CHAPTER-17

Customers Ice-Cream Brand Preference in South Goa

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ABSTRACT

The fastest growing sectors in India and contributing to the growth and development of dairy industry is the Ice-cream market and is growing at around 12-15% annually with the current market worth of approximately Rs 3000 crores in 2013-14. With low per-capita consumption, of only 13% of the world there can be a huge opportunity in this sector in India in attracting new regional and national entrants in the presence of major players like Amul, Kwality Walls, Mother Dairy, Vadilal, Cream Bell, Baskin-Robbins, etc. A quantitative survey was conducted to explore public knowledge. Self administered questionnaires, focused on whether the respondents buy only branded ice-creams, are price sensitive or not, factors building a good brand image, availability of brand, celebrity influence, switch over behaviour, commitment rate with the preferred brand, satisfaction with their current brand ,proportion of branded to unbranded ice-creams ,experimentation with different brands, media influence,brand success, brand influencers, brand image can influence buying decision, ranks of the attributes when purchasing ice-creams, and ranks of the packaging and product information of the ice-cream brands.

Keywords: *Ice-cream, Customers Preference, Brands.*

INTRODUCTION

Ice cream is a highly complex food matrix and can be considered as an aerated suspension of fat and water in a concentrated sugar solution that includes stabilizers, casein micelles, and proteins (Frost et al., 2005; Erkaya et al., 2012). As one of the most consumed dairy products in the world (Sun-Waterhouse et al.,2011), it is the most popular semi-solid dairy dessert, with the additional advantage of being an appropriate matrix for supplementation with probiotic bacteria and prebiotic ingredients (Cruz et al.,2009; Soukoulis et al.,2009; Di Criscio et al.,2010; Isik et al.,2011; Ferraz et al.,2012).Ice cream we call glaces a la cream in French actually has been in existence for at least 300 years (C. Clarke 2004) The origins of ice cream can be traced back to at least the 4th century B.C. Early references include the Roman emperor Nero (A.D. 37-68) Alexander, the King of Macedonia, features in the origins of ice cream. Alexander was apparently known to have a passion for honey-flavoured iced drinks, using snow to make the icy texture. In AD 54, Emperor Nero of Rome liked his iced to make a dessert. The total worldwide production of ice cream and related frozen desserts was 14.4 billion liters in 2001, base on book written by (C.Clarke 2004). base on point of few (Robert T. Marshall at all 2003) ice cream is a frozen mixture of a combination of milk, sweeteners, stabilizers, emulsifiers and also flavoring, for the other ingredients such as egg products, colouring and starch can added as well. Katona and Strumpel (1978), attitudes and perception are closely related. Both these concept tend to affect one's perceptions and same concept as behaviour. They suggested that the growing concern among consumers related to poor quality of products may have been affected. Customer will come back to purchase and consume that product if the product has the good quality. Radam et al (2010). Research has expanded from the primary role of food as a source of energy and body-forming substances to the more subtle action of biologically active food components on human health (Grajek et al, 2005). Food can be considered functional if it is satisfactorily demonstrated to affect beneficially one or more target functions in the body, beyond adequate nutritional effects in a way which is

relevant to either the state of well-being and health or the reduction of the risk of chronic diseases such as cancer, cardiovascular diseases and osteoporosis (Diplok et al, 1999; Berner and O'Donnell, 1998; Dimer and Gibson, 1998; Pisulewski and Kostogrys, 2003). The consumer's level of understanding and awareness of the importance of diet in providing good health and preventing disease has grown as a result of the numerous government, public health, and education campaigns (Childs, 1997). As a consequence of increasing interest in improving or maintaining health in a proactive and convenient approach (Jong et al.,2003), consumers have become more concerned about the nutrition, health, and quality of food they eat (Gil et al.,2000). [1B].Unilever Ireland Ltd remains the category leader with a value share of 57% in 2016. Especially within impulse category, according to Euromonitor and develop its core brand offering with new innovations such as a blackcurrant-flavored Twister and Calippo Cola. Ice cream and frozen desserts has increased by 2% in current value terms in 2016 with the category valued at EUR165m. [6].Ledo ice creams launched 35 new flavours of ice cream in the Croatian market. Moreover, the rising demand for ice cream products from consumers above the age of 50 is another factor fuelling the growth of this market [7]. The ice cream category has experienced diverse product innovation and creativity in Australia, with a broader range of products. Nielsen Homescan data shows that on average, consumers are spending more on ice cream, as well as purchasing it more frequently, with 93% of consumers purchasing ice cream in the past year [8].China is currently the world's biggest ice cream market, with sales estimated at 4.3 billion liters in 2016, followed by the US (2.7 billion liters) and Japan (756 million liters).Norwegian consumers are the biggest ice cream eaters, consuming 9.8 litres per capita in 2016.4% of ice cream and desserts launched in 2016 carried a vegan claim[9].

