

A Study on Consumer Tastes and Preferences towards Arun Ice Creams in Coimbatore Region

Dr. A. Jayanthi¹, and P. Dhinakaran²

Associate Professor, Department of Management Sciences¹

Student II MBA, Department of Management Sciences²

Hindusthan College of Engineering and Technology, Coimbatore, India

Corresponding author: Dr. A. Jayanthi

Abstract: This study was conducted to understand the taste and preference of consumers towards Arun Ice-cream, a popular ice cream brand in India. The research was conducted among a sample of 100 participants from different age groups, genders, and geographical locations. A survey questionnaire was used to collect data on factors influencing the purchase of Arun Ice-cream, flavor preferences, and satisfaction level with the quality of the ice cream. The study found that consumers consider quality, taste, packaging, and price as key factors in their purchase decision. The most preferred flavor of ice cream was butter scotch, followed by vanilla and strawberry. Overall, consumers were highly satisfied with the taste and quality of Arun Ice-cream and expressed their willingness to recommend the brand to others. The research findings provide valuable insights to the company to improve its marketing strategies and product offerings, thereby increasing its customer base and profitability.

Keywords: Ice cream, Customer Behavior, Satisfaction

I. INTRODUCTION

Ice cream is a frozen dairy dessert obtained by freezing the ice cream mix with continuous agitation. It contains milk products, sweetening materials, stabilizers, colors, flavors, and egg products. Ice cream had its origins in Europe and was introduced later in the United States where it developed into an industry. Consumer is someone who buy either a product or service for their own personal use. Every time buying Arun Ice Cream product that make it as a consumer. A consumer who buys products or services for personal use and not for manufacture or resale. A consumer is someone who can make the decision whether or not to purchase an item at the store. And someone who can be influenced by marketing and advertisements. Any time someone goes to a store and purchased a Arun Ice Cream product or anything else. They are making that decision as a consumer. A consumer is a person or group of people, such as a household, who are the final users of products or services. The consumer's use is final in the sense that the product is usually not improved by the use.

1.1 Objective

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

1.2 Scope Of The Study

The Research study is focused on "A Study on Consumer Taste and Preference towards Arun Ice Cream". The study aims to know about the awareness about Arun Ice Cream, consumption pattern of the respondents towards Arun Ice Cream, to know the advertisement media influencing to purchase Arun Ice Cream. This Study also attempts to know about the changes expected by the respondents in Arun Ice Cream.

1.3 Limitations of the Study:

- The sample survey is limited to 100. Hence it doesn't represent the entire population.
- The period of study and span of time is too short.
- Some of the respondents are not interested to answer the questions.
- Some respondents hesitate to give clear information. The results are only based on the data given by the respondents.

II. RESEARCH METHODOLOGY

2.1 Research Design

Data has been collected from both primary and secondary sources. To present, describe and interpret such data descriptive research is considered the most appropriate for the study, various statistical tools have been applied to analyze data therefore this study is descriptive as well as analytical.

2.2 Sources of the Study

Data required for the project were collected from primary and secondary sources.

2.3 Data Collection

Data is recorded measure of phenomena while deciding about the method of data collection, the researcher should keep in the mind about two types of data. They are

Primary data

Secondary data

Primary Data

Primary Data were collected from the sample respondents through a well structured questionnaire. A specimen of the questionnaire is placed in the appendix of the project report.

Secondary Data

Secondary Data pertaining to the study were gathered from the Journals, Magazines and published Records / Websites.

2.4 Construction of Questionnaire

The Key aspects for the study were identified from the outcome of the pilot study and the first draft of the questionnaire has been constructed with the help of the guide.

2.5 Pre-Test

The structured questionnaire was extremely pre-tested. After pre-testing necessary modifications were made in the questionnaire to make them conform to the requirement of the present study.

2.6 Size of the Sample

A sample of 100 respondents were taken for the study based upon the time and cost constraints.

2.7 Sampling technique

The present study is carried on by using the following techniques to analyze the collected data. Percentage method is refer to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relative terms in the distribution of two or more sources of data.

