part of this world when purchasing and using products or choosing and spending services, without denying the importance of features and quality of available items. This aim of study perception of global and local brand in Manado between Walls and Campina ice cream with five important element: sensation, absolute threshold, differential threshold, subliminal threshold and consumer perception. The method that used in this research is Independent Sample t-test. Independent Sample t-test is a method to compares the mean score of two groups on given variable. The fact that Walls ice cream has become more popular for the majority in Manado, compared with comparable products from Campina.
- 5) Yavuz Topcu (2015) The aim of the study is to determine the main factors affecting the national-branded ice cream preferences of Turkish consumers, and to analyze the relationships between their preferences and consumption amounts. The data obtained from 400 households in Kahramanmaras, Turkey were used for Principal Component, K-Means Cluster and Multiple Regression Analyses. The results of the study highlighted clearly that the consumers of the high (C1), middle (C2) and low-income users (C3) satisfied with the manufacturer brand, the individual private label, and the retailer brands on the ice cream purchase decision and consumption amounts, respectively. The manufacturers, retailers and marketers of the ice cream, therefore, should implement effectively the manufacturer brand, the private label and the retailer brand for C1, C2 and C3, respectively, and then they could also increase the demand trends of the target consumers segments satisfied.
- 6) Patil, A. G. and S. Banerjee (2017) Ice cream is a sweetened frozen dairy product preferred as snacks or dessert made of milk and milk products, that is often added with fruits (raw and/or dried form), along with other essential ingredients like flavours, colours etc. In the last decade, the perceptions of consumers have changed from ice creams as a mere enjoyment snacks/dessert to functional food with health benefits. Several communities across the world and research institutes have shown keen interest and demand for fortified ice creams with additional nutrients or bioactive substances. Attempts have been made to make ice cream as functional food by incorporation of probiotics, having several additional advantages, such as improving consumer's health and nutritional value of product along with improvement in ice cream properties. Prebiotics like

insulin and Fructooligo-saccharides (FOS) are widely exploited as sugar substitutes that also have shown positive effect on gut health. Spirulina powder, as an additive to ice cream, helps in replacing stabilizers and giving natural light green colour to ice cream. The increasing concerns about the effects of diet on health have elevated demand for reduced fat ice cream.

- 7) Shukla, Rajeev K., and Ajit Upadhyaya (2017) Changing socio-economy status and life style backed by increased purchasing power of Indian consumers created a potential for growth of Ice cream industry in India. Indian consumers are shifting from traditional eating habit to western eating habit like –parting, mall culture and outing culture. Due to this customer prefer to eat outside from home and attraction towards ice cream eating is continuously increasing compare to traditional deserts .The study was intended to know Age Effect upon Consumers’ Perception towards Marketing Mix of Ice creams. The study revealed significant difference in perception among different age group of respondents towards Prices of ice creams. Lower age group of respondents was found to be highly price conscious for ice cream purchase.
- 8) Syed, Qamar Abbas, Saba Anwar, Rizwan Shukat, and Tahir Zahoor (2018) Ice cream is a popular dairy product among consumers of all ages. Textural attributes of ice are the key factors determining the market success of the product. Ice cream is a dairy aerated dessert that is frozen prior to consumption. It is a microcrystalline network of liquid and solid phases. It contains air cells entrapped in liquid phase and various other components like proteins, fat globules, stabilizers, sugar, soluble and insoluble salts are also present in this phase. It is a complex physicochemical and colloidal system consisting on many complex ingredients that affect ice cream structure both in positive and defective functionality. Both stabilizers and emulsifiers improve the texture of ice cream by enhancing its viscosity and limiting the movement of free water molecules but their excess may cause the lower melting and less whip ability. As sugar provides sweet taste, improves thickness as well as bulkiness but on other hand its excessive use can turn ice cream into soggy structure above solid contents of about 42%. One of its compositional contents, fat, also exerts good effects on body, texture, palatability, flavor intensity, emulsion formation and maintenance of melting point.
- 9) Lubica Kubicová, Kristína Predanociová (2018) Behaviour and requirements of customers have changed over the years, and therefore it is necessary to clarify what is important for customers when they purchase bread, pastries and other bakery products. Consumers currently have high requirements on the quality of marketed food, range of products, and try to eat healthier. The aim of the paper is to point out the bakery industry in Slovakia. This paper also deals with the production of bakery products, the quantities consumed and the prices of these products. Secondary data from the database of Statistical Office of the Slovak Republic were used in the processing of the issue. The primary source of information were results of a questionnaire survey aimed at finding out consumers’ behaviour in the Slovak food market with bakery products. Based on the results, it can be stated that most commonly purchased bakery products among Slovak consumers are bread and regular pastries, which are most often purchased several times a week. The results of the survey also show that the price of bakery products is important for Slovak consumers, but the majority of them decide on the basis of past experience with the manufacturer. The questionnaire survey was also concentrated on the new concept of the bakery with the sitting, and based on the results, we can state that more than 50% of consumers would welcome this option. According to the findings it is possible to assume that the bakery industry has a potential in Slovakia and has become a perspective field in the Slovak food market.
- 10) Reich, Taly, Daniella M. Kupor, and Rosanna K. Smith (2018) Mistakes are often undesirable and frequently result in negative inferences about the person or company that made the mistake. Consequently, research suggests that information about mistakes is rarely shared with consumers. However, we find that consumers actually prefer products that were made by mistake to otherwise identical products that were made intentionally. This preference arises because consumers perceive that a product made by mistake is more improbable relative to a product made intentionally, and thus, view the product as more unique. We find converging evidence for this preference in a field study, six experiments, and eBay auction sales. Importantly, this preference holds regardless of whether the mistake enhances or detracts from the product. However, in domains where consumers do not value uniqueness.