Theoretical perspective

History of ice cream is closely associated with the development of refrigeration techniques (Caroline and Weir, 1993). Ice cream market in India grew, on account of international brands, improving cold storage facilities, with changing consumer taste. As the largest producer of milk, the country accounts for over 1/5th of global milk production, offering the country large volume of raw material for manufacturing. GDP per capita of India is increased from USD1390 in 2010 to 1580 in 2015, which is positively impacting the market in India. Eating ice cream outside, growing number of flavours, along with rising purchasing power are expected to drive India ice cream market [15].The global ice cream market grew at a CAGR of around 6.0% during 2009-2016 reaching 19.7 Million Metric Tons in 2016. Population growth, increasing disposable incomes, innovative flavours with added nutrients, premiumization, increasing popularity as an addition to other foods and beverages such as milk shakes, smoothies, brownies, etc., are some factors driving the global ice cream market growth. In the organised segment, Amul is the leading ice cream player and holds close to 32% of the market share followed by Vadilal Industries. The ice cream market in India is growing at a rate of 15-20% year-on-year that by 2019, the market will reach around INR 6,198 crores [13].India's current ice-cream market is worth Rs 3,000 cr, [12]. The per capita consumption of ice cream in India is about 300 ml, as compared to the world average of 2.3 liters per annum. [21]. A customer (also known as a client, buyer, or purchaser) is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. Customers can define quality as dependability, durability, ease of servicing, features or aesthetic appeal, Garvin 1987 as quoted in Bacon et al., 1996). The concept of quality and determinants of consumer acceptance of ice cream remain elusive (Guinard et al., 1996). Deaton and Muellbaur, (1980), as cited in Zanoli and Naspetti, 2002; discuss consumer behavior in terms of preferences and opportunities for choice. The opportunities for choice are often directly observable, variations in behavior can be traced to variations in opportunities. Zanoli and Naspetti, 2002 argue that, consumer behavior is dealing with preferences and how preferences are formed in the mind of the consumer. For Band (1991), quality is the means and consumer value is the end. It has been suggested that perceived quality is an antecedent that has a positive effect on consumer value (Oliver 1999; Parasuraman and Grewal 2000). Quality is a subcomponent

of overall value (Holbrook 1999; Petrick 2002; Sweeney and Soutar, 2001 as cited in Sanchez-Fernandez and Iniesta-Bonillo, 2006). Study of consumer responses to their dissatisfaction towards products has significant implications for repurchase intentions and brand loyalty, market feedback mechanisms and new product development (Day, 1984; Fornell and Wernerfelt, 1987 as cited in Fernandes and Santos, 2007). Shukla Pourav, 2004 did a study on "Effect of Product Usage, Satisfaction and Involvement on Brand Switching Behavior" and argued that a relatively small amount of literature is available discussing the issue of brand switching as most work has been carried out in the area of brand loyalty. Companies worldwide lose half their customers every five years (Shukla, 2004). Reichheld, 1996 suggests that by searching the root causes of customer departures, companies can win the customers back and re-establish the relationship on firmer ground. Kristensen, et al., 1999 argued that performance/quality is the main driver of satisfaction in most cases. Shukla's, 2004 study on brand switching behavior in ice-cream concluded that although 85.61% of customers are satisfied with their current brand; 34.53% customers are ready to switch their brand. Quality is the most important factor making them switch the brand. Variety is other factor that is important to switching. Food has a range of functions in addition to being a source of nourishment: acting as a pastime for personal indulgences or as a focus for socializing with family, friends and others and in contributing to a sense of individual and national well being (Wright et al., 2001). The quality and taste of ice-cream determines the satisfaction level of the customer. Changing demographics and life styles today drive food consumption trends and the younger generation assert their own food preferences over the more traditional mealtimes (Wright et al., 2001). The changing Indian family structure with families nuclear and the number of working women has forced the Indian consumer to eat outside giving rise to consumption of processed foods (Patil G. and Singh R., 2005). Health concerns, education, exposure to advertisements and promotions contribute to the household's perception of the benefits from consuming dairy products and tend to increase the likelihood of purchases (Fuller et al., 2007). The physical, functional and sensory properties of ice cream influence the consumer's perception and acceptance of an ice cream (Udabage and Augustin, 2003).Ice cream has wide variety of quality dimensions such as creaminess, color, sweetness, temperature, after-taste feeling, flavor, taste, how it melts in bowl and the attractiveness of packaging, brand name (Bacon et al., 1996). A desirable ice cream has good flavor, body and texture, color and melting characteristics and should be of good microbial quality (Rothwell, 1985; Marshall and Arbuckle, 1996 as quoted in Udabage and Augustin, 2003) Other influential factors include the consumer's judgment of the freshness of the product, and "credence quality attributes" such as the naturalness and exclusiveness of the product, (Wandel and Bunge, 1996 as cited in Bower & Baxter, 2000). Sugar and milk fat are widely recognized as key contributors to quality of ice cream (Pearson, 1979, Bodyfelt, 1983, Pick, 1990 as cited in Guinard et al., 1996). 'Taste' is colored not just by the gustatory properties of the food itself, but its smell, sound and appearance as well as by expectations generated by marketing communications and even country of origin (Jacoby et al., 1971& Leclerc et al., 1994 as quoted in Wright et al., 2001). A study of effect of fat content on hedonic responses of US consumers to dairy products found that .high fat ice cream was liked significantly more than low fat ice cream and that making the consumers aware of the higher fat in the regular ice cream (nutrition label) actually increased their liking for it (Light A. et al., 1992 as cited in Guinard et al., 1996). 73% of men and 66% of women would rather eat full-fat ice cream than full-fat varieties of other snacks (Wayland Milch, 2007). More than half of consumers in Poland (54%) would be interested in buying high-protein ice creams. New Mintel research reveals that half (49%) of urban Chinese consumers say they eat ice cream at home as a snack, compared to four in 10 (39%) who said the same in 2015.

