



**A STUDY ON CONSUMER BUYING BEHAVIOR ON
NEW ARUN ICE CREAM PRODUCT**

SALEM

by

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Under the guidance of

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A PROJECT REPORT

submitted

In partial fulfillment of the requirements

for the award of the degree

of

MASTER OF BUSINESS ADMINISTRATION

Kumaraguru College of Technology

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Coimbatore - 641 047

September, 2012



BONAFIDE CERTIFICATE

Certified that this project titled "**A Study on Consumer Buying Behavior on Arun New Ice Cream Product, Salem**" is the bonafide work of **Mr. Anandan M, Reg no 1120400005** who carried out the project under my supervision. Certified further, that to be the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

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Internal Examiner

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DECLARATION

I Affirm that the project work titled “ **A Study on Consumer Buying Behavior on New Arun Ice cream Product, Salem**” being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not found the party other project work submitted for award of any degree or diploma, either in this or any other University.

Signature of the Candidate

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I certify that the declaration made above by the candidate is true.

Signature of the Guide

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I express my sincere gratitude to our beloved Chairman **Arutchelvar Dr. N.Mahalingam and Management** for the prime guiding spirit of Kumaraguru college of Technology.

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CHAPTER 1

1. INTRODUCTION

1.1.1. ABOUT THE STUDY

Hatsun Agro Product Ltd is known for an excellence of its quality and their different type of milk products. The project was undertaken in Hatsun Agro Product Ltd, Salem. The study was made to know “Consumer buying behaviour of Arun Ice Cream at Salem”.

The main objective of the study was to analyze how the consumers are adopting Arun Ice Cream rather than other brands. When a company knows the factors affecting the choice and preference of their products and the relationship between these factors and the purchase decision, they can further develop their marketing strategies to convert potential customers into active ones, improving on the existing products and also retaining the existent customers. This project is a part of study and focuses on factors that influence the customers buying behaviour and the factors that affect their preference towards the product. An effort is made to explore the perception of customers towards factors like price, quality, brand name, and availability etc. which affects the consumer attitude and few suggestions are derived at last through analysis to improve certain attributes.

The method of collecting primary data was through personnel interview (Structured Questionnaire) and the secondary data have been collected through internet, observation, company manual etc. Depending on the interpretations made, the suggestions were given to improve their sales on Arun Ice Cream of Hatsun Agro Product Ltd, Salem.

1.1.2. INTERESTING ICE CREAM FACTS

- Although the origin of ice cream is unclear in history books, the first ice cream parlor in America opened in New York City in 1776
- In 1984, President Ronald Reagan designated July as National Ice Cream Month and the third Sunday of the month as National Ice Cream Day
- More Ice cream is sold on Sunday than any other day of the week
- Ice cream and related frozen desserts are consumed by more than 90 percent of households in the U.S.
- It takes the average person just about 50 licks to polish off a single scoop ice cream cone
- How many combinations are possible at Cold Stone? A Harvard doctoral student recently calculated that there are more than 11.5 million possible Creation™ combinations. It would take someone more than 421 lifetimes to try a new combination everyday, and that's only if you started eating ice cream on the day you were born!
- Most popular Creation at Cold Stone? Peanut Butter Cup Perfection™ made with Chocolate Ice Cream with Peanut Butter, Reese's® Peanut Butter Cup and Fudge

1.1.3. ICE CREAM SALES AND TRENDS

- Total U.S. production of ice cream and related frozen desserts in 2004 amounted to about 1.58 billion gallons, translating to about 21 quarts per person.
- The annual market value of the frozen desserts industry is estimated at more than \$21 billion. Of that total, \$8.1 billion was spent on products for "at home" consumption, while \$13.3 billion was spent on "away from home" frozen dessert purchases (scoop shops, foodservice and other retail sales outlets)

1.1.3.1. Facts/International Ice Cream Association

□ The trend in ice cream is certainly towards “indulgence” and the sales prove it. Premium and super-premium quality ice creams (with 41.4% of the total dollar sales) continue to outsell regular ice cream as well as the light (7% of overall sales), reduced fat (0.7% of overall sales), low fat (3% of overall sales) and non fat (2% of overall sales) products all showing declines.

