



A STUDY ON CONSUMER PREFERENCES TOWARDS ARUN ICE CREAM IN MADURAI CITY

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ABSTRACT:

The abstract for "Consumer Preferences towards Arun Ice Cream in Madurai City" provides a comprehensive overview of the research study conducted to explore and analyze the preferences of consumers towards Arun Ice Cream in the Madurai City market. The abstract outlines the objectives, methodology, key findings, and implications of the study, highlighting how it contributes to understanding consumer behavior patterns and preferences in the context of ice cream consumption. By delving into factors such as flavor choices, packaging preferences, pricing considerations, and brand loyalty among consumers in Madurai City, this study offers valuable insights for marketers and business leaders looking to enhance their product offerings and marketing strategies within this competitive industry. Additionally, the abstract underscores the significance of leveraging consumer insights to drive product innovation and improve customer satisfaction levels in order to succeed in today's dynamic marketplace.

KEYWORDS:

CONSUMER PREFERENCES, CULTURAL INFLUENCES, BRAND AWARENESS AND PERCEPTION AND MARKETING STRATEGIES ETC.

1.1 INTRODUCTION

Ice cream, a beloved sweet treat enjoyed by people of all ages, holds a significant place in the food and beverage industry. With a wide range of flavors and brands available in the market, understanding consumer preferences becomes crucial for ice cream manufacturers to stay competitive and satisfy their customers. This study focuses on exploring the consumer preferences towards Arun Ice Cream, one of the prominent ice cream brands in Madurai City. By delving into factors such as brand awareness, perception, influencing choices, consumer satisfaction, and loyalty, this research aims to provide valuable insights for Arun Ice Cream and other industry players to enhance their marketing strategies and cater to the preferences of the local population in Madurai City. In the world of ice cream, understanding consumer preferences is paramount. After all, ice cream is not just a dessert – it's an experience that evokes nostalgia, satisfaction, and pure joy. By delving into the minds of consumers, we can uncover the factors that drive their choices and ultimately shape the success of ice cream brands. Overview of the ice cream industry in Madurai City, known for its rich history and vibrant culture, also boasts a thriving ice cream industry. With numerous local and national brands vying for a scoop of the market share, it's crucial to examine the unique tastes and preferences of Madurai's residents. By understanding the local landscape, ice cream manufacturers can develop flavors, packaging, and marketing strategies that resonate with their target

audience.

1.2 REVIEW OF LITERATURE

Consumer preferences towards Arun Ice Cream in Madurai city have been the subject of several studies and reviews. The literature highlights various factors influencing consumer choices, such as taste, price, packaging, brand reputation, and availability. Studies suggest that consumers in Madurai value the quality and variety of flavors offered by Arun Ice Cream. They also appreciate the traditional recipes used in making the ice cream which gives it a unique and authentic taste. Furthermore, consumers tend to be loyal to the brand due to its strong presence in the market and consistent quality over the years. However, some studies also point out that price sensitivity and competition from other brands can impact consumer preferences. Overall, a review of literature on this topic provides valuable insights into understanding consumer behavior towards Arun Ice Cream in Madurai city.

1.3 HYPOTHESES

The following hypotheses are framed and tested with appropriate statistical tools in IBM SPSS software 20 (version).

H₀: There is no significant association between the Demographic Profile groups and their Opinion for Consumer Perception of Arun Ice Cream in Madurai City.

1.4 OBJECTIVE OF THE STUDY

1. To study on Arun ice creams available in Madurai City.
2. To examine the consumer preferences towards Arun ice creams.
3. To analyse the demographic profile and level of consumer preferences in Arun ice creams.
4. To significant of the Consumer preferences for Arun ice creams in Madurai City.

To unravel the mysteries behind consumer preferences towards Arun Ice Cream in Madurai City, our study focused on the level of brand awareness and evaluating the perception of Arun Ice Cream in terms of quality and taste. By addressing these objectives, we aimed to shed light on the factors that shape consumer behavior and influence their purchasing decisions.

1.5 RESEARCH METHODOLOGY

In the data collected from future both Primary and Secondary for the study and Primary collected for Questionnaires to the Arun ice creams in the Madurai City. Secondary data was collected from the Authentic Websites, magazines, journals, internet and other books related to the topic.

SAMPLING TECHNIQUES AND SAMPLE SIZE

To gather insights into the preferences of Madurai's ice cream enthusiasts, we employed a diverse sampling technique. Our sample size consisted of 60 respondents, carefully selected to represent a cross-section of the city's population. By ensuring diversity in age, gender, and socioeconomic background, we aimed to capture a comprehensive snapshot of consumer preferences.

DATA COLLECTION METHODS

Data collection was a delightful and interactive process. We conducted face-to-face interviews, where respondents were asked to share their opinions, experiences, and perceptions of Arun Ice Cream. Additionally, we utilized online surveys to reach a wider audience and provide a platform for individuals to express their thoughts conveniently. By combining these methods, we aimed to gather a robust and reliable dataset.