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

III. LITERATURE REVIEW

Manoharan (2012) reported that Aloe vera is having number of medicinal Properties viz anti- septic, anti-microbial, anti-viral, antidiabetic and anti-carcinogenic etc. Aloe vera one of the major constitute in the ayurvedic / Chinese medicine. In India, Increasing diabetic incidence, alarms the production of a dairy products for diabetic patients with natural ingredients. An investigation is carried out to find the acceptable level of Aloe Vera pulp inclusion in the ice cream. Ice cream prepared by this method is subjected to Sensory properties of herbal ice cream. Safa and Ahmad (2012) reported that rheological characteristics and Physicochemical properties of ice cream mix flavored with black tea or some herbal teas and Sensory profile of flavored ice cream was investigated. In this respect, black tea and three different herbal tea samples (sage, chamomile, and linden) were used to produce a new Ice-cream formulation. Some physicochemical properties and sensory characteristics of samples Were determined. Total phenolic content of ice cream samples increased with the use of tea or Herbal teas and it was in the range of 123.37–415.20 mg kg⁻¹. Incorporation of black tea and Herbal tea except chamomile decreased the sensory scores of ice cream compared to control Sample.

Osman (2012) determined the effect of ellagic acid (EA), gallic acid (GA), grape seed extract (GSE), pomegranate peel extract (PPE), and peppermint essential oil (PEO) supplementation on sensorial and antioxidative properties of ice cream. Additionally, survival of *Lactobacillus casei* Shirota in ice cream and its interaction with the supplements were also investigated. All the supplements increased total phenolic content of ice creams significantly ($P < 0.05$). DPPH radical scavenging activities of ice creams supplemented with EA, GA, PPE, or GSE were higher than that of control group. Moreover, PPE made the best contribution to phenolic content and antiradical activity of ice cream. *L. casei* Shirota was highly adapted to ice cream media and survived with high numbers (7.21 log cfu/ml) during the storage period for 60 days. Banjare (2014) reported that Aloe vera has become a subject of interest because of its beneficial effects on human health. The present review envisages the therapeutic properties of *A. vera* based on literature available on various uses. Reviewed data revealed that this novel herb has anti inflammatory, antioxidant, antimicrobial, anticancer, anti- diabetic, immune boosting and hypoglycemic properties. This promotes human health without any side effects. Daily supplementation with this is effective against various disorder and diseases like stroke, heart attacks, leukemia, anemia, hypertension, AIDS, radiation burns, digestive disorders etc.

Çam (2014) in this study, we investigated the effects of microencapsulation Conditions on product quality of pomegranate peel phenolics. The results indicate an Optimum air inlet temperature of 160 °C and 1/1 (w/w) or 1/3 (w/w) for Phenolics/maltodextrin ratio. No differences were observed amongst the maltodextrins used for coatings. There were also no statistically significant differences in phenolic content of Microcapsules for the storage periods of 90 days at 4 °C ($p > 0.05$). They also evaluated the Resultant microencapsulated phenolics for enrichment of the functional properties of regular Ice cream used as model food in their studies. Addition of pomegranate peel phenolics at 0.5 And 1.0% (w/w) showed significant improvement of the antioxidant and α -glucosidase Inhibitory activities of the enriched ice creams compared with control sample.

Whelan (2000) investigated the development of a low glycemic index ice cream with as close as possible physicochemical properties and sensory quality compared with a sucrose- sweetened ice cream. Three relatively new novel commercial sweeteners, tagatose, erythritol and trehalose were studied, along with maltitol and polydextrose. Once the freezing curves were matched, other physicochemical properties also were found to match. Sweetness and sweet taste could then be adjusted for sensory optimization with a combination of these sugars and supplementation with sucralose to boost the sweetness as necessary.

Muhammet (2006) reported that effect of hazelnut flour (1.5, 3 and 4.5%) and hazelnut kernel skin (1, 2 and 3%) on the physical, chemical and sensory properties of vanilla Ice cream were examined. All samples were analyzed for pH, titratable acidity, total solids, nitrogen, fat, ash, overrun, viscosity, meltdown, Hunter L-, a- and b-values, flavour, body and texture, and appearance. The samples with hazelnut flour exhibited higher pH, nitrogen, ash, viscosity, and L-, flavour, body and texture, and appearance values than the samples with kernel skin.

IV. FINDINGS

- A majority of 62 percent of the respondents are male.
- A majority of 44 percent of the respondents are belong to the age group of 21 – 30 years.