3. Analysis and Interpretation of Data

3.1. Area of the study

The area of study is confined to Coimbatore City.

3.2. Source of data

The study uses only primary data confined questionnaire that have been prepared and collected from various consumers. Primary research is done to gather original data required for the research. Secondary data are collected from websites, books, journals, etc.

3.3. Sample size

Convenient sampling method is applied. 153 questionnaires were collected from different consumers.

3.4. Statistical tools

Tools used for the study are as follows.

- Simple Percentage Method
- Rank Analysis
- Weighted average method

I. Simple Percentage Method

A percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Percentage method refers to the specific kind which is used in making comparison between two or more series of data collected. Percentages are based on descriptive relationship. It compares the relative items. Through the use of percentage, the data are reduced in the form with base equal to 100%, which facilitates relative comparison. In the percentage analysis method, percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the sample size.

Formula:

$$\text{Simple percentage} = \frac{\text{No. Of. Respondents}}{\text{Sample Size}} \times 100$$

Table 3.1.1

Table showing the gender of the respondents

Gender	Frequency	Percentage
Male	82	54
Female	71	46
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 54% of the respondents are male and 46% of the respondents are female.

Chart 3.1.1

Chart showing gender of the respondents

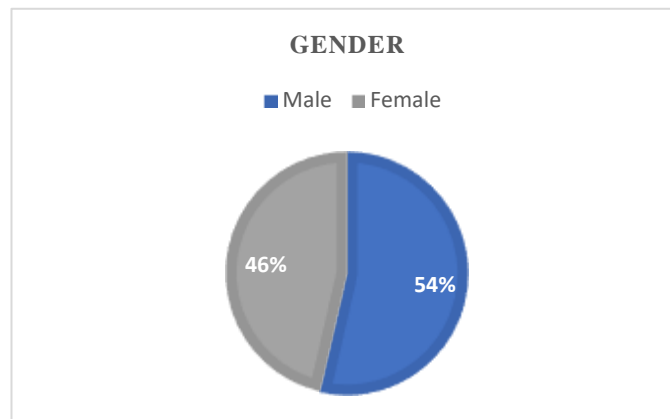


Table 3.1.2

Table showing the age of the respondents

Age (in years)	Frequency	Percentage
Below 20	28	18
21 - 30	77	50
31 - 40	29	19
Above 40	19	13
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 18% of the respondents are in the age of below 20, 50% of the respondents are in the age of 21 – 30, 19% of the respondents are in the age of 31 – 40, and 13% of the respondents are in the age of above 40.

Chart 3.1.2

Chart showing age of the respondents

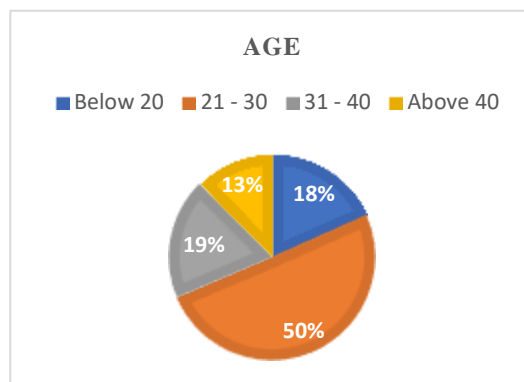


Table 3.1.3

Table showing the educational qualification of the respondents

Educational Qualification	Frequency	Percentage
Schooling	14	9
Diploma	15	10
UG	76	50
PG	45	29
Illiterate	3	2
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 9% of the respondents are in the Schooling, 10% of the respondents are in Diploma, 50% of the respondents are in UG, 29% of the respondents are in PG, and 2% are illiterate.

Chart 3.1.3

Chart showing the educational qualification of the respondents

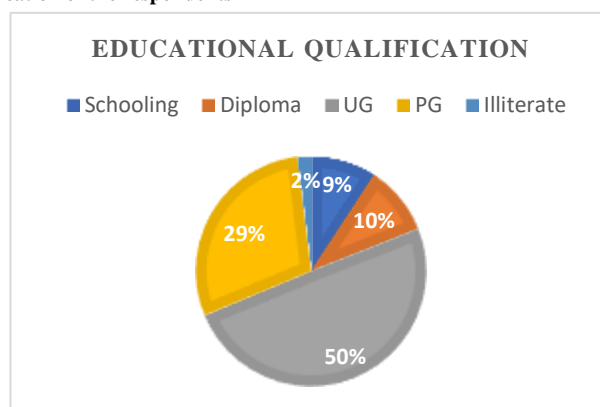


Table 3.1.4

Table showing the occupational status of the respondents

Occupational Status	Frequency	Percentage
Student	74	48
Business	26	17
Private Employee	42	28
Government Employee	11	7
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 48% of the respondents are students, 17% of the respondents are in business, 28% of the respondents are Private Employees, and 7% of the respondents are Government Employees.