REVIEW OF LITERATURE

Consumers preferences are a complex phenomenon influenced by numerous factors classified as product- related (intrinsic and extrinsic food attributes), consumer-related (demographic, personal, Psychological and physiological characteristics) and marketing environmental-related (economic, cultural, natural, technological, political and social environments) (Realini *et al.*,2013; Topcu and Uzundumlu, 2012; Troy and Kerry, 2010; Topcu *et al.*,2009). In order to design the actual food product image optimized, the suppliers have focused on attributes such as the sensory, structural, visual, nutritional, chemical and confidential properties including in aroma, taste, flavor, viscosity, color, texture and its content (Realini *Et al.*,2013; Menichelli *et al.*,2012; Topcu and Uzundumlu, 2012; Soukoulis *et al.*,2010; Simeone and Marotta, 2010;Topcu *et al.*,2009) but also the extrinsic ones consisting of hedonic quality attributes such as the price, country of origin, actual product image and quality, brand, labelling, packaging, promotion, advertising, etc. (Topcu and Uzundumlu, 012; Troy and Kerry, 2010; Topcu *et al.*,2009; Siro *et al.*,2008; Mccarty *et al.*,2003; Orth and Firbasova, 2003) along with the consumers' socioeconomic characteristics such as income, food expenditure, education, age and lifecycle, occupation, etc. (Topcu, 2012; Topcu and Uzundumlu, 2012; Topcu *et al.*,2009). The brands, one of the utmost important pieces of the information read a foodstuff, play an important role on the consumers' purchase decision making processes (Topcu *et al.*, 2008; Wulf *et al.*,2005; Guerrero *et al.*,2000). There is a strong relationship between their varieties and brand types impacting on purchase decisions (Topcu, 2012a; Enneking *et al.*,2007; Guerrero *et al.*,2000). The effects of the brand types associated with the food choice and acceptability, and the consumers purchase attitude and behaviors were widely studied (Fornerino and Hauteville, 2010; Zhou *et al.*,2010; Gehlhar *et al.*,2009; Kumar *et al.*,2009; Topcu *et al.*,2009; Dimofte *et al.*,2008; Enneking *et al.*,2007). The consumers' tastes and preferences become more pronounced as wealth increases and hence variables, such as demographics, education, and ethnicity have more influence on demand (Bashir, 2011). Images and symbols must relate to exploit the needs, values and lifestyles of consumers in such a way that the meanings involved give benefits, and differentiate the brand from other brands (Broadbent and Cooper, 1987). A brand can be described as a "trademark that communicates a promise (Phillips, 1998). Cool, creamy, smooth, and rich in flavor, ice cream is the mother of all comfort foods and in summer, ice cream rules (Cartmell Connie, 2007). People begin to develop their ice cream preferences early in childhood, often associating their favorite flavor with positive experiences (Johnson

M.L., 2007). The results showed that eating ice cream has an immediate effect on the pleasure areas - which include a major processing area at the front of the brain, the orbito-frontal cortex (Unilever, 2008 as cited by João Pedro Dias Fontes da Costa,). And the fact that ice cream shops have taken on the culture of cafes denotes that people go to these shops not just to enjoy ice cream, but also to socialize or "hang out." (Koay Allan, 2005) The mini snack versions of existing products (Maxibon Mini, Magnum Sandwich Snack Size) and single-serve 100ml mini-tubs of bulk ice cream (Häagen Dazs) are the results of ice cream manufacturers efforts (Benkouider C., 2004). Vaswani L.K., (2005) feels significant investments will be required in understanding consumer behavior and preferences. He further mentions, the dairy professionals feel that milk is the most wholesome single food available in nature but consumer across the country may not think so. Grunert and Sorensen, (1996) as quoted in Verbeke & Viaene, (1998), emphasize the interest of the dairy sector as a research subject due to its characteristics of change and dynamism. Most people eat ice cream at a temperature of about 5 degrees above zero (Gurchiek Kathy, 2003). Product innovation and changes in consumer habits have paved the way for year-round consumption of ice cream in Western Europe (Benkouider C., 2004) Fuller et al., (2007) carried a research on consumption of dairy products in urban China and concluded that households in closer proximity to fast-food outlets have a higher probability of ice cream purchases. The proximity of convenient food outlets increases the level of consumption of ice cream. There is a need to address genuine concerns with regard to consumption of milk and milk products and this can be done by communicating the right consumer message on dairy products (Vaswani L.K. 2005, Sardana & Dokras, 2005)). 'Health' and 'functional' foods are the mantra today (Vaswani L.K., 2005; Sardana & Dokras, 2005; Patil G. and Singh R., 2005). An organization must first understand how the customer defines the quality of the product or service and then work to boost on its product or service quality on those customer defined parameters (Kotler & Armstrong, 1998).

OBJECTIVES

To find out:

Whether the respondents buy only branded ice-creams, and if they are price sensitive or not.

Which factors build a good brand image, whether they buy different brands because of availability?

If the celebrity influence affects the buying decisions and is there a switch over for alternative brand.

The respondent's commitment with the preferred brand, and their satisfaction.

The proportion of branded to unbranded ice-creams, brand experimentation, media awareness and extent of brand success.

The positive influence of the respondents for their preferred brand. (Brand trust)

Whether the brand image can influence respondents in their buying decision.

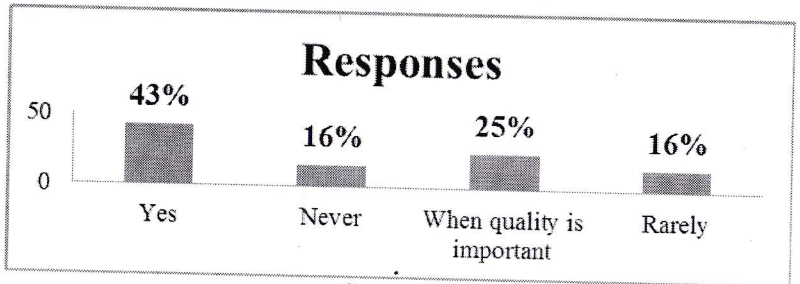
The ranks of the attributes when purchasing ice-creams, and packaging and product information.