- A majority of 52 percent of the respondents are under Graduates.
- A majority of 39 percent of the respondents family monthly income level is Rs. 30001& above.
- A majority of 100 percent of the respondents are aware of Arun Ice Cream.
- A majority of 50 percent of the responses prefer cone variety.
- A majority of 54 percent of the responses prefer no added sugar.
- A majority of 45 percent of the responses prefer Butterscotch flavour.
- A great majority of 78 percent of the respondents have preferred toppings in Arun Ice Cream.
- A majority of 36 percent of the respondents preference are induced by advertisement.
- A majority of 38 percent of the respondents spend Rs. 200 - 400 for purchasing Arun Ice Cream in a month.
- A majority of 58 percent of the respondents opines that the price of Arun Ice Cream is Reasonable.
- A majority of 45 percent of respondents are purchase available stores.
- A majority of 41 percent of the respondents opinion about the advertisement is excellent.
- A majority of 43 percent of the respondents like Buy 1 Get 1 promotional activity.
- A majority of 49 percent of the responses have consumed Kwaliti Walls Ice Cream previously.
- A majority of 42 percent of the respondents are satisfied towards Arun Ice Cream.

V. SUGGESTION

Conduct a survey among a sample population to understand their taste and preference towards Arun Ice-cream. Organize a focus group discussion to explore consumers' perception of Arun Ice-cream as compared to other ice cream brands in the market. Analyze social media platforms to evaluate consumers' reviews and ratings of Arun Ice-cream. Conduct blind taste tests among a randomized group of individuals to compare the taste and texture of Arun Ice-cream with other popular ice cream brands. Analyze sales data and market trends to understand the popularity of Arun Ice-cream among consumers and identify potential growth opportunities.

VI. CONCLUSION

The research study is done on "A Study Consumer taste and preference towards ArunIce cream". Each and every firm thinks to attain number one position to popularize their products through advertising quality and price. From the survey it is clear that majority of the respondents are satisfied with ArunIce cream because of its quality. Most of the respondents are also satisfied with its product variety so they strongly recommended their favorite brands to others.

BIBLIOGRAPHY

- [1] Jaiswal, R., & Upadhyay, A. (2015). A Study on the Consumer's Perception and Preferences towards Ice-Cream Brands in Ahmedabad City. *International Journal of Research-Granthaalayah*, 3(9), 92-103.
- [2] Yang, S. Y., & Hsu, W. T. (2007). Study on factors affecting Taiwanese consumers' preferences for ice cream. *Journal of food quality*, 30(5), 700-713.
- [3] Jigar, B. D. (2015). Study of Consumer Behaviour towards Ice-Cream in Ahmedabad City. *Paripex-Indian Journal of Research*, 4(7).
- [4] Bannatyne, A., & Lewis, R. (2018). Ice cream preferences and purchasing behaviour: a survey of New Zealanders. *Journal of Dairy Research*, 85(2), 228-234.
- [5] Prasad, S., & Vernekar, A. (2016). Consumer Perceptions and Preferences towards Ice-Creams in Bangalore. *International Journal of Advanced Research (IJAR)*, 4(2), 182-193.
- [6] Pandey, V. K., & Rana, J. (2013). A study on consumer behaviour towards ice-cream with special reference to Vadodara City. *International Journal of Marketing and Technology*, 3(7), 91-105.
- [7] Singh, R. K., & Ranchhod, A. (2013). Factors influencing consumer preferences for ice cream: evidence from the UK. *International Journal of Marketing Studies*, 5(2), 56-72.
- [8] Wadhwa, P., & Rastogi, P. (2017). A study of consumer preferences towards ice-cream with special reference to Delhi. *International Journal of Management and Applied Sciences*, 3(10), 91-96.

- [9] Surana, M., & Singh, M. V. (2014). A study on consumer preferences, buying behaviour and satisfaction towards ice creams in Nashik city. *International Journal of Scientific Research and Management*, 2(7), 452-458.
- [10] Gautam, R. K., & Jindal, R. (2014). A study on consumer behaviour towards ice cream with reference to Patiala city. *International Journal of Research in Economics and Social Sciences*, 4(4), 56-70.