



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

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### 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

### INTRODUCTION

Consumer perception about a product or service is based on his or her actual experience obtained from the use of that commodity or product. Buyer perception dealt with the factual experience attained by the buyer by way of using a specific commodity. Price, product, quality, promotional activities also influence 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.

## PURPOSES OF THE STUDY

- To identify whether the demographic variables of the respondents have influence on ice cream.
- To rank various varieties of ice-creams.
- To find out the influences of the consumer perceptions as regards the buying of ice-cream.

## REVIEW OF LITERATURE

Tadhani M B (2010) analysed the perception and awareness as regards ice-creams as purposeful 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 defendants preferred chocolate flavour ice cream and advertisements and newspapers were the mainspring of their knowledge about functional foods. Majority 47% of the respondents purchased ice creams weekly and 53% chosen to have cup ice cream.

Selvalakshmi M and Anurani (2013) examined the Consumer perception and favouritism towards Arun Ice creams and proved that there was a substantial 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 was influenced by the parlour ambience followed by sales tactic, value of currency and superiority.

Subramanian R, Rajeesh Viswanathan and Thiyagarajan S (2014) analysed Perception of 100 customers near attributes of Ice Cream and Chocolate in Pondicherry and found that sense of taste, superiority, measure, accessibility, and value were the attributes inclined the purchase frequency 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 eating pattern of ice cream and found that the variables had significant relationship with monthly expenditure on consumption of ice cream like family extent, type of the household, food custom and the amount spent on non-food items. Majority of respondents favoured vanilla ice-cream followed by butter scotch and chocolate. The result revealed 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 influential factors of consumer satisfaction and their choice of ice creams found that television commercial promotion 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 1<sup>st</sup> 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 defendants did not like the identical type of ice creams and also found that majority of the defendants accepted ice creams due to its attractive colours. 60 % of the respondents consumed ice cream during the time of afternoon.

## **METHODOLOGY**

The present study comprised with both primary and secondary data. Convenience sampling tool was applied 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 profile of the respondents presented 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 INCOME PER MONTH AND THE PURCHASE FREQUENCY OF ICE-CREAM.**

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

**H<sub>0</sub>:** There is no significant association between Family income per month and the purchase frequency of ice-cream.

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

Since, the computed rate 0.313 is more than the table value 0.05. Thus, null hypothesis is acknowledged. Therefore, there is no substantial association between family income per month and the purchase frequency of ice-cream.

#### **RANKING VARIOUS 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**

<b>TABLE 4</b> <b>Reliability Statistics And Kmo Bartlett's Test</b>	
<b>Cronbach's Alpha</b>	<b>.739</b>
<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</b>	<b>.634</b>
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 disclosed a significance level of 0.000. Henceforth, factor analysis can be used to 15 variables measuring consumer perception as regards ice-creams. It is observed that all MSA being greater than 0.5, all the 15 variables can be exposed 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 compacted into 5 prime factors. These 5 factors individually had variance of 14.967%, 14.444%, 12.933%, 12.510% and 10.171%. The sum of variance was described as 65.026%.

**TABLE 6**  
**Consumer Perception As Regards Ice Creams**

Variables	Name of The Factor	Component				
		1	2	3	4	5
<b>Toppings of ice cream are attractive</b>	<b>Quality of ingredients</b>	<b>.828</b>				
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				
<b>I am satisfied with the weight of ice cream in accordance with its price</b>	<b>Quantity</b>		<b>.807</b>			
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			
<b>I buy ice cream due to influence and attractive advertisements</b>	<b>Appearance</b>			<b>.844</b>		
Visual image of ice cream tempts me to buy it				.823		
<b>Price of ice Creams does not match with its quality</b>	<b>Price</b>				<b>.821</b>	
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	
<b>I think the ice cream is delicious</b>	<b>Taste</b>					<b>.791</b>



The first factor is “**Quality of ingredients**” and it includes 4 variables namely, 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 explicates 14.967% of the variances. The succeeding factor is “**Quantity**” which consist of of 4 variables specifically 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 clarifies 14.444% of the Variance. The subsequent factor is termed as “**Appearance**” which contains of two variables namely, I buy ice -cream due to influence and attractive advertisements, Visual image of ice cream tempts me to buy it and it expresses 12.933% of the variances. The following factor is “**Price**” which encompasses of four variables specifically, 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 describes 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 derived information’s as regards 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 substantial association between family income per month and the purchase frequency 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’ insight towards a service is constructed mainly on the reasonable value that the user obtains after making payment for the commodity. Hence marketers should understand customer perception to improve sales.





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