

Consumer Tastes and Preferences towards Ice Creams with special reference to Arun Ice creams

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Abstract

Consumer behavior research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The objective of this paper is to study the consumer behaviour and their preferences towards Arun ice creams and to understand the various factors that influence the customer satisfaction. From the study, it can be inferred that there is a significant relationship between variables such as Age, Monthly Income and Frequency of purchase and the amount spent by the customer in single purchase. 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 customer satisfaction.

Key words: Ice creams, Customer Behaviour, Satisfaction

Introduction

Consumer Behaviour is the study of how individuals, groups, organization selects, buys, use and dispose of goods or services to satisfy their needs and wants. A consumer's buying behaviour is influenced by cultural, social, and personal factors. The social factors include reference groups, opinion leader, and family while the personal factors include age occupation etc. The measure of behavioural aspect of consumers can be done on various parameters such as occasions of purchase, benefits of using the products, consumer status towards usage of the product, the rate at which the consumer consumes the product, the loyalty status of the consumer, finally the attitude of the consumers towards the product. The demographic variable includes age, family size, gender, income, occupation, education. The buying behaviour is the impact of buyer's decision making process. The buying decision process involves 5 stages. The first stage is the problem recognition. At this stage a need is triggered by internal or external stimuli. The second stage is information search. The sources of information may be personal, commercial, Public, experimental. The next stage is Evaluation of alternatives and then the purchase decisions and the final stage is post-purchase behaviour.

Overall the study on buying behaviour of the product will help oneself to understand the degree of involvement of consumer towards the product.

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Hatsun Agro Product

Hatsun Agro product is one of the India's largest private sector companies in the dairy industry. It is the one of the largest producer of milk and milk products in India.

History

Mr R.G Chandramogan, one of the promoters of the company established a partnership firm in the year 1970, under the name of M/s. Chandramogan & Co for the manufacturing and sale of ice creams, milk and milk products. He started his brand in the name of Arun ice creams with the initial investment of Rs.15,000 and he sold his ice creams through street vendors, which rendered a profit of about Rs. 40,000. Initially the company mainly targeted the college canteen and ship-chandler segment. Instead of competing for increase in the size of the market pie, Chandramogan aimed at increasing the size of the market. Hatsun targeted the untapped market. The Arun reached all the rural areas by appointing agents who will have to invest for deep freezers. This is how the franchisees model evolved over time.

In 1981, this model was replicated and 700 such outlets were opened in Tamil Nadu, Karnataka, Kerala, and Andhra Pradesh. Later on to succeed in the seasonal business, the vertical integration was done and thus Hatsun milk and milk products evolved. Since the establishment in 1970, Hatsun has been a pioneer in promoting dairy products. The main strength of Hatsun is quality products, innovative marketing, modern technologies, and expanding territories. The various brands offered by Hatsun Agro Product Ltd are Arokya, Arun ice creams, Hatsun and Ibaco. Arun ice creams enjoy the pride of First to Take the Parlour Route. The secret of Arun's success lies in its revolutionary concept of exclusive ice cream parlours. Apart from launching new flavours, Arun has boldly treaded the path less travelled by opening parlours even in small towns, and in doing so has consistently retained the interest of its customers.

Parlour Standardisation

Arun ice cream parlours have been hugely successful. To make them uniform and brand-specific identities, standards are established. These standards will lead to enhanced brand image and customer satisfaction.

The standards include

- Ideal and convenient location
- Well-decorated parlours where cleanliness given top priority
- Convenient working hours (10 A.M to 10 P.M.)
- Regular maintenance of freezer to keep them functioning at optimum levels
- Courteous and unmatched service
- Knowledge of product/variety among the staff

- Ability to understand customers' needs so as to satisfactorily cater to their tastes
- Novel and innovative promotions

Products Offered

The various variants offered by Arun ice creams are of 10 major categories and they are as follows.

1. Royals
2. Exotics
3. Delights
4. Cups
5. Ice cone
6. Tubs (275 500 1 litre)
7. Bars
8. Speciality
9. No added sugar
10. Toy Cup

Promotional Activities

Arun ice creams were generally promoted by banners, posters, flyers. In early years, the main advertisement media were newspaper and magazines. Later in mid-eighties the company took the popularity of visual medium and advertised through television. The company also issued the membership privileges cards when it was solely a franchising model.

