



A Study on The Effectiveness of Consumer Behaviour in Dairy Day Ice Creams at Tirunelveli City

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Abstract:

This study explores the effectiveness of consumer behaviour in relation to Dairy Day Ice Creams within Tirunelveli City. With increasing competition in the ice cream industry and changing consumer preferences, understanding the purchasing patterns, satisfaction levels, brand perception, and loyalty among consumers becomes crucial for business growth. The research aims to analyze key factors influencing consumer choices such as taste, price, quality, availability, and promotional strategies. A structured questionnaire was administered to a diverse group of respondents across Tirunelveli to gather relevant data. The findings of the study provide insights into consumer attitudes, preferences, and buying behaviours specific to Dairy Day Ice Creams, enabling the company to make informed marketing and product decisions. The study concludes with recommendations to enhance consumer engagement and improve overall market penetration in the region.

Keywords: Consumer Behaviour, Dairy Day Ice Creams, Buying Preference, Brand Loyalty, Customer Satisfaction

Introduction

Consumer behaviour plays a vital role in shaping the success of any brand, especially in the food and beverage industry. In a competitive and rapidly evolving market, understanding what motivates consumers to choose one brand over another is crucial. This article focuses on the consumer behaviour surrounding Dairy Day Ice Creams in Tirunelveli City. With increasing youth population and changing lifestyle patterns, it becomes important to assess how effectively Dairy Day caters to its target audience and maintains customer satisfaction and loyalty.

Objectives of the Study

- To study the demographic profile of Dairy Day Ice Cream consumers in Tirunelveli.
- To identify key factors influencing purchase decisions.
- To assess the relationship between consumer preferences and repeat purchases.
- To evaluate customer satisfaction and brand loyalty.
- To suggest ways to enhance marketing effectiveness and customer engagement.

Research Methodology

This study is based on both primary and secondary data. A structured questionnaire was distributed to 130 respondents in Tirunelveli City, out of which 105 responses were valid and analyzed. The questionnaire focused on factors such as age, gender, flavor preference, price perception, product quality, and brand satisfaction. The data was analyzed using basic statistical tools including frequency tables, chi-square tests, and correlation analysis.

Demographic Analysis

- **Age:** A significant portion of respondents (59%) were below 25 years, indicating a strong preference for Dairy Day among the youth. This was followed by the 25–34 age group at 22.9%.
- **Gender:** 56.2% of respondents were female, while 37.1% were male, and 6.7% preferred not to say.

- This demographic structure suggests that Dairy Day has a strong customer base among young and female consumers.

SCOPE OF THE STUDY

The scope of this study is to understand the factors influencing consumer behavior towards Dairy Day ice creams in Tirunelveli town. It focuses on analyzing customer preferences, purchasing patterns, satisfaction levels, and brand loyalty. The study aims to identify the key elements such as taste, price, packaging, and marketing strategies that impact consumer decisions. The findings will help Dairy Day improve its product quality, customer service, and marketing strategies to enhance customer satisfaction and increase market share.

NEED OF THE STUDY

- To understand the tastes, Flavors, and preferences of consumers in Tirunelveli town.
- To examine factors influencing purchasing decisions and frequency of consumption.
- To help Dairy Day improve product quality and innovation based on customer feedback.
- To identify customer expectations and enhance satisfaction levels.
- To design promotional strategies that attract and retain customers.
- To analyse current market trends and consumer behaviour specific to the region.
- To build strong customer relationships and enhance brand loyalty.

SIGNIFICANCE OF THE STUDY

The significance of this study lies in understanding the factors that influence consumer behaviour toward Dairy Day ice creams in Tirunelveli town. By analysing consumer preferences, purchasing patterns, and satisfaction levels, this study aims to provide valuable insights for the brand to enhance its market presence and customer engagement. The findings will help Dairy Day identify key drivers that attract consumers, such as flavour preferences, pricing strategies, and promotional activities. Additionally, the study will assist in identifying potential areas for improvement, thereby enabling the company to tailor its products and services to meet customer expectations. This research is also beneficial for marketing professionals and stakeholders in the ice cream industry, as it sheds light on local consumer behaviour trends and aids in the formulation of effective marketing strategies to boost sales and customer loyalty.

Limitations of the Study

- The study is limited to Dairy Day ice creams and does not cover other brands in the market.
- The research is confined to Tirunelveli town, which may not represent consumer behaviour in other regions.
- The data collected is based on consumer responses, which may be biased or inaccurate.
- The study focuses mainly on consumer behaviour and may not consider external factors like market competition and economic conditions.
- Limited sample size may affect the accuracy and reliability of the findings.
- Consumer preferences and trends may change over time, making the results less relevant in the future.