Chart 3.1.4

Chart showing the occupational status of the respondents

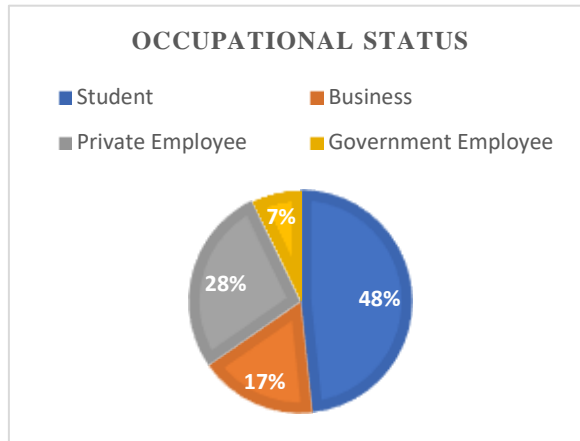


Table 3.1.5

Table showing the area of residence of the respondents

Area of Residence	Frequency	Percentage
Rural	50	33
Urban	103	67
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 33% of the respondents are in rural area and 67% of the respondents are in urban area.

Chart 3.1.5

Chart showing the area of residence of the respondents

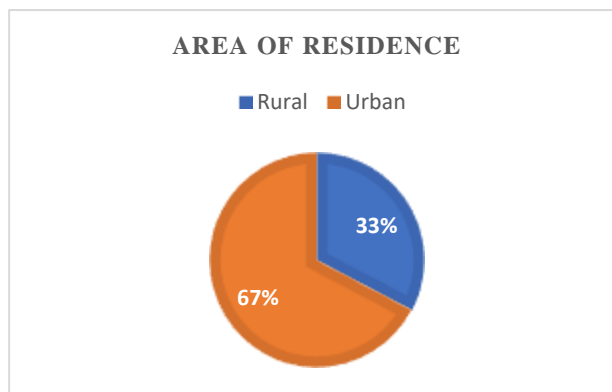


Table 3.1.6

Table showing the monthly income of the respondents

Monthly Income	Frequency	Percentage
< Rs.10000	40	26
Rs.10000 – Rs.25000	50	33
Rs.25000 – Rs.50000	48	31
> Rs.50000	15	10
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 26% of the respondents are earning income below Rs.10000, 33% of the respondents are earning income of Rs.10000 – Rs.25000, 31% of the respondents are earning income of Rs.25000 – Rs.50000, and 10% of the respondents are earning income above Rs.50000.

Chart 3.1.6

Chapter showing the monthly income of the respondents

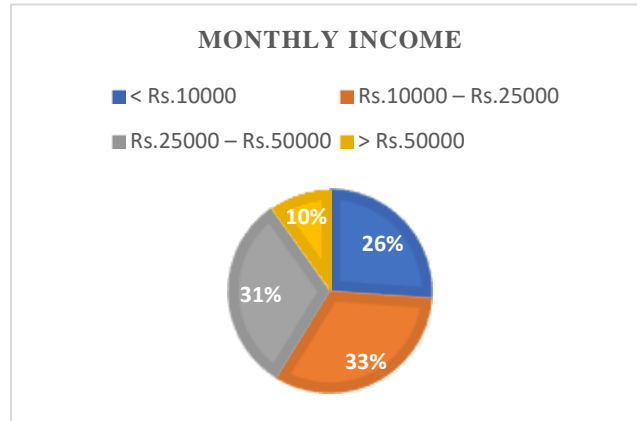


Table 3.1.7

Table showing the Preference towards Ice cream or Pastries

Preference	Frequency	Percentage
Ice cream	107	70
Pastries	46	30
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 70% of the respondents prefer ice cream, 30% of the respondents prefer pastries.

Chart 4.1.7

Chart showing the Preference towards Ice cream or Pastries

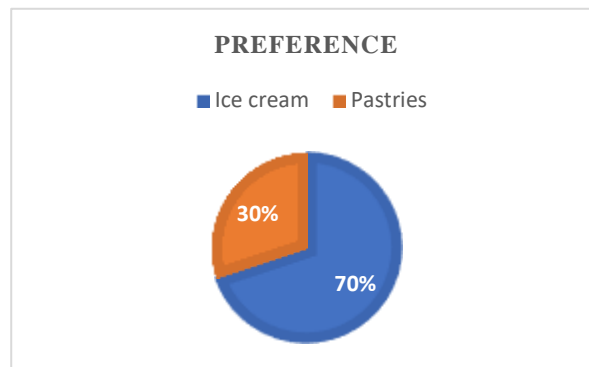


Table 3.1.8

Table showing the most preferred Flavour in Ice cream or Pastry

Most preferred Flavour	Frequency	Percentage
Strawberry	21	14
Vanilla	21	14
Chocolate	56	36
Butterscotch	40	26
Others	15	10

Total	153	100
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SOURCE: Primary data

Interpretation:

The above table indicates that 14% of the respondents prefer strawberry, 14% of the respondents prefer vanilla, 36% of the respondents prefer chocolate, 26% of the respondents prefer butterscotch and 10% of the respondents prefer other flavours.

