

# Havmor and top and town Customer preference towards icecream in Malkapur region

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## **ABSTRACT:-**

Customer Satisfaction is an ambitious and abstract concept and actual manifestation of the state of satisfaction will vary from 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 organizations 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

## **INTRODUCTION :-**

Ice cream is derived from earlier cream ice. It is a sweetened frozen food typically eaten as a snack or dessert. It is flavoured with a sweetener, either sugar or an alternative, and any spice, such as cocoa or vanilla. It can also be made by whisking a flavoured cream base and liquid nitrogen together. Colourings are usually added, in addition to stabilizers. The mixture is stirred to incorporate air spaces and cooled below the freezing point of water to prevent detectable ice crystals from forming. The result is a smooth, semi-solid foam that is solid at very low temperatures (below 2 °C or 35 °F). It becomes more malleable as its temperature increases.

In 1985, the brand topped the ice cream sales in terms of volume list and the brand extended to Maharashtra.

At the stage of primitive economy, every individual, family or a social unit used to produce all that was necessary for their consumption. That means they were self-sufficient. Due to the advancement in science and technology more and more competitors emerged in the market with new variety of products. So it has become obligatory from the part of existing manufacture to maintain a cordial and satisfactory relationship with customers.

**Customers:-** Who will have certain expectations prior to the purchase known as customers. These expectations may be. Nature and performance of the product. The cost and efforts to be spent before obtaining the direct product or service benefits. The social benefits accruing to the customers as a result of the products.

**Preference:-** Preference is a kind of stepping away from the experience and evaluating it. One could have a pleasurable experience that caused dissatisfaction because even though pleasurable, it wasn't an emotion, it's the evaluation of an emotion.

### **SCOPE FOR THE STUDY:-**

Ice cream market can be segmented in three different ways, namely- on the basis of flavors, on the basis of stock keeping units / packing and on the basis of the customer segments.

On the basis of the flavors the market has a number of flavors like vanilla, strawberry, chocolate, mango, butterscotch a number of fruit flavors dry fruit flavors, traditional flavors like kesar – pista, kanju – draksh etc. The market is totally dominated by vanilla, strawberry and chocolate, which together account for more than 70% of the market followed by butterscotch and other fruit flavors . Companies are continuously innovating their products in order to stay in the market. Children are the major consumers of Ice cream, thus companies are producing products as per the interest of children.

## **STATEMENT OF THE PROBLEM :-**

The success or failure of market of Havmor ice-cream parlour to a certain extent depends on the customer preference 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. Havmor Ice-creams are also high in sugar, which makes up the majority of its carbohydrate content. The Mayo Clinic website warns that consumption of too much sugar may contribute to health problems such as weight gain, cavities and increased levels of blood triglycerides, another unhealthy type of fat.

## **Objectives of the Study:-**

- **To know the customers preference towards ice cream.**
- **To know the brand of ice cream consumed by the sample respondents.**

## **Research methodology :-**

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure

## **Research design :-**

The research design is the blueprint for the fulfilment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analysing needed information.

**Sample size:-** The sample size for the study is 150 respondents.

**Sampling method:-** Convenience sampling techniques was used to select the respondents.

**Source of Data:-** The required data for this research obtained from the primary source and secondary source.

**Primary Source of Data:-** Customer opinions regarding purchase and other related activities collected with the help of interview schedule.

**Secondary Source of Data:-** History of the ice cream, ice cream industry position in India and other related information collected from the secondary source of data.

**Tools for analysis:**

The tools used for analysis are

- Simple percentage analysis
- Rank analysis
- Weighted average \

**Limitations of the study :-**

- It involves higher cost.
- More space will be needed as more equipment is required.
- Rainy weather or cold winters may affect sales negatively.
- The sample size taken for the study is limited only to 150 respondents.

**REVIEW OF LITERATURE :-**

Trucker (1957) explained Consumer Behaviour as a concept that consumer can be defined in term either as a products 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 Naseer (2003) defined customer satisfaction is defined generally as the feeling or judgements of the customers towards products or service after they have been use.



