

A STUDY ON CUSTOMER SATISFICATION TOWARDS IBACO ICE CREAM IN VILLUPURAM TOWN

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ABSTRACT

Customer satisfaction is an ambiguous and abstract concept and the actual manifestations Of the state of satisfaction will vary from the 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.

Key words: Brand preferences, Customers, Ice cream, Level of satisfaction,

INTRODUCTION

Ibaco was started in the year 2012 by R.G Chandra Mohan of Hatsun agro products Ltd. He was born in thiruthangal,viruthunagar district with a small investment of rupees 13,000, he started his ice cream business in Royapuram, Chennai with 3 people pandian, rajendran and paramasivan in your rented area by making ice candies and named it as Arum Ice Cream. At first they were selling ice candies through pushcarts and cycles. At the end of the turnover was 1,50,000.

In 1986,Hatsun agro products was found for selling the dairy products. Hatsun created a strong bond between the farmers and the firm without any middleman. Today the company operates with more than 8000 people.

Ibaco Is an Indian ice cream brand from Hatsun agro products Ltd. It has a total of 36 flavors of ice creams , ice cream cakes, chocolates and ice cream bars offering the best taste to the customers.

STATEMENT OF THE PROBLEM:

There is no person who dislikes ice cream but for individual has their own preferences towards the brand and quality. The success or failure of market of ice cream to a certain extent depends on the customer behaviour and level of satisfaction derived from the consumption of the product and also the nature and the type of competition in the market.

To show what basis the customer satisfaction and preference to buy the Ibaco Ice Cream.

OBJECTIVES OF THE STUDY :

1. To study the consumer satisfaction towards ibaco ice cream products.
2. To study the profile of the company.
3. To identify the factors influencing the customers to purchase the ibaco ice cream.

SCOPE OF THE STUDY:

Ibaco ice cream is one of the familiar product in among Indian customers. The study on consumer satisfaction influential factors on ibaco ice cream in Villupuram town reflect the consumer behaviour and their buying patterns. The study is useful for the better understanding of consumer satisfaction towards on the Ibaco ice cream.

LIMITATION OF THE STUDY:

The research is completed in short period. The research restricted in villupuram town only. The research is based on the responses given by the respondents from there opinion.

3. Research methodology

The process involves gathering the observations and measurement on customers satisfaction, taste, priority, buying pattern and preference towards on hatsun agro ltd with special reference of the ibaco ice cream in Villupuram town. **Data is classified into two forms such as**

1. Primary data
2. Secondary data

PRIMARY DATA:

Data collected at pioneer stage survey is known as primary data.

SECONDARY DATA:

The secondary data were collected from books, journals the information from different websites were also used for the study.

DATA USED:

Data used for this study is primary data and secondary data is collected from books , journals and download from websites.

STATISTICAL TOOLS USED:

The research uses the following statistical tools they are;

1. Table
2. Pie charts
3. Simple percentage
4. Cross tabulation

DATA ANALYSIS AND INTERPRETATION

PREFERENCE OF THE RESPONDENT ABOUT THE IBACO ICECREAM

Particulars	No. Of . Respondent	Percentage (%)
Taste	39	39%
Price	24	24%
Flavour	21	21%
Offer	16	16%
Total	100	100%

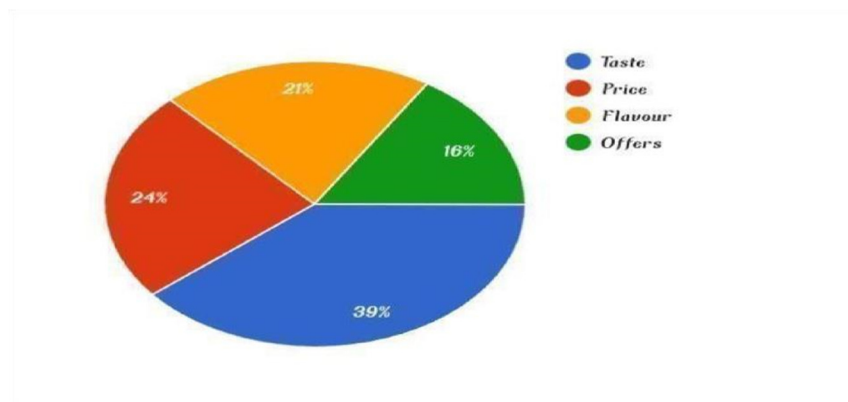
SOURCES : PRIMARY DATA

INTERPRETATION:

From the above table show that the 39% of the respondents are under the taste, 21% of the respondents are under the flavour, 24% of the respondents are under the price, 16% of the respondents are under the offer.

INFERENCE:

39% of the respondent are prefer Ibaco ice cream for taste.



CROSS TABULATION**RELATIONSHIP BETWEEN GENDER AND FEEL BETTERWHILE
CONSUMING IBACO ICE CREAM.**

GENDER/ PREFER CONSUME WHILE IBACOICE CREAM	QUANTIT Y	QUALIT Y	INGREDIENT S	TOPPI N GS	TOT A L	PERCENT A GE
MALE	8	19	7	1	35	
PERCENT AGE	8%	19%	7%	1%	35%	70%
FEMALE	16	37	12	7	72	
PERCENT A GE	16%	37%	12%	7%	72%	72%
TOTAL	24	56	19	8	107	100%
PERCENT AGE	24%	56%	19%	8%	100%	100%

INFERENCE:

It is interpreted that the cross tabulation was done between the two variables namely gender and consuming the product of ibaco ice cream. As per marginal distribution 67.5 percentage in the female make decision purchase on ibaco ice cream 34 percentage was preferred only quality. As per conditioner distribution 52.3 percentage of the respondent prefer quality of ibaco ice cream DP value is positive and strong so there is significant relationship between gender and consuming the product on ibaco ice cream.

FINDING

- 62% of the respondents genders are female.
- 67% of the respondents are under the age group 20 – 30 years of age ○ 39% of the respondents are prefer ibaco ice cream taste.
- 32% of the respondents are giving preference for quality.

SUGGESTION

- Ibaco ice cream has to made child friendly which can cause less/minimal cold effect which can incentivise production as well as a priority for adult consumers to advise children to buy ibaco ice cream.
- To increase the flavor and taste by adding the fresh and healthy ingredients.
- To introduce more creative and attractive advertisement. ○ To improve product quality it building a strong image.

CONCLUSION

Ice cream is also a dietary sources of two important minerals it is a particularly rich in calcium and force phosphorus with about 10% of the adult recommended dietary allowance or RDA of these minerals in a single one half cup serving both calcium and phosphorus promoted strongly healthy bones in fact consuming plenty of calcium phosphorus wouldn't do your bone much good ice cream is the most popular desert in the world or fascination with ice cream seems to suggest kids stronger has technology improve it is your part of almost all cultural in some way which is not common for food ice cream is a universal desert enjoyed by many.

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