Chart 3.1.8

Chart showing the most preferred Flavour in Ice cream or Pastry

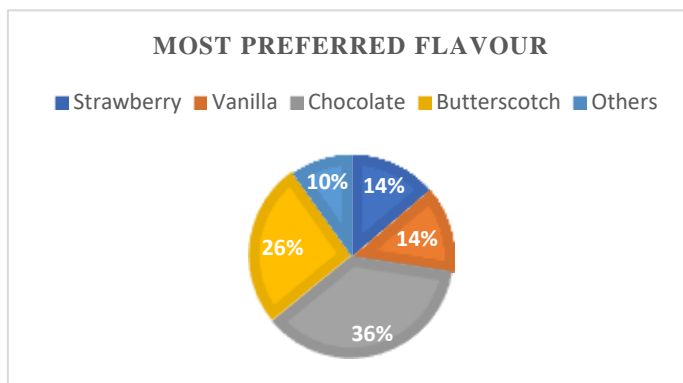


Table 3.1.9

Table showing the Availability of Preferred Flavour

Availability	Frequency	Percentage
Yes	91	59
No	24	16
Sometime	38	25
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 59% of the respondents are available with their preferred flavour, 16% of the respondents are not available with their preferred flavour, 25% of the respondents are available with their preferred flavour sometimes

Chart 3.1.9

Chart showing the Availability of Preferred Flavour

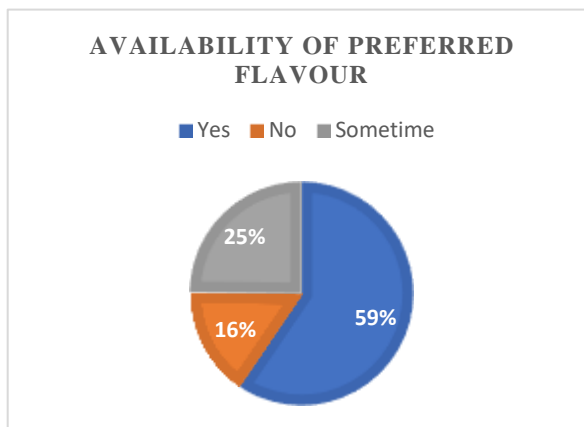


Table 3.1.10

Table showing the tendency to buy Ice cream or Pastries

Tendency	Frequency	Percentage
Taste	84	55
Quality	41	27
Advertisement	16	10

Discount	12	8
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 55% of the respondents tend to buy Ice cream or Pastries for taste, 27% of the respondents tend to buy Ice cream or Pastries for quality, 10% of the respondents tend to buy Ice cream or Pastries by viewing Advertisement, 8% of the respondents tend to buy Ice cream or Pastries for discount.

Chart 3.1.10

Chart showing the tendency to buy Ice cream or Pastries

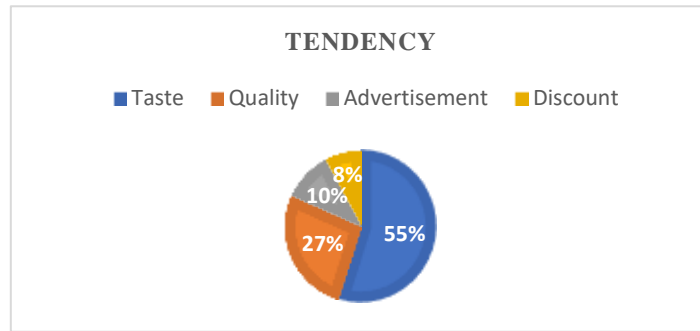


Table 3.1.11

Table showing the Frequent of consuming Ice cream or Pastry

Frequent of consuming Ice cream or Pastry	Frequency	Percentage
Daily	21	13
Once in a week	64	42
Once in a month	44	29
Occasionally	24	16
Total	157	100

SOURCE: Primary data

Interpretation:

The above table indicates that 13% of the respondents consume Ice cream or Pastry daily, 42% of the respondents consume Ice cream or Pastry once in a week, 29% of the respondents consume Ice cream or Pastry once in a month, 16% of the respondents consume Ice cream or Pastry occasionally.

Chart 3.1.11

Chart showing the Frequent of consuming Ice cream or Pastry

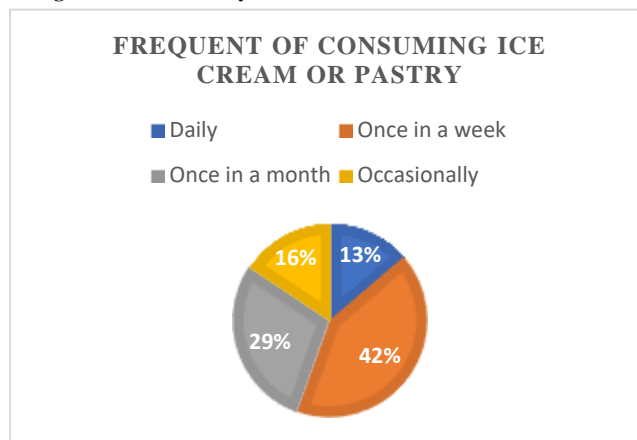


Table 3.1.12

Table showing the Last purchase of Ice cream or Pastry

Last purchase of Ice cream or Pastry	Frequency	Percentage
Weekly once	25	16
Two weeks once	43	28
Monthly once	63	41
Occasionally	22	15
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 16% of the respondents purchase Ice cream or Pastry weekly once, 28% of the respondents purchase Ice cream or Pastry Two weeks once, 41% of the respondents purchase Ice cream or Pastry monthly once, 15% of the respondents purchase Ice cream or Pastry occasionally.

