



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

R. SRIVIDHYA<sup>1</sup> Dr. R. SAVITHRI<sup>2</sup>

Research Scholar<sup>1</sup>, Associate Professor<sup>2</sup>,

Research Department of Commerce

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, Chromepet,  
Chennai-600 044

[srividhya300983@gmail.com](mailto:srividhya300983@gmail.com)<sup>1</sup>, [savithri11563@gmail.com](mailto:savithri11563@gmail.com)<sup>2</sup>

### ABSTRACT

*Consumer perception 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 groups of consumers in recent days. Primary data had been collected through a structured questionnaire which comprises demographic profile and perception of 100 respondents by adopting convenience sampling technique. Percentage analysis, chi-square test and Garrett ranking were the tools used in the study. The result of the Chi-square test revealed that there was no association between per month income of the family and the purchase frequency of ice-cream. Factor analysis was applied and extracted five factors namely quality of ingredients, quantity, appearance, price and taste which influenced consumer perception as regards ice-cream.*

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