1.6 PROFILE OF MADURAI CITY: ANALYZING THE DEMOGRAPHIC AND CULTURAL FACTORS THAT INFLUENCE CONSUMER PREFERENCES

POPULATION DEMOGRAPHICS OF MADURAI CITY

Madurai City is a vibrant tapestry of diverse demographics. With a population exceeding one million, it encompasses individuals from various age groups, occupations, and income levels. By understanding the unique demographic composition of the city, we can unravel the complex web of influences that shape consumer preferences towards ice cream.

CULTURAL INFLUENCES ON CONSUMER PREFERENCES

Culture plays a significant role in shaping consumer

preferences, and Madurai City is no exception. From traditional flavors like mango and cardamom to modern twists like chocolate caramel, the cultural fabric of Madurai weaves through the taste buds of its residents. Exploring these cultural influences is key to understanding why certain flavors and brands hold a special place in the hearts of Madurai's ice cream lovers.

BRAND AWARENESS AND PERCEPTION: INVESTIGATING THE LEVEL OF AWARENESS AND PERCEPTION OF ARUN ICE CREAM AMONG CONSUMERS

CONSUMER AWARENESS OF ARUN ICE CREAM

In a city brimming with ice cream options, we sought to gauge the level of awareness regarding Arun Ice Cream. Through our study, we aimed to uncover how well-known the brand is among Madurai's ice cream enthusiasts. By evaluating brand recall and recognition, we can gauge the impact and reach of Arun Ice Cream's marketing efforts.

PERCEPTIONS OF ARUN ICE CREAM IN TERMS OF QUALITY AND TASTE

Quality and taste are the cornerstones of any successful ice cream brand. In this section of our study, we delved into consumers' perceptions of Arun Ice Cream, assessing its reputation for delivering exceptional quality and delectable flavors. By understanding how consumers perceive the brand's offerings, we can provide insights that can guide Arun Ice Cream in further enhancing their product offerings and overall brand experience.

FACTORS INFLUENCING CONSUMER CHOICES: IDENTIFYING THE KEY FACTORS THAT DRIVE CONSUMER CHOICES AND PREFERENCES IN ICE CREAM SELECTION

FLAVOR PREFERENCES

When it comes to ice cream, flavor is king. Consumers have diverse taste buds, and their flavor preferences play a crucial role in their ice cream selection. From classic favorites like chocolate and vanilla to more adventurous options like mint chocolate chip or cookie dough, the range of flavors available can make or break a brand's popularity.

PRICE SENSITIVITY AND AFFORDABILITY

We've all been there – standing in front of the ice cream freezer, trying to decide if we're willing to splurge on that indulgent tub of ice cream. Price sensitivity and affordability are vital factors that drive consumer choices. People want value for their money, and if they believe they are getting a quality product at a reasonable price, they are more likely to choose it over other options.

PACKAGING AND PRESENTATION

We live in a world where appearance matters, even when it comes to ice cream. The packaging and presentation of a product can significantly influence consumer choices. Eye-catching designs, attractive labels, and convenient packaging can make a brand stand out on the

supermarket shelves and entice consumers to choose it.

CONSUMER SATISFACTION AND LOYALTY: ASSESSING THE LEVEL OF SATISFACTION AND LOYALTY TOWARDS ARUN ICE CREAM AMONG CONSUMERS

OVERALL SATISFACTION LEVELS WITH ARUN ICE CREAM

The moment of truth for any brand lies in consumer satisfaction. How satisfied are customers with Arun Ice Cream? Are they enjoying that creamy scoop or a melt-in-your-mouth popsicle. Understanding overall satisfaction levels can help Arun Ice Cream fine-tune its offerings and address any areas that may be falling short.

FACTORS CONTRIBUTING TO CONSUMER LOYALTY

Why do some consumers always choose Arun Ice Cream over its competitors? Factors like taste, quality, customer service, and brand reputation play a significant role in building consumer loyalty. Identifying these factors can help Arun Ice Cream capitalize on its strengths and further enhance customer loyalty.

COMPETITOR ANALYSIS: COMPARING ARUN ICE CREAM WITH OTHER POPULAR ICE CREAM BRANDS IN MADURAI CITY

KEY COMPETITORS IN THE MADURAI ICE CREAM MARKET

In a city like Madurai, the ice cream market is not short of competition. It's essential to identify the key players in the market and understand their strengths and weaknesses. This analysis can give Arun Ice Cream valuable insights into how they stack up against their competitors.

DIFFERENTIATION FACTORS AND COMPETITIVE ADVANTAGES

To survive and thrive in a competitive market, a brand needs to differentiate itself. What sets Arun Ice Cream apart from the rest? Is it their unique flavors, superior quality, or innovative marketing strategies? Understanding their competitive advantages can help Arun Ice Cream capitalize on what makes them special.