Chart 3.1.12

Chart showing the Last purchase of Ice cream or Pastry

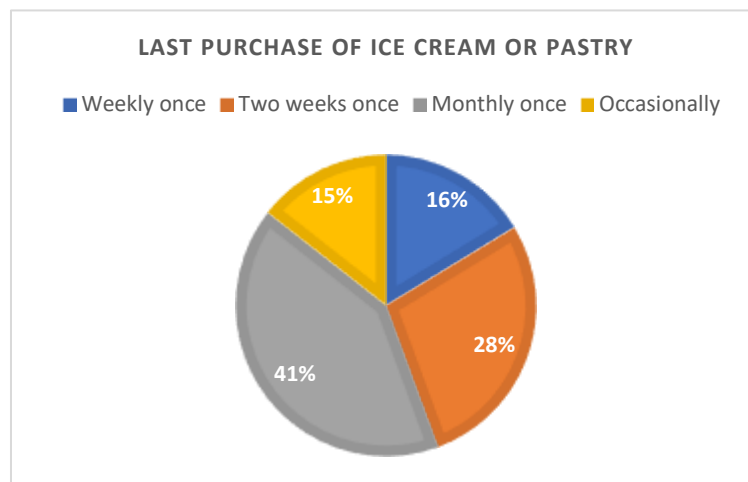


Table 3.1.13

Table showing the distance travelled to purchase Ice cream or Pastry

Distance travelled to purchase Ice cream or pastry	Frequency	Percentage
Within 2 km	67	44
2 km – 5 km	52	34
5 km – 10 km	24	16
More than 10 km	10	6
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 44% of respondents travel within 2 km of distance to purchase Ice cream or Pastry, 34% of respondents travel 2-5 km of distance to purchase Ice cream or Pastry, 16% of respondents travel with 5-10 km of distance to purchase Ice cream or Pastry, 6% of respondents travel more than 10 km of distance to purchase Ice cream or Pastry.

Chart 3.1.13

Chart showing the distance travelled to purchase Ice cream or Pastry

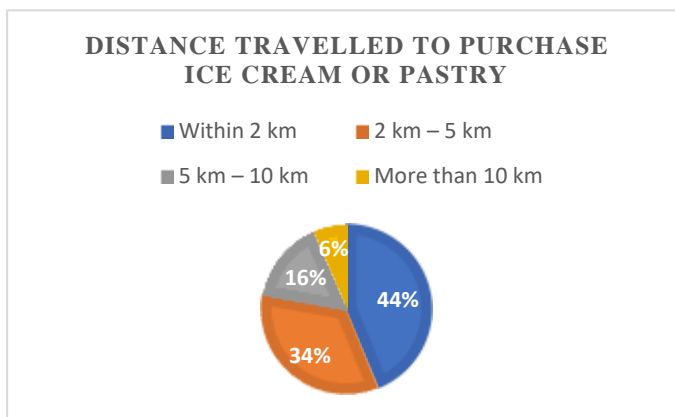


Table 3.1.14

Table showing the Tendency to purchase more Ice cream or Pastry

Tendency to purchase more Ice cream or Pastry	Frequency	Percentage
With discount	26	17
With new flavours	37	24
With more varieties	29	19
All of these	61	40
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 17% of the respondents tend to purchase more Ice cream or Pastry with discount, 24% of the respondents tend to purchase more Ice cream or Pastry with new flavours, 19% of the respondents tend to purchase more Ice cream or Pastry with more varieties, 40% of the respondents tend to purchase more Ice cream or Pastry with all the above.

Chart 3.1.14

Chart showing the Tendency to purchase more Ice cream or Pastry



Table 3.1.15

Table showing the amount spend monthly towards Ice cream or Pastry

Amount spend monthly towards Ice cream or Pastry (in Rupees)	Frequency	Percentage
Below 500	65	42
500 – 1000	53	35
1000 – 2000	21	14
Above 2000	14	9
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 42% of respondents spend below 500 (rupees) monthly towards Ice cream or Pastry, 35% of respondents spend 500-1000 (rupees) monthly towards Ice cream or Pastry, 14% of respondents spend 1000-2000 (rupees) monthly towards Ice cream or Pastry, 9% of respondents spend above 2000 (rupees) monthly towards Ice cream or Pastry.