Data analysis

The study used primary as well as secondary sources for the collection of data. For the primary data collection and objective questionnaire was constructed which was personally administered to 100 respondents in South Goa.

Responses	Frequency
Yes	43
Never	16
When quality is important	25
Rarely	16
Total	**100**

TABLE 17.1: Showing whether the respondents buy only branded ice-creams.

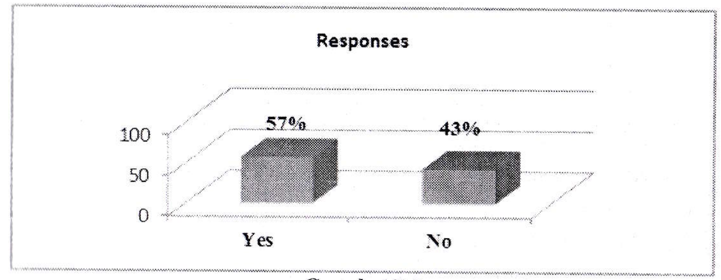


Graph 17.1
Source: Primary Data

The above graph 17.1 shows responses given by the study subjects when asked about buying of branded ice-creams. It is seen that 43% of study subjects buy only branded ice-creams, 25% buy as quality of ice-cream is important to them, 16% never buy branded ice-creams while remaining 16% rarely buy branded ice-creams.

Responses	Frequency
Yes	57
No	43
Total	**100**

Table 17.2: showing whether respondent's are price sensitive or not.

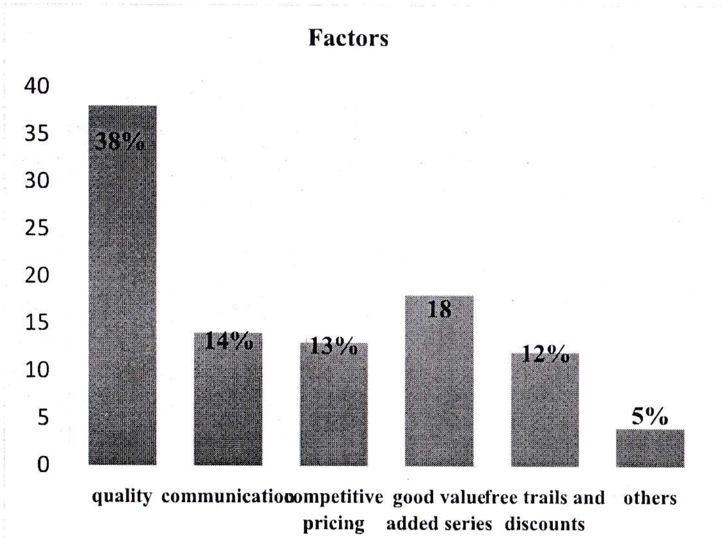


Graph 17.2
Source: Primary Data

As can be seen in the above bar graph 17.2 we can see that 57% of study subjects say that they are a price sensitive customer, and remaining 53% say that they are not price sensitive customer.

Responses	Frequency
Yes	57
No	43
Total	**100**

Table 17.3: Showing the factors that build a good brand image for the respondents

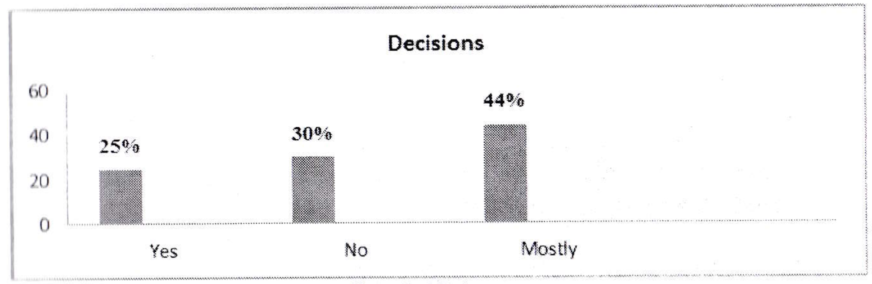


Graph 17.3
Source: Primary Data

According to this bar graph 38% of study subjects prefer quality brand image, 18% prefer good value added series, 14% prefer communication, 13% prefer competitive pricing, and 12% prefer free trails series,

Decisions	Frequency
Yes	25
No	30
Mostly	45
Total	**100**

Table 17.4: Showing whether the respondents buy different brand of ice-creams because of availability.

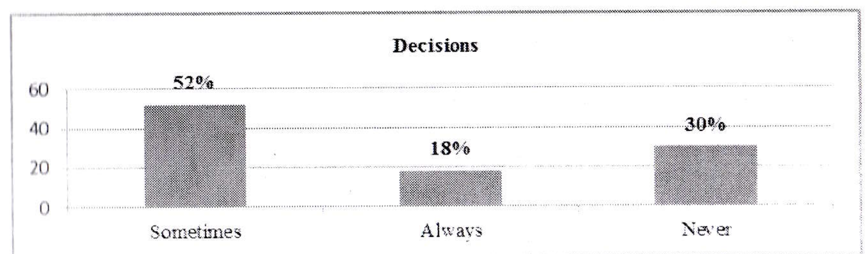


Graph 17.4
Source: Primary Data

The above graph represents that 44% of study subjects mostly by different brands of ice-cream because they are most valuable, while a little less that is 30% of study subjects do not buy this products, and only 25% buy different brands.

Decisions	Frequency
Sometimes	52
Always	18
Never	30
Total	**100**

Table 17.5: Showing the celebrity influence affects the buying decisions of the respondents.

