



## CUSTOMER SATISFACTION TOWARDS ARUN ICE CREAM

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### ABSTRACT:

Customer satisfaction is a key factor in determining brand loyalty and business success. This study explores customer satisfaction with Arun Ice Cream, a popular brand in India known for its diverse flavors and quality products. The research examines various factors influencing customer satisfaction, such as taste, product variety, pricing, packaging, availability, and service quality. A survey-based approach was used to collect customer feedback, analysing preferences and perceptions of Arun Ice Cream. Overall, the study concludes that Arun Ice Cream enjoys high customer satisfaction, mainly due to its product innovation and brand reputation. To further enhance satisfaction levels, the company can focus on improving distribution channels and introducing more customer-centric marketing strategies.

**KEYWORDS:** Arun ice cream, consumer satisfaction

### INTRODUCTION:

Marketing is both an art and a science when it comes to recognizing the needs and wants of consumers, coming up with products or services that meet those needs and wants, and selling them to the consumer/target audiences. Marketing includes market research, product development, promotions, distribution methods, pricing, branding, managing relationships with customers, and using data analytics to inform best practices. Successful marketing is a combination of creativity, strategic planning, and adaptability to shifting market conditions—our ultimate goal being to turn prospects into engaged customers, and loyal customers to opportunistic purchases that lead to economic development and growth. Consumer satisfaction is a critical factor in the success and sustainability of any brand, especially in the competitive world of ice cream. Arun Ice Cream, a well-known brand in India, has carved a significant place in the hearts of consumers over the years. Known for its wide range of flavors, affordable pricing, and strong distribution network, Arun Ice Cream has managed to attract and retain a loyal customer base. Consumer satisfaction refers to the level of contentment experienced by customers when they purchase and consume a product. It is influenced by several factors such as product quality, taste, variety, price, availability, and the overall experience offered by the brand. For Arun Ice Cream, delivering consistent quality and flavor innovation is key to meeting consumer expectations.

### OBJECTIVES:

- To explore consumer satisfaction and preferences regarding Arun ice creams.
- To check the area of improvement in Arun ice cream variants.
- To investigate consumer perceptions according to simple demographic characteristics.
- To identify the areas of improvement that exist within Arun ice cream variants
- To examine the various factors that might affect the satisfaction level of customers towards Arun ice creams.

### STATEMENT OF PROBLEMS:

Arun Ice Cream, a well-established brand in India, has garnered significant popularity due to its wide range of flavors, affordability, and strong presence in both urban and rural markets. However, as consumer preferences and expectations evolve, maintaining a high level of customer satisfaction becomes increasingly challenging. Hence, the issue this study wants to resolve is the absence of in-depth insights into consumer satisfaction with Arun Ice Cream.

### RESEARCH AND METHODOLOGY:

The legitimacy of any research is attributed to the systemic method of collecting data and analyzing them in a logical and sequential order. The research draws upon a reliance on primary and secondary data.

**SAMPLE SIZE:** The sample size taken for the study is limited only to 126 respondents.

**TOOL USED FOR THIS 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..)

> Simple percentage method.

**REVIEW OF LITERATURE:**

1. **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.

2. **S. Priyadharshini & Dr. S. Gandhimathi (2021)** – “A Study On Consumer Preference and Satisfaction Towards Arun Ice-Creams”. The research elucidates consumer opinions on the price, packaging, and advertising of Arun Ice Cream in the Coimbatore districts, based on 150 responses from a descriptive questionnaire. Percentage analysis, chi-square, rank analysis, and weighted average are the tools employed in this study. Through these analytical methods, the study recommends that Arun Ice Creams enhance the effectiveness of their advertising strategies.

**TABLE SHOWING THE AGE OF THE RESPONDENTS**

	NO.OF RESPONDENTS	PERCENTAGE
Below 18	14	11.1%
18-25	20	15.9%
25-30	15	11.9%
30-40	71	56.3%
Above 50	6	4.8%
Total	126	100

SOURCE: primary data

**INTERPRETATION:**

This above table shows the information about the age of the respondents.

11.1% respondents are below 18, 15.9% respondents belongs to 18-28 ,11.9% respondents belongs to 30-40 ,56.3% respondents belongs to 20-28 and 4.8% respondents are above 50 age.

**INFERENCE:**

The majority 56.3% respondents are from 20-28 age group.

**TABLE SHOWING THE FREQUENCY OF THE ARUN ICECREAM CONSUMPTION**

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE
Daily	35	27.8%
Weekly	43	34.1%
Monthly	27	21.4%
Rarely	21	16.7%
Total	126	100%

SOURCE: primary data

**INTERPRETATION:**

The above table shows the information that 27.8% respondents consume Arun ice creams regularly, 34.1% respondents consumes arun ice creams on weekly basis , 21.4% respondents consumes Arun ice creams on a monthly basis and 16.7% consumes Arun ice creams very rarely.