Chart 3.1.15

Chart showing the amount spend monthly towards Ice cream or Pastry

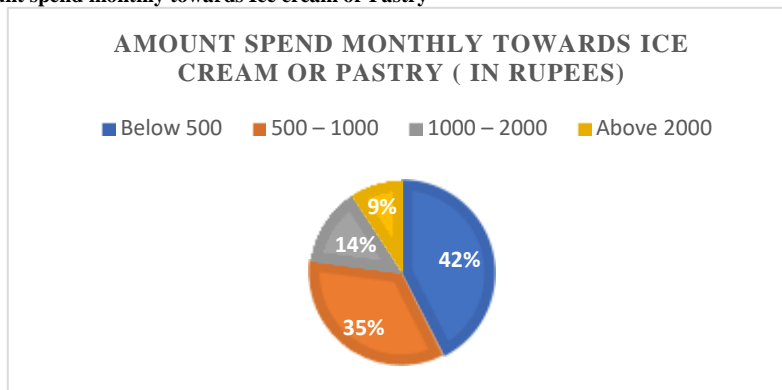


Table 3.1.16

Table showing the awareness about Ice cream or Pastry through advertisements mostly by which social media

Awareness about Ice cream or Pastry through advertisements mostly by which social media	Frequency	Percentage
Instagram	49	32
Facebook	21	14
You tube	30	19
others	53	35
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 32% of the respondents are aware about Ice cream or Pastry by Instagram, 14% of the respondents are aware about Ice cream or Pastry by Facebook, 19% of the respondents are aware about Ice cream or Pastry by You tube, 35% of the respondents are aware about Ice cream or Pastry by other social media.

Chart 3.1.16

Chart showing the awareness about Ice cream or Pastry through advertisements mostly by which social media

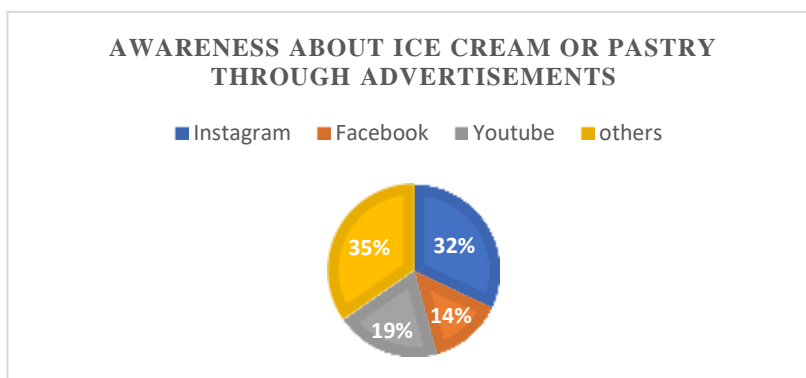


Table 3.1.17

Table showing the season preferred Ice cream or Pastry the most

Season preferred Ice cream or Pastry the most	Frequency	Percentage
Summer	41	27
Winter	10	6
Monsoon	17	11

All of these	85	56
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 27% of the respondents prefer Ice cream or Pastry the most in summer, 6% of the respondents prefer Ice cream or Pastry the most in winter, 11% of the respondents prefer Ice cream or Pastry the most in monsoon, 56% of the respondents prefer Ice cream or Pastry the most in all seasons.

Chart 3.1.17

Chart showing the season preferred Ice cream or Pastry the most

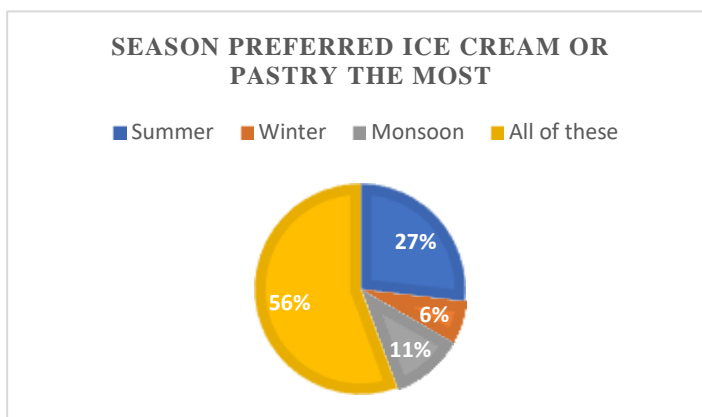


Table 3.1.18

Table showing the awareness about Ice cream or Pastry

Awareness about Ice cream or Pastry	Frequency	Percentage
Word of mouth	75	49
Pamphlets	21	14
Brochures	25	16
Digital marketing	32	21
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 49% of the respondents are aware about ice cream or pastry through word of mouth, 14% of the respondents are aware about ice cream or pastry through pamphlets, 16% of the respondents are aware about ice cream or pastry through brochures, 21% of the respondents are aware about ice cream or pastry through digital marketing.