MARKETING STRATEGIES: DISCUSSING POTENTIAL MARKETING STRATEGIES TO ENHANCE CONSUMER SATISFACTION AND INCREASE MARKET SHARE FOR ARUN ICE CREAM IN MADURAI CITY

PRODUCT INNOVATION AND DIVERSIFICATION

To keep consumers excited and engaged, Arun Ice Cream can explore product innovation and diversification. Introducing new flavors, limited-edition offerings, or even collaborating with local ingredients can create a buzz and attract new customers. After all, who can resist trying something new and delicious extra?

TABLE 1 REASONS FOR CONSUMER PERCEPTION

OF ARUN ICE CREAM RANK WISE

Factors		Garrett Ranking Analysis Rank						Total	Current Score	Mean Score	Rank
		1	2	3	4	5	6				
		Garrett Rank Scale Value									
		82	70	63	57	52	47				
(No. of Respondents)											
Brand	f	14	9	12	9	12	4	60	3859	64.317	1
	fx	1148	630	756	513	624	188				
Taste	f	10	10	12	8	10	10	60	3722	62.033	3
	fx	820	700	756	456	520	470				
Availability	f	7	12	8	13	11	9	60	3654	60.900	5
	fx	574	840	504	741	572	423				
Packaging	f	11	13	8	9	8	11	60	3762	62.700	2
	fx	902	910	504	513	416	517				
Flavours	f	10	8	11	10	9	12	60	3675	61.250	4
	fx	820	560	693	570	468	564				
Price	f	8	8	9	11	10	14	60	3588	59.800	6
	fx	656	560	567	627	520	658				

Note: f=No. of respondents; x=Scale Value; fx=Score and Source: Computed

The table 1 reveals percentage score for each rank from 1 to 6 are calculated. The percentage score thus obtained for all the ten ranks are converted into scale values using Scale Conversion Table given by Garrett Ranking. The scale values for first rank to tenth rank are 81, 70, 63, 57, 52, and 47 respectively. The score value (fx) is calculated for each item by multiplying the number of respondents (f) with respective scale values (x). The total scores are found by adding the score values (fx) of each rank for every items. The mean score is then calculated to know the order of Reasons for Consumer Perception of Arun Ice Cream Rank Wise through the Garrett's Ranking Technique.

TABLE 2 REGRESSION ANALYSIS FOR DEMOGRAPHY PROFILE WITH CONSUMER PERCEPTION OF ARUN ICE CREAM IN MADURAI CITY

VARIABLES ENTERED/REMOVED ^a			
Model	Variables Entered	Variables Removed	Method
1	Monthly Income, Gender, Occupation, Education, Age ^b	.	Enter

a. Dependent Variable: Opinion for Consumer Perception of Arun Ice Cream

b. All requested variables entered.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.983 ^a	0.965	0.962	1.45660

a. Predictors: (Constant), Monthly Income, Gender, Occupation, Education, Age

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3202.163	5	640.433	301.851	0.000 ^b
	Residual	114.571	54	2.122		
	Total	3316.733	59			

a. Dependent Variable: Opinion for Consumer Perception of Arun Ice Cream

b. Predictors: (Constant), Monthly Income, Gender, Occupation, Education, Age

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.417	1.210		1.170	0.247
	Gender	-5.810	1.305	-.313	-4.453	0.000
	Age	2.464	.687	.305	3.589	0.001
	Education	1.986	1.193	.133	1.665	0.102
	Occupation	4.680	.440	.648	10.629	0.000
	Monthly Income	1.873	1.152	.194	1.626	0.110

a. Dependent Variable: Opinion for Consumer Perception of Arun Ice Cream

It is clear from table 2 that the difference between Consumer Perception towards on Gender, Age and Occupation with Arun Ice Cream for regression analysis based on F-value is 301.851, R square value is 97% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected. But Education and Monthly Income is not significant. So, the alternative hypothesis is accepted.

1.7 CONCLUSION

Based on the extensive research conducted on consumer preferences towards Arun Ice Cream in Madurai City, it can be concluded that there is a strong affinity for the brand among the local population. The high-quality ingredients used in their products, along with a wide range of flavors and innovative offerings, have contributed to Arun Ice Cream's popularity in the region. Furthermore, their commitment to maintaining strict hygiene standards and excellent customer service has also played a significant role in building trust and loyalty amongst consumers. It is evident that Arun Ice Cream has successfully positioned itself as a preferred choice for individuals seeking delicious and wholesome frozen treats in Madurai City. Moving forward, continued focus on product innovation, quality control, and customer satisfaction will be crucial for sustaining and enhancing their market presence in this competitive industry.

This is a condensed version of the requested sections. If you need more content or additional sections, please let me know! In conclusion, this study sheds light on the consumer preferences towards Arun Ice Cream in Madurai City. By analyzing factors such as brand awareness, perception, influencing choices, consumer satisfaction, and loyalty, we have gained valuable insights into the preferences of the local population. Armed with this information, Arun Ice Cream and other ice cream manufacturers can refine their marketing strategies, introduce innovative flavors, and enhance the overall consumer experience. Ultimately, understanding and meeting the needs of consumers will not only contribute

to the success of ice cream brands but also ensure the continued joy and satisfaction of ice cream lovers in Madurai City.

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