Key Findings

DATAANALYSIS AND INTERPRETATION

Table no. 1 Age of the Respondents

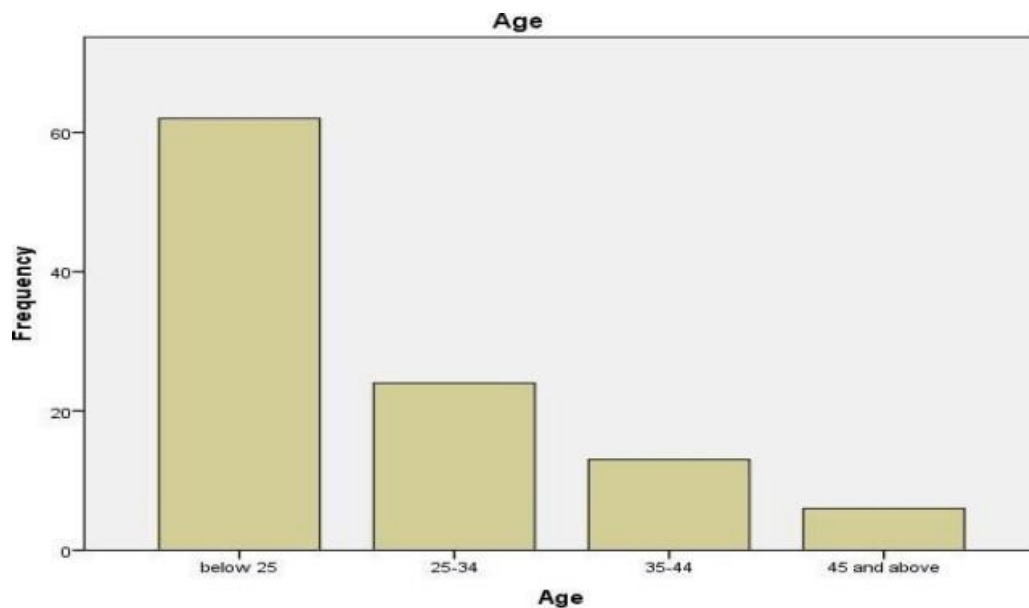
Age of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25	62	47.7	59.0	59.0
	25-34	24	18.5	22.9	81.9
	35-44	13	10.0	12.4	94.3
	45 and above	6	4.6	5.7	100.0
	Total	105	80.8	100.0	
Missing	System	25	19.2		
Total		130	100.0		

Source: Primary

Interpretation

The age-wise analysis shows that the majority of Dairy Day Ice Cream consumers are below 25 years, accounting for 59% of valid responses. This indicates that the brand is highly popular among youth. The 25–34 age group follows with 22.9%, showing moderate engagement. Consumers above 35 years make up a smaller portion, suggesting lesser interest. Dairy Day can focus its marketing and product strategies more towards the younger demographic to boost effectiveness.

CHART NO 1



Hypothesis

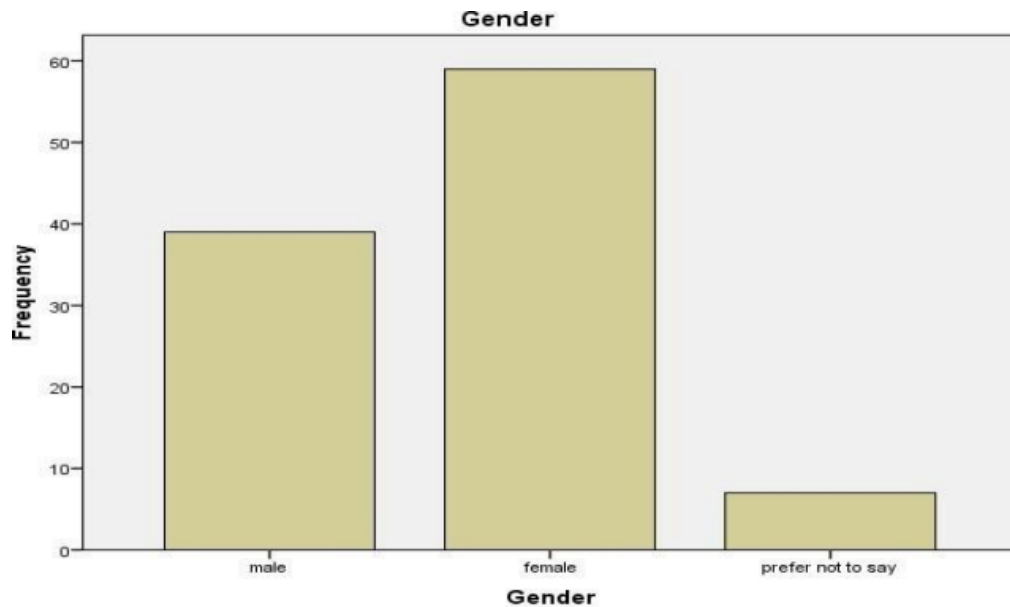
H₁: Dairy Day Ice Cream consumption is significantly higher among consumers below 25 years compared to consumers aged 25 and above.
(The younger age group (below 25) is more likely to prefer and purchase Dairy Day Ice Cream.)