New advertisements are generated exclusively for the introduction of each and every product. In recent years a holistic advertisement for whole range of product is being used to promote Arun ice creams.

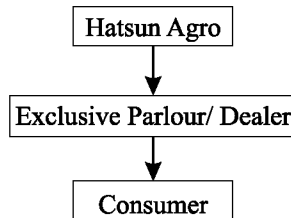
1. Eat all you can – An entry fee of Rs. 15 is paid by the participants and the participants are allowed to taste any varieties of ice cream. The one who consumes the more ice creams will be declared as the winner.
2. Slow- speed - This competition is conducted for two wheelers. The participant must purchase Arun ice creams of some worth (say Rs. 30) as an entry fee. And one who drives the two wheelers slowly would be the winner.
3. Phone and have an ice cream – Any one dialling up certain specified number during specified time slot on a given day will win some worth of Arun ice creams (Say Rs. 100). This was conducted in 20 towns.
4. Arun ice creams Varnajalam Painting competition – The Arun ice creams Toy cup event was conducted for many school students to prove their painting talents and to develop their

knowledge

5. Mom & Me – This was the gala event that celebrated mother's day along with mothers and children of Chennai. A unique painting competition was organized to bring the mother and child together and allow them to bond and have fun painting.

Channel

Arun ice creams follow single channel level of distribution for both exclusive outlet and dealers. This gives an advantage for both the company and the intermediary. The company gains the cost advantage and the intermediary gain advantage in margin.



Pricing

The company follows cost-plus pricing approach for setting the price for the retailer. The franchisees were given a margin of 20% to 25% depending upon the location and the cost borne by them.

Review of Literature

Boekema et al, (1995) said that the consumer choice for a retail outlet depends on the “Shop Picture” the customer develops. The retailers can use the Marketing mix instruments in order to give form to their retail format (retail formula) which addresses the consumer's expectations and influences his/her choice. The Retailing Marketing Mix: Place, Assortment, Shop Presentation, Price Policy, Personnel, Promotion”.

Kotler (2012) defined Consumer Behaviour is the study of how an individual, groups, organization selects, buys, use and dispose of goods, services, ideas or experience to satisfy their needs and wants. Senthil Kumar, Karthikeyan, Meganathan (2007) said that the upsurge in the milk and milk products production is the greatest challenge in the marketing the milk products. Changes in demographic, lifestyle, cultural orientation, increasing awareness, introduction of new technologies, income structure will lead a change in the buying behaviour of milk and milk products. Mathur (2001) observed that changing lifestyle especially in urban population provide the need for production of large quantities of procured or ready to use food

products containing dairy ingredients. With the increase in the power of urban middle class, the value added products occupy key position in the dairy products range.

Trucker (1957) explained Consumer Behaviour as a concept that consumer can be defined in term either as a products they acquire or use or their attitudes towards the products. Engel Blackwell, Miniard (2001) suggested that a customized strategy to attract male shoppers should include addressing issue of time and money expenditure involved in shopping activities. Jamal and Naser (2003) defined customer satisfaction is defined generally as the feeling or judgements of the customers towards products or service after they have been use.

Saxena (2003) suggested an individual customers' age sex, marital status, income, occupation, geographic location also affects his or her consumption pattern. In fact demographic has traditionally helped the marketer evolve positioning strategies. The assumption here is that people having common demographic character behave in an identical manner and have the same preferences. The commonly used basis for market segmentation are demographic characteristic factors like age, education, income, occupation, sex, family size, marital status are used singly or in combination to segment market.

Need for the study

The study of consumer behaviour is of vital importance to the company in shaping the fortunes of Arun ice creams. Consumer's tastes and preferences are ever changing. This study of consumer behaviour gives information regarding taste, variety etc. which consumers prefers.

Objectives

- To know about the consumer behaviour and their preferences towards Arun ice creams
- To analyse the customer perception based on their demographic profile.
- To check the loyalty of customers towards Arun ice creams variants.
- To understand the factors influencing the satisfaction of customers towards Arun ice creams

Type of Research

The study uses descriptive research structure which is concerned with describing the characteristics of the problem. In this way the main purpose of the research design is to present a descriptive picture about the marketing problem on the basis of actual facts.

Sampling

The population unit for the study comprises of customers who visit Arun ice creams parlour or who buys Arun ice creams. The sampling method used for the study is convenience sampling.