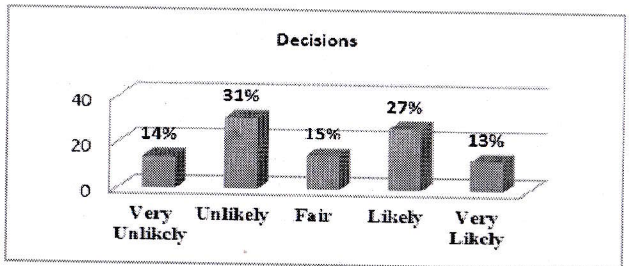


Graph 17.5
Source: Primary Data

From the above bar graph no. 17.5 it states that out of 100 respondents 52% of the respondent are highly influenced i.e. Sometimes for their preferred brand of ice-cream. Whereas 30% never influenced with the celebrities and a very few accounting i.e. 18% always get influenced with the association of brand ambassadors.

Decisions	Frequency
Very Unlikely	14
Unlikely	31
Fair	15
Likely	27
Very Likely	13
Total	**100**

Table 17.6: Showing the switch over behavior of the respondents for alternative brand

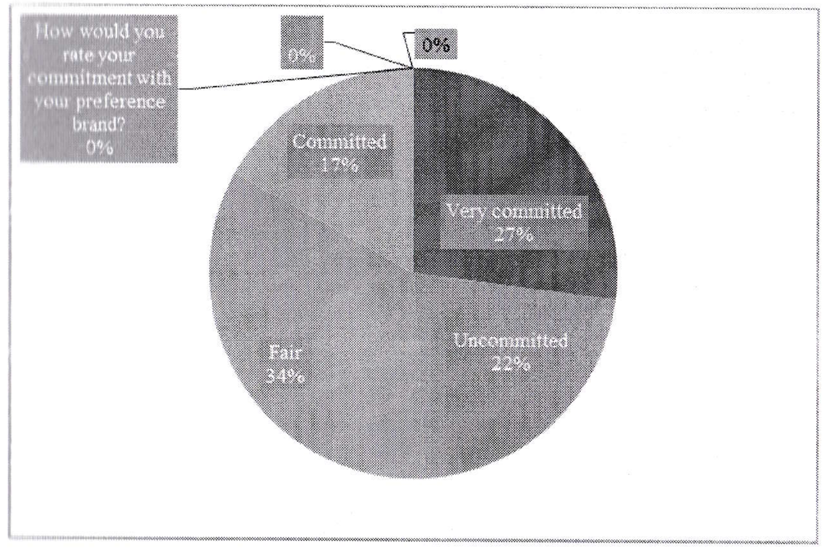


Graph 17.7

It is clear that 31% of respondents are unlikely to switch over to other alternative brand, wherein 27% are likely to switch over, whereas 15% are fair to switching behavior, 14% are very unlikely to switch over, while 11% of respondents are very likely to switch over.

Decisions	Frequency
Very committed	27
Uncommitted	22
Fair	34
Committed	17
Total	**100**

Table 17.7: Showing how the respondents would rate their commitment with the preferred brand.
Source: Primary Data

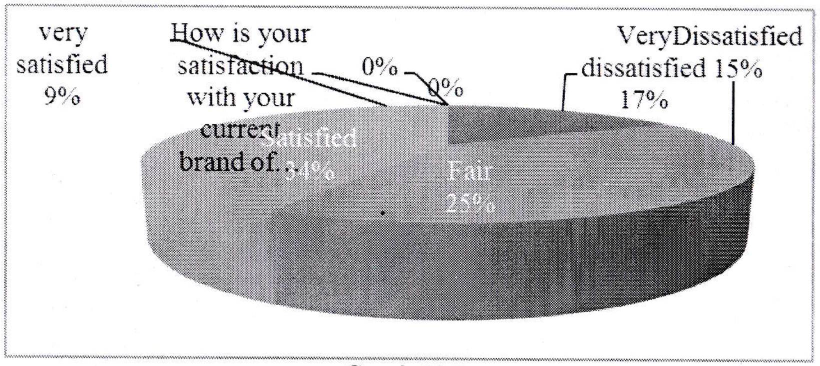


Graph 17.7

As we can see in the above pie-chart no. 17.7 a majority of 34% of respondents are fairly committed towards their preferred brand, whereas a minority of 17% are committed. So also 27% of the respondents are very much committed and22 % of them is uncommitted.

Responses	Frequency
Very dissatisfied	17
Dissatisfied	15
Fair	25
Satisfied	34
very satisfied	9
Total	**100**

Table 17.8: Showing whether the respondents are satisfied with their current brand of ice-cream.
Source: Primary Data

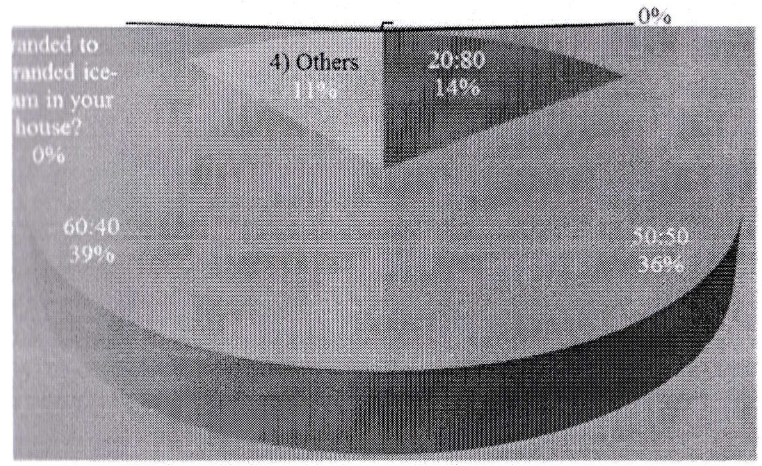


Graph 17.8

As we can observe from the above pie-chart 34% of the respondents are satisfied, whereas a minority of 9% are very satisfied with their current brand of ice-cream. So also 25% are fairly satisfied and 17% of them were dissatisfied with the same. We can also observe that there is almost 17% of very dissatisfaction among the respondents.