H₀: There is no significant difference in Dairy Day Ice Cream consumption across age groups. (Consumers of all age groups have similar preferences for Dairy Day Ice Cream.)

Gender of the Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	39	30.0	37.1	37.1
	female	59	45.4	56.2	93.3
	prefer not to say	7	5.4	6.7	100.0
	Total	105	80.8	100.0	
Missing	System	25	19.2		
Total		130	100.0		

Table no. 2 Gender of the Respondents Source; Primary Interpretation

The majority of respondents are **female (56.2%)**, followed by **male respondents (37.1%)**. A small portion of participants (6.7%) preferred not to disclose their gender. This suggests that **female consumers are more engaged** or responsive when it comes to Dairy Day Ice Cream. The brand could consider focusing more on **female-centric marketing or preferences**. Overall, both genders show interest, but women slightly dominate the consumer base.



II CORRELATIONS TEST

GENDER AND FLAVOUR PREFERENCE				
		Gender	Which flavor do you prefer the most	Are you are repeat customer of Dairy Day
Gender	Pearson Correlation	1	-.188	-.128
	Sig. (2-tailed)		.055	.194
	N	105	105	105
Which flavor do you prefer the most	Pearson Correlation	-.188	1	.440**
	Sig. (2-tailed)	.055		.000
	N	105	105	105
Are you are repeat customer of Dairy Day	Pearson Correlation	-.128	.440**	1
	Sig. (2-tailed)	.194	.000	
	N	105	105	105

Source; Primary Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The correlation between gender and flavor preference is weak and negative ($r = -0.188$), and not statistically significant ($p = 0.055$). This means gender does not strongly influence which flavor consumers prefer. The correlation between flavor preference and repeat purchase is moderate and positive ($r = 0.440$), and highly significant ($p < 0.01$), suggesting that people who have a strong flavor preference are more likely to be repeat customers. The correlation between gender and repeat purchase is weak and not significant ($r = -0.128$, $p = 0.194$). Overall, flavor preference plays a key role in customer loyalty.

HYPOTHESIS:

H₁: There is a significant relationship between flavor preference and repeat purchase behavior among Dairy Day Ice Cream consumers. (Those who have a strong preference for a particular flavor are more likely to be repeat customers.)

H₀: There is no significant relationship between flavor preference and repeat purchase behavior among Dairy Day Ice Cream consumers. (Flavor preference does not influence repeat purchase behavior.)

Table no: 1 Relationship between Gender, Price and taste Influence the Repeat Purchase of the Ice-cream

Relationship between Gender, Price and taste of the Ice-cream						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Gender * Opinion about the taste of the Ice- cream	105	80.8%	25	19.2%	130	100.0%
Gender * Opinion about the Price of the Ice-cream	105	80.8%	25	19.2%	130	100.0%

Source; Primary

Interpretation

The correlation between gender and flavor preference is weak and negative ($r = -0.188$), and not statistically significant ($p = 0.055$). This means gender does not strongly influence which flavor consumers prefer. The correlation between flavor preference and repeat purchase is moderate and positive ($r = 0.440$), and highly significant ($p < 0.01$), suggesting that people who have a strong flavor preference are more likely to be repeat customers. The correlation between gender and repeat purchase is weak and not significant ($r = -0.128$, $p = 0.194$). Overall, flavor preference plays a key role in customer loyalty.

HYPOTHESIS

H₁: Consumers with a strong preference for a particular flavor of Dairy Day Ice Cream are more likely to be repeat customers. (Strong flavor preference positively influences repeat purchase behavior.)

H₀: There is no significant relationship between flavor preference and repeat purchase behavior. (Flavor preference does not influence repeat purchase behavior.)