Chart 3.1.18

Chart showing the awareness about Ice cream or Pastry

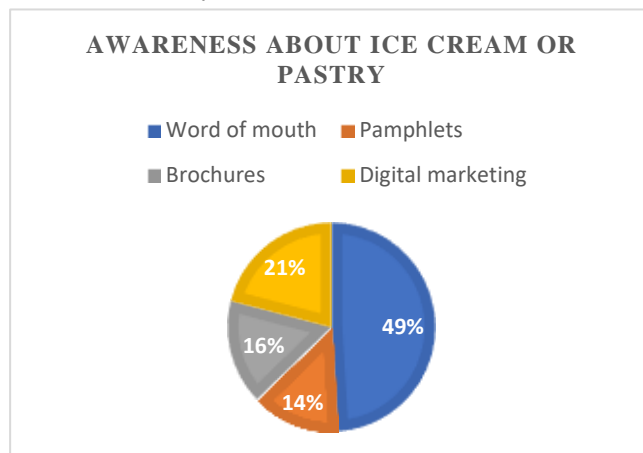


Table 3.1.19

Table showing the purchase of Ice cream or Pastry through online

Purchase of Ice cream or Pastry through online	Frequency	Percentage
Yes	52	34
No	57	37
May be	44	29
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 34% of the respondents purchase Ice cream or Pastry through online, 37% of the respondents does not purchase Ice cream or Pastry through online, 29% of the respondents may purchase Ice cream or Pastry through online.

Chart 3.1.19

Chart showing the purchase of Ice cream or Pastry through online

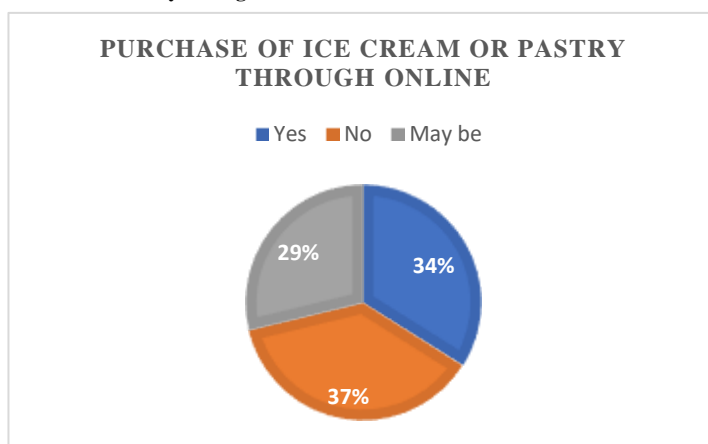


Table 3.1.20

Table showing the Availability of Ice cream or pastry

Availability of Ice cream or pastry	Frequency	Percentage
Ice cream	54	35
Pastries	16	11
Both	81	53
None	2	1
Total	153	100

SOURCE: Primary data

Interpretation:

The above table indicates that 35% of the respondents are available with ice cream, 11% of the respondents are available with pastries, 53% of the respondents are available with both, 1% of the respondents are available with none of these.

Chart 3.1.20

Chart showing the Availability of Ice cream or pastry

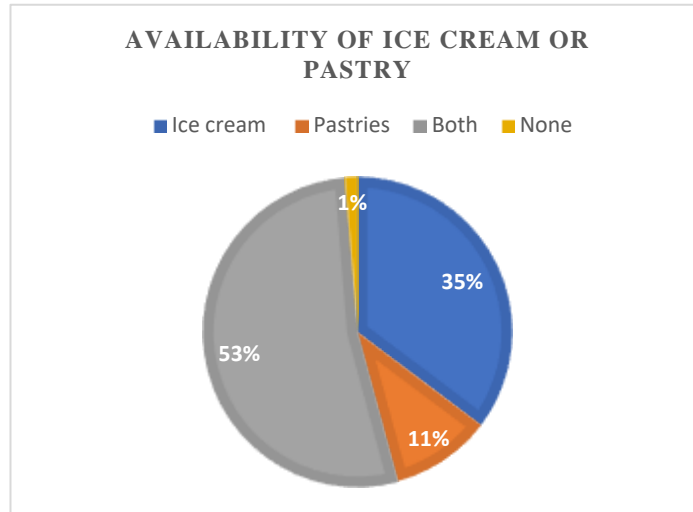


Table 3.1.21

Table showing the continuity to purchase Ice cream or Pastry even if there is increase in price

Continuity to purchase Ice cream or Pastry even if there is increase in price	Frequency	Percentage
Yes, up to 10%	62	40
Yes, up to 20%	43	28
Yes, up to 30%	35	23
No	13	9
Total	153	100

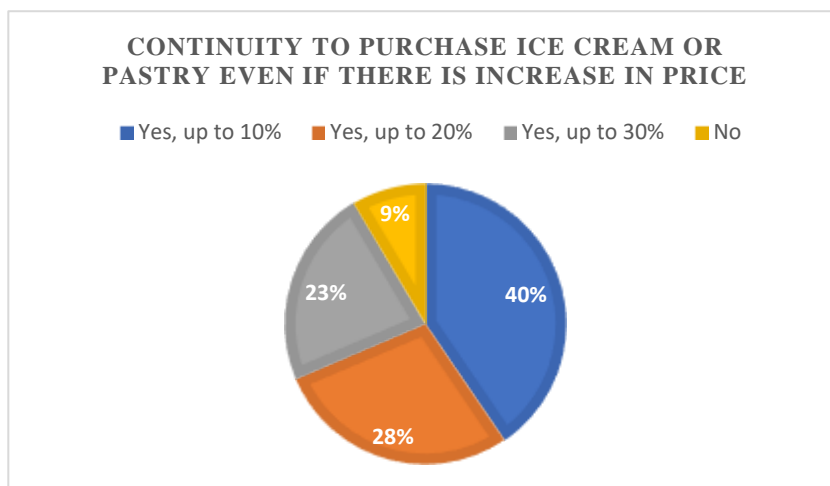
SOURCE: Primary data

Interpretation:

