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## **A Study of Customer Satisfaction towards IBACO Ice Cream**

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### **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 products. In this article the researched analyses the different brands of ice cream available in the market, motivating factors available and level of satisfaction among the customer towards ice cream.

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### **INTRODUCTION:**

Ice cream is a frozen food usually made from dairy products, such as milk and cream, often combined with fruit or other ingredients and flavours. The ice cream recipes first appeared in 18th century in England. The ice cream in the 20th century is one of the great changes and increases in availability and popularity. One important development in the 20th century was the introduction of soft ice cream, which has more air mixed in thereby reducing costs. Though India has low per capita ice cream consumption of 300ml per annum, the trend is slowly changing due to a number of reasons.

Ice cream (derived from earlier iced cream or cream ice) is a sweetened frozen food typically eaten as a snack or desert. 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 Agri 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.

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### **OBJECTIVES:**

- To study on customer satisfaction towards ibaco ice cream.
- To identify the factors influencing the consumers to purchases the ibaco Ice cream.
- To propose suggestion to improve consumer satisfaction towards ibaco ice cream.
- To give some of the findings of the study and suitable suggestions.

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### **RESEARCH METHODOLOGY:**

Research methodology systematically solve research problem, why the research has been undertaken, how the research problem has been defined and what data defined, has been adopted.

- Primary Data

The primary data for this study is collected through questionnaire consisting of multiple-choice questions.

- Secondary Data

The secondary data is collected by referring by websites, journals, articles and research paper.

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## SCOPE OF THE STUDY:

The scope of this study on Ibaco Ice Cream will encompass a detailed analysis of the brand's operations, focusing on both product offerings and consumer behavior. Geographically, the research will be limited to regions where Ibaco Ice Cream is actively operating, with an emphasis on understanding local market trends and consumer preferences. The study will examine the brand's product range, including custom ice cream flavors, toppings, and seasonal offerings, evaluating how these products meet diverse customer demands. Additionally, it will explore the impact of market trends, such as health-conscious eating and the growing popularity of plant-based options, on Ibaco's product development. The scope will also include a competitive analysis, assessing Ibaco's position in the market in comparison to other ice cream brands, as well as identifying opportunities for growth and differentiation. The research will focus on understanding the factors that influence consumer behavior, from product customization to purchasing patterns and overall customer satisfaction with Ibaco's in-store and online experience

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## LIMITATIONS OF THE STUDY:

- The research is based on the responses given by the respondent's form their opinion.
- The results shown are relative in nature. In other words, it is the perception of all the type of customer.
- The study is confined to a limited customer in a particular location..

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## REVIEW OF LITERATURE

**1.Lee, K., & Park, T. (2024)**, discuss the influence of sustainability practices on customer satisfaction in the ice cream sector. They argue that sustainable sourcing and packaging enhance customer perceptions and satisfaction.

**2.Sharma, R., & Kumar, P. (2024)**, analyze the role of product innovation, particularly new flavors, in driving customer satisfaction in the ice cream industry, highlighting that variety and innovation improve customer retention.

**3.According to Jones, T., & White, R. (2024)**, examine the impact of service quality on customer satisfaction in ice cream parlors. They identify that efficient, friendly service significantly enhances customer satisfaction and increases return rates.

**4.Gupta V. and Yadav N. in (2024)**, on customer satisfaction towards Ibaco ice cream,several studies have explored this topic. For instance, a study in Coimbatore city found that 62.31% of respondents preferred Ibaco ice cream primarily due to its good quality. However, 53.08% perceived the price as high, though 53.85% still found it satisfactory. The study also highlighted that 73.85% of customers valued the variety of flavors offered by Ibaco.

**5.Wilson, J., & Patel, R. (2024)**, investigate competitive pricing strategies in the ice cream industry. Their study shows that while pricing is important, customer perception of value has a stronger effect on satisfaction.

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## INDUSTRY OVERVIEW

### COMPANY PROFILE

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### HISTORY OF IBACO ICE CREAM:

Ibaco Ice Cream is an Indian ice cream brand that was founded in 2002. It is a subsidiary of Cakes 'n' More, a well-known bakery and confectionery chain in India. Ibaco was created to provide high-quality, innovative ice cream products in India, focusing on premium and customizable ice cream options. Ibaco stands out in the market by offering unique experiences for its customers, such as personalized ice cream combinations where customers can choose from a wide variety of ingredients, toppings, and flavors to create their own signature ice cream. It has grown in popularity with its focus on freshness and indulgence, providing both traditional and contemporary flavors.

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## OVERVIEW OF AN INDUSTRY

Ibaco Ice Cream is a premium brand offering a unique ice cream experience, primarily in India.

Here's an overview of its history:

### 1. Foundation and Launch (2004)

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Ibaco Ice Cream was founded in 2004 as a part of the Indian Ice Cream Company (IICC). The company was established with the vision of providing high-quality, indulgent ice cream with a focus on customization and premium offerings. The name "Ibaco" combines elements of "Ice Cream" and "Bakery," reflecting the brand's dedication to crafting unique, gourmet ice cream creations.

## **2. Unique Concept and Customization**

One of the core principles of Ibaco was to offer customizable ice cream. Unlike traditional ice cream parlors, Ibaco allowed customers to create their own personalized ice cream combinations by choosing from a wide variety of flavors and toppings. This made it a more interactive and premium experience for ice cream lovers. The brand became known for its innovative offerings, such as ice cream cakes, sundaes, and ice cream cones with a variety of toppings like nuts, chocolates, syrups, and fruits.

## **3. Expansion and Popularity**

Ibaco quickly gained popularity across India, with stores opening in major cities. The brand's focus on using premium ingredients and offering high-quality products helped it build a loyal customer base. Over time, Ibaco also began expanding its menu with seasonal flavors, specialty desserts, and even sugar-free or low-fat options, catering to a broader audience.

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## **CONCLUSION**

This project entitled "A Study on Consumer Satisfaction towards Ibaco Ice Cream" has helped in this study the various aspects of customer satisfaction and preference especially towards Ice Creams. The study also helped in understanding and analyzing customer satisfaction to buy the product. The company must be more alert providing high quality, service and awareness to the customers. The researcher hope the company will find his findings relevant and sincerely hope it uses his suggestions enlisted. In short, the researcher would like to say that very act of the concerned management at Hatsun Agro Product Limited in giving him the job of critically examining customer satisfaction towards Ibaco Ice Cream of the company.