Complete responses are collected from 316 samples with the use of a structured questionnaire in Chennai city and were considered for further analysis.

Data Source

The study is based on primary as well as secondary data. The primary data comprises of the responses to the questionnaire collected during the survey. The secondary data is collected from various books, journals and internet.

Data Time

The data for the study is conducted during the month of June 2013.

Data Analysis

The data collected through the survey is analysed using various statistical tools such as Cross Tabulation, Weighted Average method, Chi- square analysis and Regression analysis. Statistical Package for Social Sciences (SPSS 17) is used for this purpose.

Results and Discussion

Profile of the respondents:

The respondent profile is analysed in terms of Gender, Age, Educational background and monthly income

Table: 5.1 Profile of the respondents

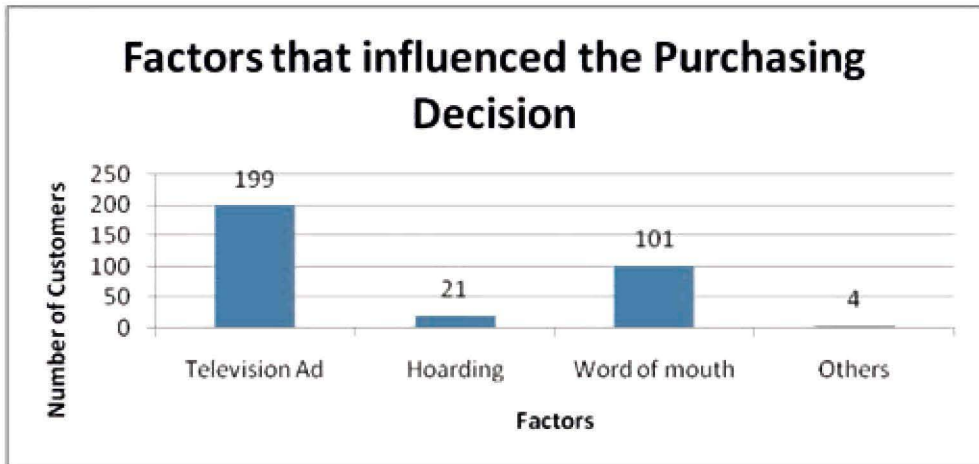
Gender	Number	Percentage
Male	137	43
Female	179	57
Total	316	100
Age Group	Numbers	Percentage
Below 15	12	4
15-30 years	248	78
30-45 years	28	9
Above 45	28	9
Total	306	100
Educational Qualification	Numbers	Percentage
No Formal Education	21	7
Higher Secondary	25	8
Under Graduate	130	41
Post Graduate	140	44
Total	316	100
Monthly income (in INR)	Numbers	Percentage
Below 10000	17	5
10000-20000	68	22
20000-30000	68	22
Above 30000	163	52
Total	316	100

Following are the major inferences from the table:

- Most of the respondents of the survey were female (57%)
- Most of the respondents belonged to the age group 15-30 years which constitutes about 78 % of the responses.
- Most of the respondents were either Under Graduate or Post Graduate.
- Respondents belonging to Rs.30000 and above monthly income category constituted to about 52 % of the total responses.

Factors that influenced the purchasing decision

Figure 5.1 Factors that influenced the purchasing decision



Among the various factors that are involved in the purchasing decision of the customers, the influence of television advertisement is found to be highest. It covers about 63% of the responses. Secondly, recommendation from relatives and friends also contributed to influence about 32% of purchases.

