



CONSUMER PERCEPTION AS REGARDS ICE-CREAMS A STUDY WITH SPECIAL REFERENCE TO CHENNAI CITY

R. SRIVIDHYA¹, Dr. R. SAVITHRI²

Part-Time Ph.D. Research Scholar¹, Associate Professor² Research Department of Commerce
Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet, Chennai-600 044
srividhya300983@gmail.com¹, savithri11563@gmail.com²

ABSTRACT

Consumer perception all about a product or service is based on his or her actual experience obtained from the use of that commodity or service. The study was an attempt to understand the perception of consumers towards ice-cream. Ice-cream is a perishable confectionery item which is consumed by different age group of consumers in recent days. Primary data had been collected through structured questionnaire which comprises of demographic profile and perception of 100 respondents by adopting convenience sampling method. Percentage analysis, chi-square test and Garrett ranking were the tools used in the study. The result of Chi-square test revealed that there was no association between family monthly income and the frequency of purchase of ice-cream. Factor analysis was applied and extracted five factors namely quality of ingredients, quantity, appearance, price and taste which influencing consumer perception as regards ice-cream.

KEY WORDS: Consumer Perception, Ice-Cream, Confectionery Item, Price & Taste

INTRODUCTION

Consumer perception all about a product or service is based on his or her actual experience obtained from the use of that commodity or service. Consumer perception deals with the real experience attained by the consumer by using a particular product. Price, product, quality, promotional activities also influencing the perception of the consumers. Understanding consumer perception or expectation helps the marketers to retain their existing customers and attracts new customers. Ice Cream is a perishable confectionery item which plays a prime role in any celebrations in recent years. Different varieties of ice Creams offered by marketers to make their consumers happy and enjoy during celebrations and at the time of consuming the product.

IMPORTANCE OF THE STUDY

Marketers are in need of focusing on consumers to stand and succeed in their marketing activities. To build a strong relationship with the consumers, marketers need to understand the expectations and behaviour of the consumers. Every marketer needs to identify the new customers and to retain their existing customers by satisfying their needs as per their requirements. The present study was carried out to analyse the consumer perceptions towards ice-cream.

OBJECTIVES OF THE STUDY

- To know whether the demographic variables of the respondents have influence on ice cream.
- To rank the different varieties of ice-creams.
- To find out the factors that influence the consumer perceptions towards the purchase of ice-cream.



REVIEW OF LITERATURE

Tadhani M B (2010) analysed consumers perceptions and awareness towards ice cream as functional food and found that 85% respondents were ready to buy functional foods and 66% were ready to pay higher for foods product with health benefits. It was found that 45% Of the respondents preferred chocolate flavour ice cream and advertisements and newspapers were the main source of their knowledge about functional foods. Majority 47% of the respondents consumed ice creams weekly and 53% preferred to have cup ice cream.

Selvalakshmi M and Anurani (2013) examined the Consumer taste and preference towards Arun Ice creams proved that there was a significant relationship between the age group, purchase frequency, monthly income and the amount spent per purchase of Arun ice creams. It was inferred that the satisfactory level of respondents influenced by the parlour ambience followed by sales approach, value of money and quality.

Subramanian R, Rajeesh Viswanathan and Thiyagarajan S (2014) analysed Perception of 100 consumers towards attributes of Ice Cream and Chocolate in Pondicherry and found that taste, quality, quantity, availability, and price were the attributes influenced the frequency of purchase of both ice creams and chocolates. It was found that five brands Aavin, Amul, Arun, Kwaliti and Jamai were stronger than Ponliat ice cream.

Sunilkumar, sivaram M and Dixit P K (2016) examined the factors that influencing the consumption pattern of ice cream and found that the variables had significant correlation with monthly per capita expenditure on consumption of ice cream like family size, type of the family, food habit and the monthly expenditure on non-food items. 43.9% of respondents preferred vanilla flavour followed by butter scotch and chocolate. It was found that the consumers preferred different brands of ice cream due to its taste, good quality and flavour.

Anupama sundar D and Kanthiraj D G (2017) analysed the factors influencing the consumer satisfaction and their preferences towards ice creams found that television advertisement and word of mouth were the major influencer in the purchase decision of ice creams. It was found that the consumer preferred chocolate flavour than others and they preferred to buy ice creams in the evening. Majority of the respondents consumed ice creams more than 10 times in a month.

Renuka R, Ganesan M and Durgamani M K (2018) analysed the customer satisfaction of 50 consumers towards ice cream and found that majority of the respondents preferred Arun ice-cream. Five-point Likert scale results revealed that 1st rank was assigned to door delivery offered by the shop followed by quality, free offers, flavour, taste, quantity and amount spent as regards satisfaction level of the respondents towards ice-creams.



Selvendran S (2018) analysed customer's preference towards ice creams and found that 66% of the respondents did not liked the same type of ice creams and also found that majority of the respondents bought ice creams due to its attractive colours. 60 % of the respondents consumed ice cream during the time of afternoon.

METHODOLOGY

The study based on both primary and secondary data. Convenience sampling technique was adopted to collect primary data through questionnaire among the sample size of 100 consumers. Secondary data collected from journals, articles and web resources.

ANALYSIS OF DATA

Percentage analysis was used to know the demographic profile of the respondents represented in Table No.1.

**TABLE 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

Variable	Dominant Group	Percentage
Gender	Female	89
Age (in Years)	20-30	77
Educational Qualification	Graduates	89
Marital Status	Unmarried	71
Occupation	Student	48
Family month income (Rs.)	Above Rs.30,000	44
Family size (Members)	4	76

Source: Questionnaire

ASSOCIATION BETWEEN FAMILY MONTHLY INCOME AND THE FREQUENCY OF PURCHASE OF ICE-CREAM.