Table no: 2 Relationship between Gender and Opinion about the taste of Dairy Day

Relationship between Gender and Opinion about the taste of Dairy Day Ice Cream						
		Opinion about the taste of the Ice-Cream				Total
		Excellent	good	average	poor	
Gender	male	11	12	12	4	39
	female	15	20	22	2	59
	prefer not to say	1	1	0	5	7
Total		27	33	34	11	105

Ice Cream

Source; Primary Interpretation

Most **females rated the taste as "good" or "average"**, with 20 and 22 responses respectively. **Males gave more evenly spread ratings**, with 12 each for "good" and "average", and 4 males rated it as "poor". Interestingly, the majority of those who chose **"poor" were from the "prefer not to say" category (5 out of 7)**. Overall, both males and females leaned toward **positive or neutral ratings**, suggesting **general satisfaction** with taste across genders.

However, females showed slightly **more favorable opinions** than others.

Chi-Square Tests

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.955 ^a	6	.550
Likelihood Ratio	6.886	6	.332
N of Valid Cases	105		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 1.27.

Source; Primary

Interpretation

The **Pearson Chi-Square value is 4.955** with a **p-value of 0.550**, which is **greater than 0.05**. This indicates that there is **no significant association** between **gender** and **taste rating** of Dairy Day Ice Cream. In other words, **taste preference does not depend on gender**. Also, since 4 cells have expected counts less than 5, the test results should be interpreted with **some caution**. Overall, gender **does not significantly influence** how people rate the taste of Dairy Day Ice Cream

Table no: 3 Age and Price Opinion of Dairy Day Ice Cream

Age and Price Opinion of Dairy Day Ice Cream						
		Price Opinion of Dairy Day Ice Cream				Total
		1	2	3	4	
Age	below 25	20	18	12	12	62
	25-34	8	5	7	4	24
	35-44	3	3	5	2	13
	45 and above	2	1	2	1	6
	Total	33	27	26	19	105

Source: Primary

Interpretation

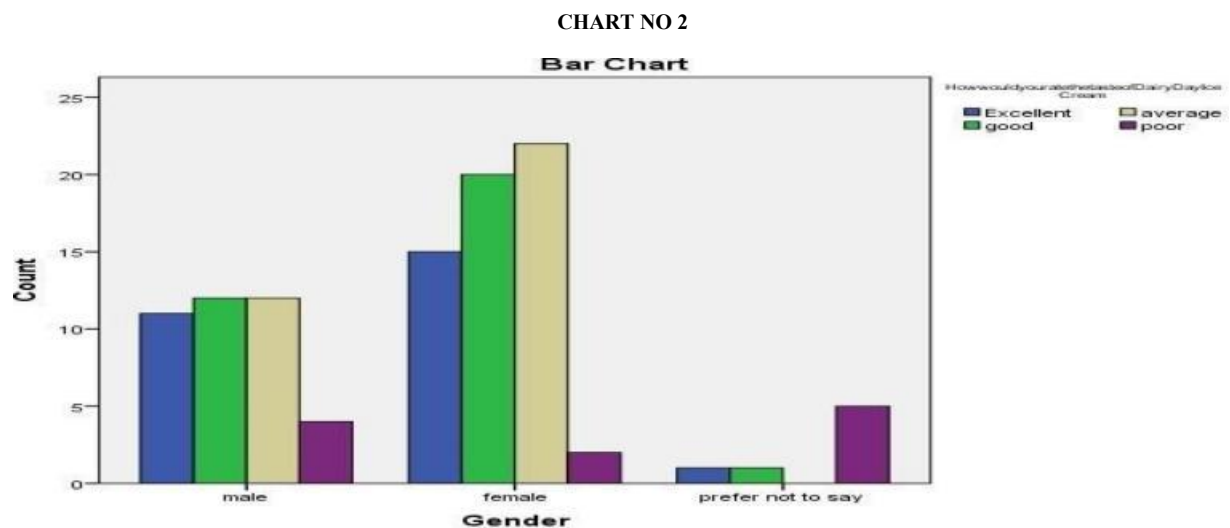
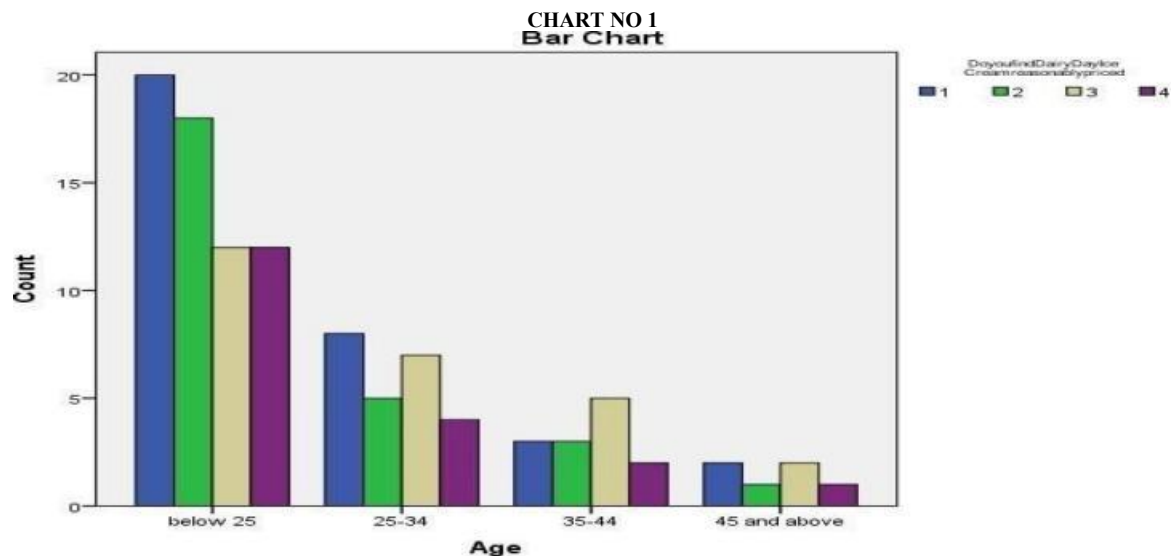
Most respondents **below 25 years** believe Dairy Day is **reasonably priced**, with 20 selecting option 1 (likely —Strongly Agree). The **25–34** and **35–44** age groups are more **evenly distributed**, showing mixed opinions about pricing. The **45 and above** group is the smallest and also shows a **less strong agreement** about reasonable pricing. Overall, **younger consumers (especially below 25)** are more satisfied with the pricing. This suggests Dairy Day's pricing strategy is **more appealing to the youth segment**.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.275 ^a	9	.952
Likelihood Ratio	3.228	9	.955
N of Valid Cases	105		