Proportion	Frequency
20:80	14
50:50	36
60:40	39
Others	11
Total	**100**

Table 17.9: showing proportion of branded to unbranded ice-creams in the respondents house.
Source: Primary Data

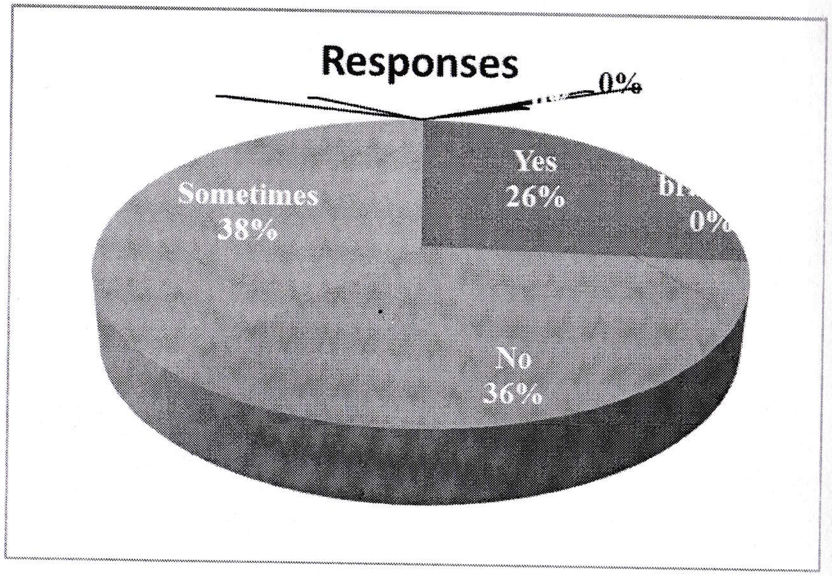


Graph 17.9

As shown by the above pie-chart *17.9*, it is observed that the proportion of branded ice-cream to unbranded ice-cream for 60:40 is 39%, whereas for others the percentage of respondents is 11.So also for 50:50 proportions it's 36% and for 20:80 proportion it was found out to be 14%.

Responses	Frequency
Yes	26
No	36
Sometimes	38
Total	**100**

Table 17.10: showing whether the respondents experiment with different brands.
Source: Primary Data

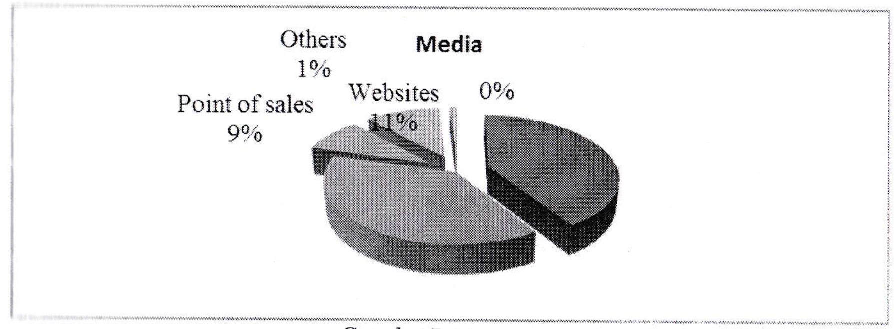


Graph 17.10

The above pie-chart shows the percentages of respondents who experiment with different brands. It reveals the fact that 38% of the respondents experiment with different brands, whereas 26% of the respondents do experiment regularly. It also brought out to notice that 36% of the respondents do not experiment at all with different brands.

Media	Frequency
Family members	41
TV ads	38
Point of sales	9
Websites	11
Others	1
Total	**100**

Table 17.11: showing which media makes the respondents aware about their ice-cream brand.
Source: Primary Data

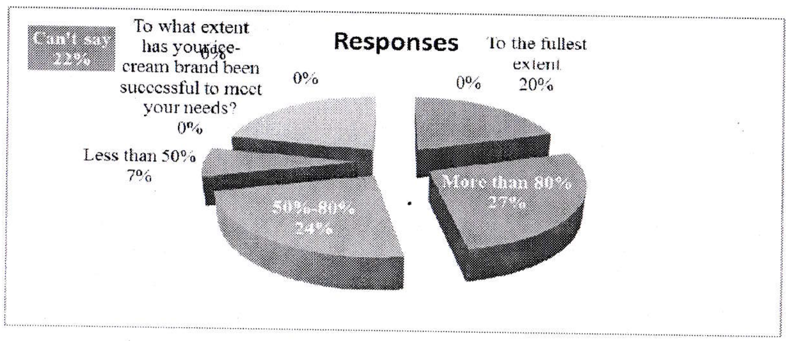


Graph 17.11

As per the above pie-chart 38% of the respondents are aware about their ice-cream brand as a result of TV ads, whereas 1% of them are aware due to other types of media. So also 41% of the respondents are aware due to family members and 9% of them are aware as a result from point of sales. The pie-chart also reveals that 11% of the respondents are aware of their particular brand due to websites.