Das, sohini (5 December 2017). "Local ice cream brands step up national play". Business Standard India. India: Business Standard India. Archived from the original on 16 May 2018. Retrieved 26 July 2020.

**Sample Design:-**

Convenience sampling technique used for collection of the required study units.

**Sample Size:-** The researcher selected 50 customers as sample respondents.

**Analysis and Interpretation**

**FREQUENT PURCHASE Of Havmor Ice creams**

Respondent’s frequent purchase of Havmor ice creams. It is categorized as every day, once in a week, 3 to 4 times a week, once a month.

Sr.no.	Period of purchase	No. of Respondents	Percentage
1	Every day	13	8.7%
2	Once in a week	50	33.3%
3	3 to 4 times a week	40	26.7%
4	Once a month	47	31.3%
	Total	<b>150</b>	<b>100</b>

*Source: Primary data*

**Interpretation:-** The above table reveals the purchase of Havmor ice creams by the respondents. 33.3% of the respondents purchase Havmor ice cream once in a week, 31.3% of the respondents purchase Havmor ice cream once a month, 26.7% of the respondents purchase Havmor ice cream 3 to 4 times a week, 8.7% of the respondents purchase Havmor ice cream every day.

## RANK ANALYSIS

**Analysis of mostly used products and their rankings by the respondents-**

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Cup	42 210	17 68	26 78	41 82	24 24	150 462	I
Cone	13 65	28 112	33 99	35 70	41 41	150 387	II
Stick	28 112	23 92	38 114	31 62	30 30	150 410	III
Colour ball	24 120	34 136	34 102	35 70	23 23	150 451	IV
Family Ball	18 90	24 96	27 81	36 72	45 45	150 384	V

**Interpretation:-**

It could be observed from the above table is about the analysis of mostly used products and their rankings by the respondents.

## WEIGHTED AVERAGE

### Level of satisfaction towards Havmor ice creams by respondents-

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Quantity	63	62	24	0	1	150	4.24
	315	248	72	0	1	636	
Price	46	66	32	2	4	150	3.99
	230	264	96	4	4	598	
Availability	62	59	28	0	1	150	4.21
	310	236	84	0	1	631	
Taste	79	52	16	2	1	150	4.37
	395	208	48	4	1	656	
Packing	53	62	28	6	1	150	4.06
	265	248	84	12	1	610	

### Interpretation:-

It could be observed from the above table is about the analysis of mostly used products and their rankings by the respondents.

- According to 150 respondents, cup ice-cream is placed as FIRST RANK.
- According to 150 respondents, colour ball is placed as SECOND RANK.
- According to 150 respondents, stick ice-cream is placed as THIRD RANK.
- According to 150 respondents, cone ice-cream is placed as FOURTH RANK.
- According to 150 respondents, family ball is placed as FIFTH RANK.

**Inference:** Majority of the respondent's concluded that the cup ice creams are preferred and ranked higher by the respondents.

## INTERPRETATION

The above table justifies the satisfactory level towards Havmor ice-creams. The highest mean score or average is rises to 4.37 for the taste of the Havmor ice- creams by the respondents.

## FINDINGS

- Majority (60.7%) of the respondents are below 18 years.
- Majority (33.3%) of the respondents purchase Havmor ice-creams once in a week.
- Majority (48%) of the respondents rated the brand's price as reasonable.

## Ranking analysis

● It is concluded that the cup ice creams are preferred and ranked higher by the respondents.

## Weighted analysis

● It is concluded that the satisfactory level towards Havmor ice creams is highest for their taste by the respondents.

## Suggestions

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.



## **CONCLUSION:-**

In modern world people desired attractive and Quality brand. They need quality and taste with reasonable price. The essence of marketing a marketing strategy is to understand the changing needs and preferences of the consumer and to cease the opportunity to shape and fulfill them. Havmor Ice-creams effectively understood those needs and formulated some strategies that were stable and would help them in the long run to strengthen the company's position.

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