

CUSTOMER SATISFACTION WITH REFERENCE TO ICE CREAM- A STUDY

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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 organisations product. In this article the researcher analyses the different brands of ice cream available in the market, motivating factors available and level of satisfaction among the customers towards ice cream.

Key words: Brand preferences, Customers, Ice cream, Level of satisfaction, Motivating factors.

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INTRODUCTION

The consumer market consist of all the individuals and households who buy our acquire goods and services for personal consumption. Consumers vary tremendously in age, income, education level mobile pattern's and taste. Marketers find it useful to distinguish different consumers groups and to develop products and services tailored to their needs. In this article the researcher analyses the different brands of ice cream available in the market, motivating factors available and level of satisfaction among the buyers towards ice cream.

CUSTOMER SATISFACTION

Satisfaction means fulfillment of needs or wants or meet demands, desires or needs. The extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the customer is dissatisfied. If performance matches expectations, the customer is highly satisfied or delighted.

HISTORY OF ICE CREAM

One important development in the 20th century was the introduction of soft ice cream. A chemical research team in Britain (of which a young Margaret Thatcher was a member) discovered a method of doubling the amount of air ice cream, which allowed manufactures to use less of the actual ingredients, thereby reducing costs. This ice cream was also popular amongst consumers who preferred the lighter texture, and most major ice cream manufacturing process. It also made possible the soft ice cream machine in which a cone is filled beneath a spigot on order. In the United States, dairy Queen, Carvel, and Tastee-Freez pioneered in establishing chains of soft ice cream outlets.

Technological innovations such as these have introduced various food additives into ice cream, notably the stabilizing agent gluten, to which some people have intolerance. Recent awareness of this issue has prompted a number of manufacturers to start producing gluten-free ice cream.

REVIEW OF LITERATURE

1. Mr.Gio Joy (2012) Visvesvaraya Technological University, Belgaum, Karnataka. His MBA final year project focuses on "A Project Report on customer satisfaction with reference to

vesta icecream in Thrissur, Kerala”. The analysis of customer satisfaction helps the organization to find out the weakness in their activities. This report reveals the importance of branding and its influence on consumers buying behavior.

2. Mr. Aslam Khan (2015) Mahamaya Technical university, Lucknow. His MBA final year project focuses on “Consumer perception about AMUL ice cream in comparison to VADILAL ice cream in Ghaziabad” This report shows that customers are highly price and quality sensitive in Ghaziabad.

STATEMENT OF THE PROBLEM:

The success or failure of market of ice creams, to a certain extent depends on the customer behaviour and level of satisfaction derived from the consumption of the product and also the nature and the type of competition in the market. There are different levels of satisfaction derived by different set of customers; hence a brief study on the level of satisfaction from the consumption of ice-creams in Thiruvarur town has been selected for the purpose of study.

OBJECTIVES OF THE STUDY:

1. To evaluate the role of customer satisfaction, in general.
2. To assess the level of customer’s satisfaction derived from the consumption of ice cream and
3. To give some of the findings of the study and suitable suggestions.

METHODOLOGY:

DATA COLLECTION:

Only the primary source of data has been used to collect the required information regarding this project study. Interview have been conducted with the selected respondents for the purpose of the study and the information have been collected.

SAMPLING:

50 respondents in Thiruvarur town were selected on the basis of convenient sampling

Table 1**DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**

	Particulars	Frequency	Percentage
Age	Below 20 years	24	48
	21-30 years	20	40
	Above 30 years	6	12
	Total	50	100
Gender	Male	16	32
	Female	34	68
	Total	50	100
Educational Qualification	High School	14	28
	Graduate	7	14
	Post Graduate	25	50
	Others	4	8
	Total	50	100
Size of family	Below 4 members	20	40
	5-7 members	26	52
	Above 7 members	4	8
	Total	50	100
Monthly Income	Below Rs. 10,000	24	48
	Rs. 10,001- Rs.20,000	14	28
	Rs. 20,001 – Rs. 30,000	9	18
	Above Rs.30,000	3	6
	Total	50	100
Sources of Information	Television	31	62
	Newspaper	6	12
	Magazines	6	12
	Others	7	14
	Total	50	100

Source: Primary Data

The study has made by the way of collecting primary data from 68% of female respondents and from 32% of male respondents. 42% of the respondents in the age group of 10-20 years and 40% of the respondents in the age group of 20-30 years and 12% of the respondents in the age group of above 30 years and 6% of the respondents in the age group below 10 years. 50% of the respondents have studied up to P.G level. 22% of the respondents have studied up to H.S.C 14% of the respondents have studied U.G.level. 8% of the respondents have studied anyother courses and remaining 6% of the respondents have primary education only.