Responses	Frequency
To the fullest extent	20
More than 80%	27
50%-80%	24
Less than 50%	7
Can't say	22
Total	**100**

Table 17.12: Showing to what extent has the ice-cream brand been successful to meet the respondent's needs.
Source: Primary Data

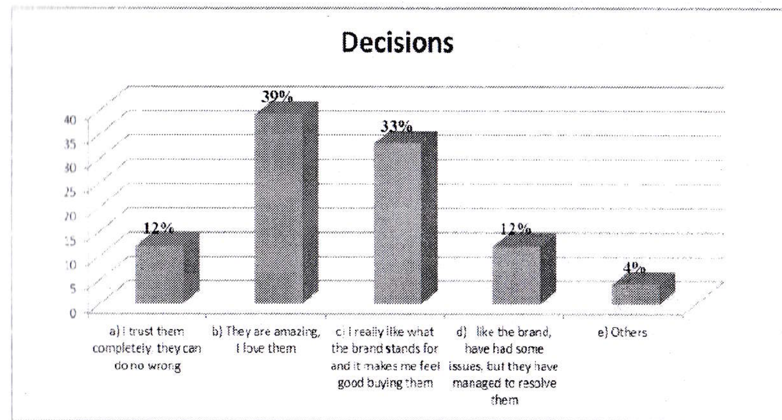


Graph 17.12

As shown in the above pie-chart 27% of the respondents agree that their preferred ice-cream brand has been successful in meeting up to their needs to an extend of more than 80%, whereas 7% of them believe that it has satisfied their needs less than 50%. So also 50%-80% of the respondents believe that it has satisfied their needs up to 24% and 20% of the respondents believe it has satisfied their needs to the fullest extent. The pie-chart also reveals the fact that 22% of the respondents can't say anything.

Decisions	Frequency
a) I trust them completely, they can do no wrong	12
b) They are amazing, I love them	39
c) I really like what the brand stands for and it makes me feel good buying them	33
d) I like the brand, have had some issues, but they have managed to resolve them	12
e) Others	4
TOTAL	**100**

Table 17.13: Showing the positive influence of the respondents for their preferred brand. (Brand trust)
Source: Primary Data

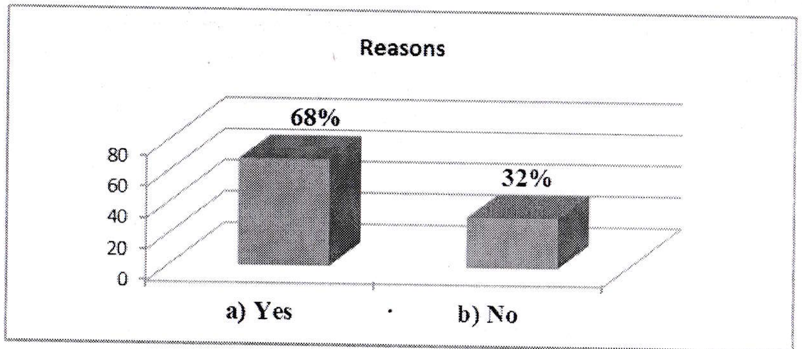


Graph 17.13

The above graph no 17.13 describes the feeling of the respondents towards the preferred brand of ice-cream. It shows that 39% of the respondents find it amazing while 33% of them really like what the brand stands 12% of the respondents trust them completely and like the brand, wherein the remaining 4% have opted for other options.

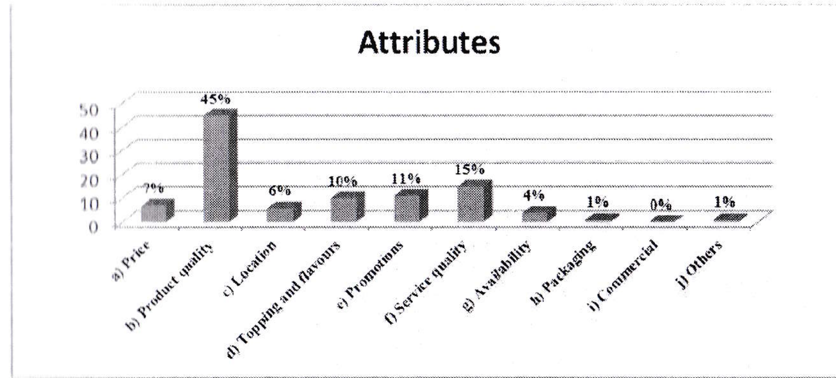
REASONS	Frequency
a) Yes	68
b) No	32
TOTAL	**100**

Table 17.14: Showing whether the brand image can influence respondents their buying decision.
Source: Primary Data



Graph 17.14

The above graph no 17.14 indicates that 68% of the respondents can be influenced by the image of the branded while 32% do not get influenced by the image of branded ice-cream.



Graph 17.15

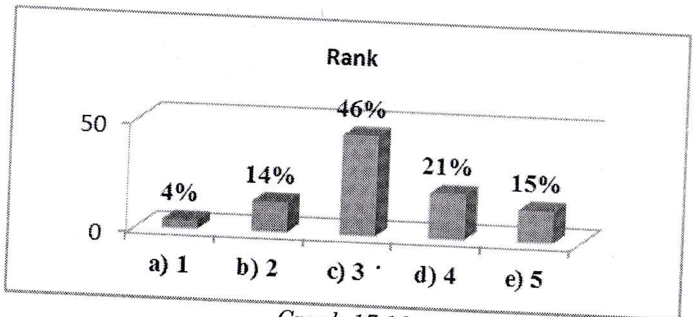
Attributes	Frequency
a) Price	7
b) Product quality	45
c) Location	6
d) Topping and flavours	10
e) Promotions	11
f) Service quality	15
g) Availability	4
h) Packaging	1
i) Commercial	0
j) Others	1
TOTAL	**100**

Table 17.15: Showing the ranks of the attributes when purchasing ice-creams.

The above graph no 17.15 indicates the highest rand being product quality with 45% then service quality with 15% followed by promotions with 11% , topping and flavors with 10% then price with 7% , location with 6% , availability with 4% and the remaining packaging and others option have 1% and the least is commercial with 0.