Chi -Square test was applied to find out the association between family monthly income and the frequency of purchase of ice-cream.

H₀: There is no significant association between Family monthly income and the frequency purchase of ice-cream.

TABLE 2 Association Between Family Monthly Income and the Frequency of Purchase of Ice-Cream			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.486(a)	9	.313



Since, the computed value 0.313 is greater than the table value 0.05. Thus, null hypothesis is accepted. Therefore, there is no significant association between family monthly income and the frequency of purchase of ice-cream.

RANKING THE VARIETY OF ICE-CREAMS

Garrett ranking analysis had been applied to rank the variety of ice-creams

TABLE 3
RANKING THE VARIETIES OF ICE-CREAMS

Varieties	Mean Score	Rank
Vanilla	63.86	I
Chocolate	40.43	VIII
Pista	41.72	VII
Strawberry	49.09	II
Cassata	49.03	III
Blueberry	43.21	VI
Butter scotch	46.75	IV
Black current	44.49	V
Mango Duet	39.64	IX
Cookies & Cream	36.98	X

Source: Questionnaire

It was found that Vanilla ice cream was ranked as I followed by strawberry, Cassata and least rank to Cookies & Cream.

FACTOR ANALYSIS

TABLE 4 RELIABILITY STATISTICS AND KMO BARTLETT'S TEST	
Cronbach's Alpha	.739
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.634
Bartlett's Test of Sphericity Approx. Chi-Square	420.693
Df	105
Sig	.000

KMO measure of sampling adequacy was 0.634 and Bartlett's test showed a significance level of 0.000. Hence, factor analysis can be applied to 15 variables measuring consumer perception as regards ice-creams. It is observed that all Measures of Sampling Adequacy (MSA) being more than 0.5, all the 15 variables can be subjected to factor Analysis.



TABLE 5
TOTAL VARIANCE EXPLAINED

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.469	23.124	23.124	3.469	23.124	23.124	2.245	14.967	14.967
2	2.198	14.651	37.775	2.198	14.651	37.775	2.167	14.444	29.411
3	1.545	10.303	48.078	1.545	10.303	48.078	1.940	12.933	42.345
4	1.424	9.496	57.573	1.424	9.496	57.573	1.876	12.510	54.854
5	1.118	7.452	65.026	1.118	7.452	65.026	1.526	10.171	65.026

Extraction Method: Principal Component Analysis

It was found that 15 variables were reduced into 5 predominant factors. These 5 factors individually had variance of 14.967%,14.444%,12.933%,12.510% and 10.171%. The total variance was explained as 65.026%.

TABLE 6
CONSUMER PERCEPTION AS REGARDS ICE CREAMS

Variables	Name of The Factor	Component				
		1	2	3	4	5
Toppings of ice cream are attractive	Quality of ingredients	.828				
I prefer to buy if there is combo offers		.693				
Quality of ingredients in ice cream is satisfactory		.642				
I like ice creams due to its freshness		.621				
I am satisfied with the weight of ice cream in accordance with its price	Quantity		.807			
I buy ice cream for its unique packaging			.639			
I feel the price charged is reasonable			.616			
Ice creams are available in wide variety			.500			
I buy ice cream due to influence and attractive advertisements	Appearance			.844		
Visual image of ice cream tempts me to buy it				.823		
Price of ice Creams does not match with its quality	Price				.821	
I will purchase ice cream irrespective of its price					.649	
I purchase ice cream only during the first week					.575	
I dislike the perishability of ice cream					.375	
I think the ice cream is delicious	Taste					.791



The first factor is “**Quality of ingredients**” and it includes 4 variables viz, Toppings of ice cream are attractive, I prefer to buy if there is combo offers, Quality of ingredients in ice cream is satisfactory, I like ice creams due to its freshness and it explains 14.967% of the variances. The next factor is “**Quantity**” which comprises of 4 variables namely I am satisfied with the weight of ice cream in accordance with its price, I buy ice-cream for its unique packaging, I feel the price charged is reasonable, Ice creams are available in wide variety and it explains 14.444% of the Variance. The next factor is termed as “**Appearance**” which comprises of two variables viz, I buy ice-cream due to influence and attractive advertisements, Visual image of ice cream tempts me to buy it and it explains 12.933% of the variances. The next factor is “**Price**” which comprises of four variables viz, Price of ice Creams does not match with its quality, I will purchase ice cream irrespective of its price, I purchase ice cream only during the first week, I dislike the perishability of ice cream and it explains 12.510% of the variances and the last factor “**Taste**” which has only one variable namely I think the ice-cream is delicious which explains 10.171% of the variances.

FINDINGS OF THE STUDY

- Majority of the respondents came to know about the ice-creams through Advertisements.
- 35% of the respondents spent less than Rs.400 per purchase of ice-cream.
- 75% of the respondents purchased ice-cream from ice cream Parlours.
- Majority (58%) of the respondents bought ice-creams during birthday parties.
- Majority (36%) of the respondents consumed ice-creams once in a month.
- There is no significant association between family monthly income and the frequency of purchase of ice-cream.
- Vanilla ice cream was ranked as I followed by strawberry, Cassata and least rank to Cookies & Cream.
- Factor Analysis revealed five factors namely quality of ingredients, Quantity, Appearance, price and Taste as regards consumers perceptions of ice-creams.

CONCLUSION

Consumer is the king of the business. Customer has got various choices. Customers’ perception towards a commodity is built largely on the satisfactory value that the user receives after paying for the product. Hence marketers should understand customer perception to improve sales.

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