**INFERENCE:**

The majority 34.1% respondents consumes Arun ice cream on a weekly basis .

**TABLE SHOWING THE RATINGS GIVEN BY THE RESPONDENTS FOR TASTE OF ARUN ICE CREAMS**

RATINGS	NO.OF RESPONDENTS	PERCENTAGE
Excellent	56	44.4%
Good	64	50.8%
Average	6	4.8%

Poor	0	0
Total	126	100%

**SOURCE:** Primary data

### INTERPRETATION

The above information show that 44.4% respondents rated excellent for the Arun ice cream's taste, 50.8% rated good for Arun ice cream's taste, 4.8% rated average for Arun ice cream's taste.

### INFERENCE

The majority 50.8% respondents rated good for the taste of Arun ice creams

**TABLE SHOWING THE SATISFACTION LEVEL OF RESPONDENTS WITH ARUN ICE CREAMS' FLAVOURS**

SATISFACTION LEVEL ICE CREAM FLAVOURS	NO.OF RESPONDENTS	PERCENTAGE
Very Satisfied	60	47.6%
Satisfied	53	42.6
Neutral	12	9.5%
Dissatisfied	1	0.8%
Total	126	100%

**SOURCE:** primary data

### INTERPRETATION

The above table shows information that 47.6% respondents are very satisfied with Arun ice creams' flavors, 42.6% respondents are satisfied with Arun ice creams' flavors, 9.5% respondents feel good about Arun ice cream's flavors and 0.8% respondent feels dissatisfied with Arun ice creams' flavors.

## FINDINGS

- The majority 56.3% respondents are from 20-28 age group.
- The majority 55.6% respondents are female
- The majority 35.7% respondents are not having income
- The majority 46% respondents are students
- The majority 34.1% respondents consumes Arun ice cream on a weekly basis
- The majority 50.8% respondents rated good for the taste of Arun ice creams
- The majority 47.6% respondents feels very satisfied with flavors of Arun ice creams
- The majority 45.2% respondents rate Arun ice creams' texture is very smooth and creamy
- The majority 46% respondents thinks that Arun ice reams' flavors are very innovative
- The majority 42.9% respondents feel Arun ice cream as affordable and other majority of 42.9% respondents thinks Arun ice cream has reasonable pricing.
- The majority 54.8% respondents' opinions are Arun ice cream is definitely value for money
- The majority 52.4% respondents rated excellent for Arun ice creams' packaging
- The majority 57.9% respondents have never faced issues with Arun ice creams
- The majority 46% respondents rated the staffs behavior in arun ice cream parlor as polite
- The majority 54% respondent will definitely recommend Arun ice cream to others.
- The majority 52.4% respondents feel Arun ice cream much better than others
- The majority 67% respondents choose Arun ice cream mainly for its taste.
- The majority 46.8% respondents always give a try to new flavours launched by Arun ice cream
- The majority 51.6% respondents suggest to make better flavours.

## SUGGESTION

Since a significant percentage of respondents are interested in new flavors, including sugar-free options, the brand can focus on introducing more innovative and health-conscious varieties such as low-calorie, vegan, and diabetic-friendly ice creams. Although the taste and texture of Arun Ice Cream received positive feedback, a notable portion of respondents suggested improving flavors. Conducting regular taste surveys and using premium ingredients can help enhance overall product quality. Given that a large number of consumers discover Arun Ice Cream through social media, investing in digital marketing, influencer collaborations, and interactive online campaigns like contests and giveaways can boost brand awareness. Additionally, with more than half of the respondents expressing interest in dessert options, Arun Ice Cream can diversify its product range by launching ice cream cakes, sundaes, frozen yogurts, and dairy-based desserts.

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## CONCLUSION

The study on consumer satisfaction towards Arun Ice Cream reveals that the brand has a strong market presence, with positive feedback on taste, texture, affordability, and accessibility. A majority of consumers appreciate the innovative flavors, smooth and creamy texture, and reasonable pricing, which contribute to their brand loyalty. However, the study also highlights areas for improvement, such as introducing more health-conscious options, expanding flavor variety, enhancing customer service, and strengthening marketing efforts, particularly through social media. With an increasing number of consumers seeking sugar-free and healthier alternatives, Arun Ice Cream has an opportunity to tap into this growing demand. Additionally, maintaining competitive pricing while ensuring high quality will further strengthen its position in the market. Enhancing in-store experiences, training staff for better customer service, and expanding distribution channels will help improve overall customer satisfaction.

In conclusion, Arun Ice Cream enjoys strong consumer support but must continue to innovate, improve, and expand to sustain its competitive edge. By addressing consumer expectations and implementing the suggested improvements, the brand can further enhance its reputation, increase customer loyalty, and continue its growth in the ice cream industry.

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