Rank	Frequency
a) 1	4
b) 2	14
c) 3	46
d) 4	21
e) 5	15
TOTAL	**100**

Table 17.16: showing the ranks of the packaging and product information of the ice-cream brands with 1 being the least and 5 being the highest.



Graph 17.16

The above graph no 17.16 that the c option is highest with 46% followed by the d option with 21%, e option with 15%, b option with 14% And the a option being the least with 4%.

FINDINGS

The findings of the study are based on the objectives that were framed.

- The study revealed that, majority of the respondents i.e. 43% preferred to buy branded ice-cream, whereas only 16% buy rarely
- From the study , it was found that 57% of the respondents are not price sensitive customers

- It was found that, 38% of the respondents preferred their brand based on quality and very few accounting for i.e. 4% preferred based other modes.
- The majority of the respondent i.e. 44% buy different ice-creams because it is more available at the nearest store
- 52% of the respondents, were sometimes effected of celebrity endorsements
- It was found that 31% of the respondents are unlikely to switch over their behaviour towards other brands
- From the above study it is clear that 34% of the respondents were fairly committed while 17% of them were committed to their preferred brand.
- It was seen that 34% of the respondents were satisfied with their current brand of ice-cream while 9% of the respondents were very satisfied.
- The study showed that 39% of the respondents opted for 50:50 ratio while 11% opted for others.
- It was seen that 38% of the respondents sometimes experimented with different brands and 26% always experimented with different brands.
- It was found that 31% of the respondents are made aware of the ice-cream brands by their family members whereas only 1% opted for others.
- It was seen that 27% of the respondents felt that more than 80% of the ice-cream brands successfully met their needs while only 7% felt less than 50% met their needs.
- It was found that 39% of the respondents find the preferred brand of ice-cream amazing while 4% of the respondents preferred other brands.

- It was observed that majority of the respondents i.e. 68% say that the branded ice-creams influence their buying decision while 32% do not agree with the same.

- It was found that 45% of the respondents ranked product quality as the highest while commercial was the least with 0%.

- The study showed that 46% ranked the packaging and product information of the ice-cream brands on the third place while the least was 4% having the first place.
- The study revealed that 99% of the respondents buy ice-creams while only 1% does not buy the same.

- It was observed that 32% of the respondents that amul is the leading brand in ice-creams, followed by others with 4%.

- The survey conducted revealed that 33% of the respondents purchase a different brand while 20% would delay purchase if the brand of ice-cream would be out of stock.

SUGGESTIONS

On the basis of the analysis and also from the feedback obtained from the respondents, a few suggestions were felt by the group. They are briefly listed as: The Company needs to work more on the advertising strategy in the ice-cream division since majority of respondents are not even aware of the schemes run by the company. The packaging material of the ice-cream party pack should be either container or plastic sheets instead of being hard board sheets. Company should introduce low fat and less sugar ice-cream segments to penetrate new market. More schemes should be launched to boost the awareness of the ice-cream and remain in the competition. Cut the number of options. Create confidence with expert or personalized recommendations. Categorize offerings so that consumers better understand their options. Condition consumers by gradually introducing them to more-complex choices.

CONCLUSION

Ice cream is a sweet frozen food that is usually consumed as a dessert or can also be had as a snack usually made from dairy products such as milk or cream, which are further mixed with various flavours such as fruits, chocolate, butterscotch, etc. India ice cream market grew at a moderate pace over the past few years, owing to perception of people towards ice cream being a luxurious food product, so people used to consume ice creams only on occasions or in restaurants. Moreover, various players in India ice cream market were not able to penetrate rural and less developed areas in the country, due to lack of proper infrastructure like cold storage facilities, proper vending techniques and access to quality raw materials. However, rising disposable, expanding middle class population base, coupled with number of international players entering the market is expected to drive India ice cream market during the forecast period. [16]. The ice cream market in India is estimated to be over INR 4,000 Crores, and is growing at a rate of 15-20% year-on-year. It is projected that by 2019, the market will reach around INR 6,198 Crores. The ice cream industry is a highly seasonal industry and bulk of the retail sales take place in the summer period. In this fragmented industry, there are over 10,000 players. In the organised segment, Amul is the leading ice cream player and holds close to 32% of the market share followed by Vadilal Industries. Other large players in the sector include Hindustan Unilever, Mother Dairy, and Nestle. [14]. Increasing consumer preference for nutrient rich ice cream for healthy lifestyle will drive organic ice cream market size, while the presence of naturally processed preservatives and sweeteners will stimulate product demand. [10].Ice-cream is one of the fastest growing food categories in India. Notably, the business is seasonal in nature with April to June being the peak season and November to January the lean months. Sales slacken during the monsoons also. In recent years; consumption of ice-cream and other frozen novelties in winters has been on the rise. A mix of factors is responsible for lessening the seasonal impact and contributing to the overall growth of the country's ice-cream industry such as changing consumer perception, capturing regional variations, diverse consumer segments, favourable retail location, product range and innovation, festivities, and marketing and promotions. The ice-cream industry has to further focus on strengthened communication, multi v/s sole dealer and training to dealers. The goal of a new approach to choice should not be to manipulate consumers into making choices that aren't right for them, but rather to collaborate in a way that benefits both the consumer and the marketer. More consumers today are eating ice cream as a snack or a dessert at home compared to previous years, family-size tubs or multipack offerings will have further opportunities. Also, there is scope for ice cream to be positioned as 'mood food', allowing consumers—especially the younger generations—the ability to soothe life's stresses away as they indulge in a treat while paying a premium price for it.

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