48% of the respondents earn a monthly income below Rs.10,000 and 28% of the respondents earn a monthly income between Rs. 10,000 -20,000, 18% of the respondents earn a monthly income in between Rs.20,000-30,000 and then only 6% of the respondents earn above Rs.30,000 per month.

58% of the respondents felt that the television is best medium for effective advertisement. 12% of the respondents suggested newspaper and Magazines.8% of the respondents suggested other medium 6% of the respondents suggested film. Radio was suggested by 4% of the respondents.

Table 2

BRAND OF ICE CREAMS

BRAND OF ICE CREAMS	NO.OF RESPONDENTS	% OF RESPONDENTS
Arun	24	48
Choice	8	16
Jamai	15	30
Joy	3	6
Total	50	100

Source:Primary Data

It may be seen from the table 2 that 48% of the respondents preferred Arun Ice Cream 30% of the respondents preferred Jamai 16% of the respondents preferred Choice and only 6% of the respondents preferred Joy it is clean that Arun ice cream is the popular brand among the respondents in Thiruvarur.

Table 3**LEVELS OF SATISFACTION OF CUSTOMERS (LIKERT SCALE)**

S. No	Descriptions	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total	Likert Value	Rank
1	Taste	24(48)	25(25)	1 (0)	0(0)	0 (0)	50(73)	0.81	5
2	Flavour	26(52)	24(24)	0(0)	0(0)	0(0)	50(76)	0.84	4
3	Quantity	20(40)	30(30)	0(0)	0(0)	0(0)	50(70)	0.77	6
4	Quality	35(70)	15(15)	0(0)	0(0)	0(0)	50(85)	0.94	2
5	Amount spent	10(20)	20(20)	20(0)	0(0)	0(0)	50(40)	0.44	8
6	Mode of Advertisement	25(50)	20(20)	5(0)	0(0)	0(0)	50(70)	0.77	6
7	Free offers	30(60)	20(20)	0(0)	0(0)	0(0)	50(80)	0.88	3
8.	Door delivery	40(80)	10(10)	0(0)	0(0)	0(0)	50(90)	1	1

Source: Primary Data

Table 3 explores level of satisfaction of customers for various services available in ice cream parlours. First, customers are satisfied with the door delivery offered by the shop. Second, customers are satisfied with the quality of ice cream. Free offers got third rank in satisfaction level. Flavour of ice cream got fourth place in satisfaction level. Taste of ice cream got fifth rank. Quantity and mode of advertisement got sixth rank in satisfaction level. There are no dissatisfied customers with the services of ice cream parlours.

FINDINGS:

- ❖ In income wise category 48 percentage of the respondents have monthly income below Rs.10000.
- ❖ Family members of the respondents 5-7 members get highest percentage that is 52 percentage.
- ❖ 48 percentage of the respondents in Tiruvarur town prefer Arun Ice cream among the other brands.
- ❖ In flavour wise classification most of the respondents prefer chocobar in 42 percentage.

- ❖ While analysing the reason for preference 62 percentage of respondents have prefer Ice cream for its taste.
- ❖ 50 percentage of the respondents spend the amount range from Rs.10-30 for Ice cream.
- ❖ More respondents felt that the price level is medium.
- ❖ Most of the respondents were children than the adult and elder.
- ❖ 58 percentage of respondents suggest that the advertisement in television is best.
- ❖ 30 percentage of the respondents suggested that they may follow door delivery to increase the sales.
- ❖ 54 percentage of the people purchase Ice cream in Ice cream parlour.
- ❖ 56 percentage of the respondents were attracted towards free offers.
- ❖ 80 percentage of the respondents considered advertisement is informative one.
- ❖ 62 percentage of respondents recommend the same brand of Ice creams to other.
- ❖ According to the research study 50 percentage of respondents were satisfied with the Ice cream.
- ❖ Most of the people prefer the Ice cream not only in summer but also in other reasons.

SUGGETIONS:

- ❖ Most of the respondents felt that the taste is the main factor influencing the selection of brand of Ice creams while providing offers they should not reduce the taste.
- ❖ Advertisement regarding the Ice creams may be given not only in popular channel but also in the local cable to reach the people.
- ❖ The company may provide more advertisements and offer in festival time to improve the sales of Ice creams.
- ❖ It is also suggested to the manufacture that instead conveying their greetings on the occasion like Newyear day, Deepavali, Pongal, etc., Through the TV Media the prospective consumers may personally be received greetings by the manufactures or dealer which makes the consumer's much pleased and ever remember of a particular brand of Ice cream company.

CONCLUSION:

In modern world people desired attractive and quality brand. They need quality, taste with reasonable price. Therefore the concern must follow the new sales promotion method. Manufacture or dealers provide various free offers method and create highly demand for their brand in the market field. The knowledge of satisfaction level of Ice cream would render immense help to the companies in planning and implementing marketing strategies.

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