Customers preference towards place of purchase

The preferred place for purchase of ice creams is inferred as follows

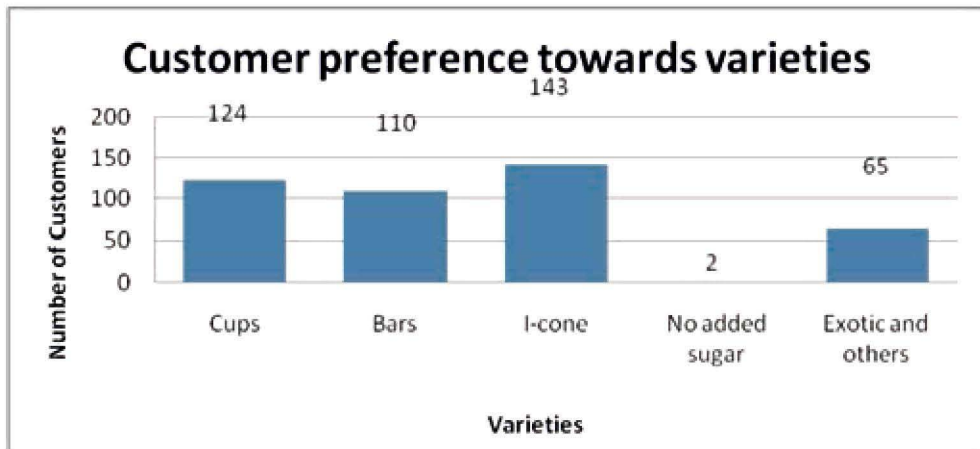
Place of Purchase		
Place	No. of Customers	Percentage
Exclusive Outlet	122	39
Hatsun Distribution Center	11	3
Available Stores	82	26
Depends on the Reach	101	32
Total	316	100

About 41% of the respondents prefer to consume ice creams only in the evening. This implies that the sales rate of ice creams during the evenings would be higher. About 34% of the respondents prefer to consume Arun ice cream in the afternoon.

Customer preference towards varieties of Arun ice creams

The variety of Arun ice creams preferred by customers is inferred using the analysis

Figure 5.2 Customer preferences towards varieties of Arun ice creams



It can be inferred that about 45 % prefer I-cone. So the fast moving variant of Arun ice creams is found to be I-cone. The cups and bars together constitute about 70 % of respondent preference. About 21 % of respondents prefer Exotic variant and others.

Customer preference towards flavours

The analysis on the customer preference towards flavours reflected the following

Table 5.4 Customer preference towards flavours

Preference towards Arun ice creams Flavours	
Variety	No. of Customer
Vanilla	103
Butterscotch	114
Mango	38
Strawberry	59
Chocolate	95
Others	11

The customer's preference towards Butterscotch is higher than that of the other flavours. It constitutes about 27 % of the total response. The next highest preferred flavour in Arun ice creams is Vanilla and Chocolate. Apart from the above flavours Pista constitute about 3% of responses.

Loyalty status of customer towards Arun ice creams variants

Analysis is conducted to understand the loyalty status of the respondents towards the Arun ice cream variants of their choice

Figure 5.3 Loyalty Status of Customer towards Arun ice Creams variants

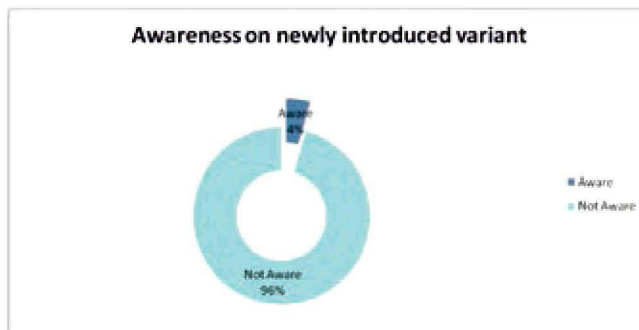


Among 316 respondents, 65% of the respondents are Hard core loyals. The Hard core loyals are the consumers who buy only one variant of Arun ice creams all the time. While the rest 34% of the respondents are Split loyals. The Split loyals are the consumers who are loyal to two or three variants. The rest 1% are switchers, who actually show no loyalty to any variant.

Awareness on newly introduced variant:

The awareness of respondents about the newly introduced variant at Arun ice cream is studied

Figure 5.4. Awareness on newly introduced variant



Almost 96% of the respondents were not aware of the newly introduced variant of Arun Ice creams. So the newly introduced variant of the Arun ice creams is not in the top of mind of the customers.

Frequency of purchase by customers in a month

The frequency at which customers tend to buy Arun ice creams is studied

Table 5.5 Frequency of purchase by customers in a month

Frequency of Purchase by Customer		
Frequency	No. of Customer	Percentage
Once in a Month	112	35
2-3 times	106	34
4-7 times	59	19
8-10 times	17	5
More than 11 times	22	7
Total	316	100

Almost 70 % of respondents buy Arun ice creams in the frequency of 1-3 times in a month. However the number of respondents decreases with the increase in the frequency of purchase in a month.