The above table indicates that 40% of the respondents will continue to purchase up to 10% increase in price, 28% of the respondents will continue to purchase up to 20% increase in price, 23% of the respondents will continue to purchase up to 30% increase in price, 9% of respondents does not continue to purchase when there is increase in price

Chart 3.1.21

Chart showing the continuity to purchase Ice cream or Pastry even if there is increase in price



II. Rank Analysis

A rank is a relationship between a set of items such that, for any two items, the first is either ‘ranking 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 rating. The ranking themselves are totally ordered, for example, materials are totally pre ordered by hardness, while degree of hardness are totally ordered.

Table 3.2.1

Table showing the satisfaction level towards Ice cream

Satisfaction Level	R1	R2	R3	R4	Total	Rank
Flavour	69	65	16	3	259	1
Price	32	76	40	5	324	4
Quality	47	78	28	0	287	2
Quantity	38	80	30	5	308	3

Interpretation:

The above table depicts the level of satisfaction towards Ice cream. It states that the highest rank for the flavour of Ice cream, second rank for the quality of Ice cream, third rank for the quantity of Ice cream and the last rank for the price of Ice cream.

III. Weighted Average Method

A weighted average is an average in which each observation in the data set is assigned or multiplied by a weight before summing to a single average value. In this process, each quantity to be averaged is assigned a weight that determines the relative importance of each quantity. Weightings are the equivalent of having that many like items with the same value involved in the average.

Table 3.3.1**Table showing the satisfaction level towards Pastries**

Satisfaction Level	HS	S	N	NS	Total	Weighted Average Score	Rank
Flavour	66	57	26	4	491	3.2	1
Price	32	60	46	15	415	2.71	4
Quality	44	82	25	2	474	3.09	2
Quantity	42	62	40	9	443	2.89	3

Interpretation:

The above table depicts the level of satisfaction towards Pastries. It states that the highest rank for the flavour of Pastries, second rank for the quality of Pastries, third rank for the quantity of Pastries and the last rank for the price of Pastries.

4. Findings, suggestions and conclusion of the study**4.1. Findings – Simple percentage method**

- 54% of the respondents are male.
- 50% of the respondents are in the age group of 21 – 30.
- 50% of the respondents' educational qualification is UG.
- 48% of the respondents' occupational status is student.
- 67% of the respondents are in urban area.
- 33% of the respondents are earning income of Rs.10000 – Rs.25000.
- 70% of the respondents prefer ice cream.
- 36% of the respondents prefer chocolate flavor.
- 59% of the respondents are available with their preferred flavor.
- 55% of the respondents tend to buy Ice cream or Pastries for taste.
- 42% of the respondents consume Ice cream or Pastry once in a week.
- 41% of the respondents purchased of Ice cream or Pastry last week.

- 44% of respondents travel within 2 km to purchase Ice cream or Pastry.
- 40% of the respondents tend to purchase more Ice cream or Pastry with all the above factors.
- 42% of respondents spend below 500 (rupees) monthly towards Ice cream or Pastry.
- 35% of the respondents are aware about Ice cream or Pastry by other social media.
- 56% of the respondents prefer Ice cream or Pastry the most in all seasons.
- 49% of the respondents are aware about ice cream or pastry through word of mouth.
- 37% of the respondents does not purchase Ice cream or Pastry through online.
- 53% of the respondents are available with both Ice cream and Pastry.
- 40% of the respondents will continue to purchase up to 10% increase in price.

4.2. Findings – Rank analysis

The ranking analysis for the level of satisfaction towards Ice cream states that the highest rank for the flavour of Ice cream, second rank for the quality of Ice cream, third rank for the quantity of Ice cream and the last rank for the price of Ice cream.

4.3. Findings – Weighted average method

The weighted average analysis for the level of satisfaction towards Pastry states that the highest rank for the flavour of Pastries, second rank for the quality of Pastries, third rank for the quantity of Pastries and the last rank for the price of Pastries.

4.4. Suggestions

- Reduction in the price of Ice cream will lead to more consumption of it.
- Awareness should be created among the people about the different varieties of Pastry.
- All the advertised flavors of Ice cream should be made available in all the outlets of Coimbatore city.
- Innovation towards Pastry will increase the level of consumption.
- Quantity should be increased in both Ice cream and Pastry.

4.5. Conclusion

In Coimbatore, the consumption of ice cream is already high. The recent innovation in the flavours of the ice cream have made the level of consumption even more in number. Different varieties of ice cream like Ice cream roll, Geleto are emerging in Coimbatore. Pastries were not that much popular in Coimbatore. Most of the people of Coimbatore are not even aware of many types of pastries. Though now the market for pastries in Coimbatore is wide open. The youngsters are been known more about short crust pastry and flaky pastry. But in past days the people were only aware about the Puff pastry. Lack of awareness also could be the reason for low consumption level of pastries. After all these analyses we can conclude that the level of consumption of ice cream is more dominant than the level of consumption of pastries.

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