a. 9 cells (56.3%) have expected count less than 5. The minimum expected count is 1.09.

Source: Primary Interpretation

The **Pearson Chi-Square value is 3.275** with a **p-value of 0.952**, which is **much greater than 0.05**. This indicates that there is **no significant association** between age and perception of whether Dairy Day Ice Cream is reasonably priced. In other words, **pricing opinions are similar across age groups**. However, since **over 50% of cells have expected counts less than 5**, the result should be **interpreted with caution**. Overall, age does **not have a meaningful impact** on how consumers perceive Dairy Day's pricing.



1. Flavor Preference and Repeat Purchase

The correlation between flavor preference and repeat purchases was positive and statistically significant ($r = 0.440$, $p < 0.01$). This indicates that consumers who have a strong liking for specific flavors are more likely to continue purchasing Dairy Day products.

2. Gender and Flavor Preference

The correlation between gender and flavor preference was weak and negative ($r = -0.188$), and not statistically significant. This suggests that gender does not strongly influence flavor choices.

3. Taste Rating and Gender

A cross-tabulation of taste ratings and gender showed no significant relationship ($p = 0.550$), confirming that both male and female consumers have similar opinions about the product's taste.

4. Price Perception and Age

A chi-square test between age and price perception revealed no significant association ($p = 0.952$). Most respondents across age groups found the pricing to be reasonable.

Interpretations

- Dairy Day is highly popular among consumers under the age of 25.
- Flavors play a key role in driving customer loyalty.
- Gender has little to no influence on product choice or loyalty.
- Most consumers consider the product reasonably priced.
- Taste and quality are generally well-rated by the public.

Suggestions

1. **Target Youth in Marketing:** Since the majority of consumers are young, Dairy Day should focus on youth-oriented marketing strategies including digital campaigns, influencers, and college events.
2. **Enhance Flavor Range:** Offering seasonal or region-specific flavors can help retain interest and attract new customers.
3. **Loyalty Programs:** Introduce loyalty rewards or coupons to encourage repeat purchases and build long-term customer relationships.
4. **Health-Conscious Options:** Develop and promote healthier variants (low sugar, low fat) to attract health-conscious customers.
5. **Improve Availability:** Ensure wide and consistent availability across supermarkets, local stores, and online platforms.

Conclusion

This study highlights that Dairy Day Ice Creams enjoy strong acceptance and preference among young consumers in Tirunelveli. Factors such as flavor preference and reasonable pricing significantly influence customer loyalty. While gender and age have minimal impact on product ratings, consumer satisfaction is primarily driven by taste and value. By focusing on flavor innovation, affordable pricing, and targeted marketing, Dairy Day can further strengthen its position in the local market and beyond.

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