Amount spent by customers in a single purchase of Arun ice creams

Table 5.6 Frequency of purchase by customers in a month

Amount Spent on single Purchase by Customer		
Amount (in Rs.)	No. of Customer	Percentage
Below 30	49	16
30-70	120	38
70-120	91	29
Above 120	56	17
Total	316	100

From the figure, it is found that about 38% of customers spend about Rs.30- Rs.70 on their single purchase of Arun ice creams while about 30% spend around Rs.70-120. So, about 67 % of the respondents spend between Rs. 30- 120 on their single purchase of Arun ice creams.

Customer's preference towards promotional activities

The preferred promotional activity for the brand is analysed using the data.

Figure 5.5: Customer's preference towards promotional activities

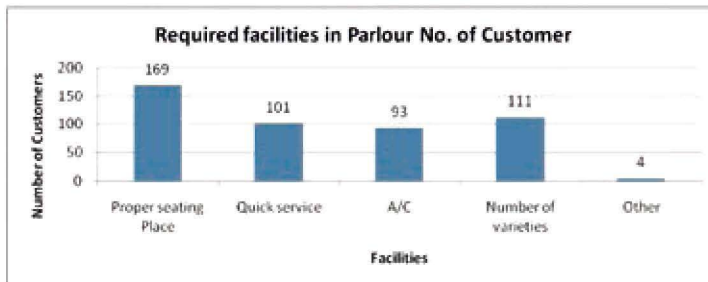


Most of the customers are found to prefer 'Buy 1 Get 1 free' and 'Combo offer'. Though these promotional activities are not feasible for the lower end varieties of Arun Ice creams, they can be implemented for the higher end range of products like tubs. The customers, especially whose buying frequency is above four times a month, prefer Membership privileges.

Required facilities in exclusive parlours

The key facility preferred by the customers is studied

Figure 5.6 Required facilities in exclusive parlours



Among the various facilities being offered at the parlour, proper seating place ranks first in customer requirement as indicated by 35 % of respondents. This may be because customer finds that most of the Arun ice cream parlours are smaller in size and congested. More are less all other facilities such as A/C, Quick Service and numbers of varieties are equal as stated in customer requirement.

Customer rating on various parameters about Arun ice creams

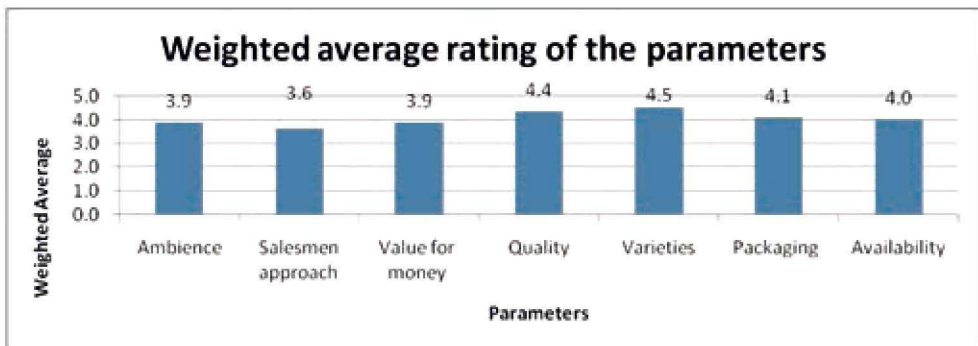
The customer's rating on various parameters of Arun ice creams is analyzed using weighted average method with the weightage of 5, 4, 3, 2 and 1 being given to the scale on Excellent, Very Good, Good, Fair and Poor.

Table 5.7 Customer's rating on various parameters of Arun ice creams

Rating for various parameters	
Parameters	Weighted Average
Ambience of the parlour	3.9
Salesmen approach	3.6
Value for money	3.9
Quality	4.4
Varieties	4.5
Packaging	4.1
Availability	4.0

For all the parameters it is found that the rating points are above 3.5 which means they are well beyond the rating of “Good”. However, the varieties offered by Arun is found to top the list (close to the scale of Excellent) closely followed by the quality of the products.

Figure 5.7 Customer's rating towards various parameters of Arun ice creams



Cross Tabulation

Age and Amount spend on single purchase:

Cross tabulation is done to understand if there is any significant relationship between age category of the respondent and the amount spent on a single purchase.

Table 5.8: Age and amount spent on single purchase- cross tabulation

Age * Amount spent on single purchase Cross tabulation						
Count						
		Amount spent on single purchase				Total
		Below 30	30-70	70-120	Above 120	
Age	Below 15	0	7	4	1	12
	15-30	43	95	69	41	248
	30-45	3	5	10	10	28
	Above 45	3	13	8	4	28
Total		49	120	91	56	316

Table 5.9 Age and amount spent on single purchase Chi - square

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi-Square	14.785 ^a	9	.047
Likelihood Ratio	16.195	9	.063
Linear-by-Linear Association	1.141	1	.286
N of Valid Cases	316		

The age group 30-45 years and Above 45 years mostly buy Arun ice creams only once in a month. It constitutes about 39.2% and 36 % of the total responses. From the table, it is found that the Chi-Square Value is 0.047 which is less than 0.05. This implies that there is a significant relationship between Age and Amount spent on single purchase at 95% confidence level.

Income and amount spent on single purchase

Cross tabulation is done to understand if there is any significant relationship between income category of the respondent and the amount spent on a single purchase.

Table 5.10 Income and amount spent on single purchase

Income in Rs.	Amount spent on single purchase (in Rs)				Total
	Below 30	30-70	70-120	Above 120	
Below 10000	6	7	0	4	17
10000-20000	16	36	4	12	68
20000-30000	11	29	20	8	68
Above 30000	16	48	67	32	163
Total	49	120	91	56	316

Table 5.11 Chi-square – income and amount spent

	Value	df	Asymp. Sig. (2 - sided)
Pearson Chi-Square	46.005 ^a	9	.000000601
Likelihood Ratio	54.869	9	.000000013
Linear-by-Linear Association	18.213	1	.000019751
N of Valid Cases	316		

From the table, it can be understood that greater the income the greater the spending of the ice creams. As the Chi-Square Value is less than 0.05 it can be inferred that there is a significant relation between Income and amount spent by customer in single visit at 95 % confidence.

Frequency of purchase and amount spent on single visit

Cross tabulation is done to understand if there is any significant relationship between frequency of purchase of the respondent and the amount spent on a single purchase.

Table 5.12 Frequency of purchase and amount spent- cross tabulation

		Amount spent on single purchase (in Rs)				Total
		Below 30	30-70	70-120	Above 120	
Frequency	Once in a Month	16	47	31	18	112
	2-3 Times	10	43	33	20	106
	4-7 Times	10	24	19	6	59
	8-10 Times	5	4	4	4	17
	Above 11 Times	6	2	4	10	22
Total		47	120	91	58	316

Table 5.13 Chi-Square for Frequency of Purchase and Amount Spent

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.836 ^a	12	0.011
Likelihood Ratio	25.809	12	0.011
Linear-by-Linear Association	0.021	1	0.884
N of Valid Cases	316		

From the table, When the frequency of visit by the customers is low (say between 1-3 times in a month) then the amount spent by the customers is very low (say between Rs.30-Rs.70). While on the other hand, when the frequency of the purchase is higher say (above 8 times), the customer spending is found to be on the higher side.

The Chi-Square Value is 0.011, which is less than 0.05 significance level implies that there is significant relationship between frequency of purchase and the amount spent in single purchase. So, if there is an increase in frequency of purchase then there will be an increase in amount spent by customers on the single purchase.

Regression Analysis

To assess the casual relationship between the parameters preferred by the customers with Arun

ice creams and their level of satisfaction, multiple regression anal analysis. The data has been tested for multi-collinearity before regression analysis and it was found that that VIF value is much below 5.

The fitted regression model is $Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \beta_7X_7 + \epsilon$

Where

Y - Satisfaction level of the customer

X1 – Ambience of the Parlour

X2 - Salesmen Approach

X3 - Value for money

X4 -Quality

X5 - Varieties

X6 -Packaging

X7 -Availability of Parlours

$\beta_1, \beta_2, \beta_3$ - Regression coefficient of independent variables

α - intercept

ϵ - Disturbance term

The results of multiple regression analysis are summarized hereunder.

Table 5.14 Multiple - Regression Statistics on the Rating of Various Parameters

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.732 ^a	.536	.525	.624
a. Predictors: (Constant), Availability, Value for money, Salesmen approach, Quality, Packaging, Ambience of The parlour, Taste				

Table 5.15 ANOVA on the Rating of Various Parameters

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.353	7	19.765	50.804	.000 ^a
	Residual	119.824	308	.389		
	Total	258.177	315			
a. Predictors: (Constant), Availability, Value for money, Sa lesmen approach, Quality, Packaging, Ambience of The parlour, Taste						
b. Dependent Variable: Satisfaction						

Table 5.16 Coefficients of regression equation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.260	.212		1.226	.221		
Ambience of the parlour	.066	.050	.068	1.324	.186	.577	1.735
Salesmen approach	-.029	.043	-.032	-.669	.504	.670	1.492
Value for money	.095	.042	.105	2.236	.026	.683	1.465
Quality	.230	.059	.226	3.904	.000	.449	2.228
Varieties	.186	.065	.174	2.881	.004	.415	2.413
Packaging	.146	.046	.157	3.195	.002	.622	1.608
Availability	.258	.043	.282	5.991	.000	.681	1.468

a. Dependent Variable: Satisfaction

The regression equation is

The R2 value in the Table implies that the satisfaction of the customers towards the Arun ice creams is 53.6% dependent on parameters like Ambience of the parlour, Value for money, Quality, Packaging and Availability of parlours. From the table, the coefficients value implies that the impact of Quality, varieties offered and Availability of parlour is more predominant on the customer satisfaction with a p-value less than 0.05.

Findings

The respondents were found to be mostly in the age category of 15-30 years and in the monthly income range of above Rs. 30,000. Factors such as television advertisements and word of mouth are the major influencers in the purchasing decision of Arun ice creams. Consumers prefer to buy ice creams during evenings and majority of them are found to buy ice creams once in a month with an average spending of about Rs. 30 – Rs. 70.

Consumers prefer to buy Arun ice creams at exclusive parlours only. Among all the facilities, proper seating place makes the first preferred facility. The quality and variants offered are the major strengths of Arun ice creams and customers tend to be hard core loyal to the variants of their preference. The I-cone is the most preferred variant of Arun ice creams. And the most preferred flavour is found to be butterscotch. However, the respondents are not much aware of the recently introduced variant of the Arun ice creams. The Buy 1 get 1 free and combo offers is found to be the widely preferred promotional activity. Males prefer the exotic and no added sugar variants than that of female. And females are found to prefer Cups, Bars, I-Cones. For the

Chi Squared test reflected that there is a significant relationship between the age group, frequency of purchase, monthly income of the respondents and the amount spent on single purchase by the consumers at 95% confidence level. It is found that higher the income of the respondents, higher the amount spent on single purchase of Arun ice creams by the consumers. Regression analysis revealed that the satisfaction of the customers towards Arun ice creams is influenced by parameters like ambience of the parlour, salesmen approach, value for money, quality taste packaging and availability.

Recommendations

From the analysis, it can be understood that customers prefer to consume Arun ice creams at exclusive Parlour. So, the facilities in the parlours have to be improved. The most cited requirement by the customers are proper seating arrangements in the parlour. This is because, customers feel that the entire exclusive parlour generally has less floor space to the crowd it attracts. And this creates congestion at peak hours, i.e., especially during afternoons and evenings. Thus Arun ice creams need to concentrate more on the ambience of exclusive Arun ice creams parlours.

The awareness on the newly introduced variants of Arun ice creams is very low. The loyalties towards the existing variants are found to be high and hence availability and promotion of newly introduced variants may have to be concentrated. And to make customers aware of the newly introduced variant, hangings and hoarding of newly introduced variant in Arun ice creams parlours can be used, with the symbol "Introducing New". The satisfaction level of the customers is mainly dependent on quality, number of variants and the availability/reach of the showroom. So Arun ice creams can concentrate on these parameters to retain their customers.

There is the significant relationship between amount spent by customers and the frequency of the visit by customers. Therefore to increase the frequency of purchase by customers Arun ice creams can follow some promotional activities. The most suggested promotional activity is the "Combo Offers". This promotional activity will induce customers to visit Arun ice creams parlours more frequently and thereby, will lead to increase in amount spent by customers on their single visit.

Conclusion

The above study throws some light on the preference of ice cream brands and preference choices towards Arun ice creams along with the demographic variables. This project also throws light on behavioural aspect such as frequency, usage rate. The various factors the involved in the purchasing decisions of the consumer are also analysed. The consumer's preference of choice along with the demographic variable is also analysed.

The quality and the taste are found to the strength of Arun ice cream. With greater consistency and availability the Arun ice cream is able to withstand in the impulse goods market for more than 40 years.

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