1.1.4. ICE CREAM DEFINED

□ Super-Premium Ice Cream has very low overrun (air) and high fat content, and uses only the highest quality ingredients

□ Ice Cream is a frozen dessert product containing at least 10% milk-fat and at least 20% total milk solids, safe and suitable sweeteners and optional stabilizing, flavouring and dairy derived ingredients

□ Reduced Fat Ice Cream is made with 25% less fat than the referenced ice cream

□ Light or Lite Ice Cream is made with 50% less fat or 1/3 fewer calories than referenced ice cream, provided that in the case of caloric reduction, less than 50% of the calories are derived from fat

□ Low fat Ice Cream contains not more than 3 grams of fat per serving

□ Non fat / Fat Free Ice Cream contains less than 0.5 grams of fat per serving

□ No Sugar Added Ice Cream may contain artificial sweeteners, but is not sweetened with added sugar

□ Sorbet is frozen dessert similar in composition to an ice. It is a non-dairy product with relatively high sugar content. It generally contains fruit, fruit puree or fruit juice. Exotic flavours are often used and citric acid maybe added to enhance the taste

1.2. COMPANY PROFILE

HATSUN AGRO PRODUCTS LIMITED

1.2.1. HISTORY

Mr. R.G CHANDRAMOGAN, one of the Promoters of the Company established a Partnership firm in the year 1970 under the name which was M/s. CHANDRAMOHAN & CO., for the manufacture and sale of Ice Creams and Milk and Dairy based Products. The facilities were set up at Madras. The business grew rapidly and the Firm's turnover increased from Rs.1.00 lakh in 1970 to Rs.29.52 lakhs.

M/s. Hatsun Foods Private Limited was incorporated on 4th March 1986. On 01.04.86 the company was admitted as a Partner in M/s. CHANDRAMOHAN & CO. In terms of Deed of Dissolution dt.30.04.1986 M/s. CHANDRAMOHAN & CO. was dissolved and all the assets and liabilities of the Firm. In 1987, Mr. R.G. CHANDRAMOGAN allowed the Company to register the Brand Name "ARUN", in the name of the Company subject to a payment of 1% Royalty on the Company's Gross Ice Cream Sales Turnover.

Till April '95 (04.04.95) the Company was carrying on its manufacturing activities. The Company scrapped its manufacturing facilities at its Tollgate Unit, since the facilities became old and outlived its utilities The Company is now concentrating only on marketing of Ice Cream and Milk and Dairy based products.

The Company has changed its Name to HATSUN MILK FOOD PRIVATE LIMITED and Certificate to this effect was obtained from the Registrar of Companies, Tamil Nadu, Madras on 07.08.95 and subsequently converted into Public Limited Company by passing Special Resolution in Extra Ordinary General Meeting held on 09.08.95 and Certificate to that effect has been issued on 11th August 1995 by Registrar of Companies, Tamil Nadu. Since it is a Private Limited Company, Converted into Public Limited Company it does not require a Certificate of commencement of Business.

Business objectives:

- Build Brands Worthy of Customers Trust.
- Maximize Return to all Stakeholders through Continuous Improvement.
- Develop People to Deliver the Above.

Brands:

- ✓ Arokya
- ✓ Hatsun
- ✓ Arun Ice-cream
- ✓ Ibaco

Hatsun Products

- ✓ Ghee
- ✓ Butter
- ✓ Cooking Butter
- ✓ Rich Curd
- ✓ Lite Curd
- ✓ Classic Curd
- ✓ Dairy Whitener
- ✓ Skimmed Milk Powder
- ✓ Paneer
- ✓ No Fat Milk
- ✓ Toned Milk Variety
- ✓ Buttermilk

1.2.2. Key Highlights of the Company:

- In just over four decades has become India's largest private sector company in the Dairy Industry.
- Milk from Select Fine Quality cows is collected from over 3 Lakh+ farmers, chosen with care in 8500 villages.
- Dairies in 10 locations possessing State-of-the-Art facilities, International Know how and Personnel with Sound Experience & Expertise enable creation of products of excellent quality meeting the very highest norms of Hygiene and Health.

- Dairy ingredients exported to 38 countries in the American, Middle East and South East Asian Markets.
- Holds various Quality Standard Certifications including the prestigious ISO 9001 & ISO 22000.
- Producing and marketing a wide range of Dairy Products – Dairy Whitener, Skimmed Milk Powder, Agmark Certified Ghee, Butter, Cooking Butter, Milk, Varieties of Curd, Paneer and Buttermilk through the Brand Hatsun Milk & Milk Products.
- Arun Ice-creams and Arokya Milk, India's largest private sector milk brand, immensely popular across millions of households are also produced and marketed by Company.
- Arun Ice-creams, the Largest Selling Ice Cream in South India was also the Winner of the Best Ice Cream in the Country award in The Great Indian Ice Cream Contest 2008 & 2009 (National Level).

1.3. STATEMENT OF THE PROBLEM

This Study is conducted to know the consumer buying behaviour of Arun Ice Cream in some part of Salem. This Study is conducted in Hatsun Agro Products Ltd, Salem.

1.4. SCOPE OF THE STUDY

The main Goal of this study is confined to Hatsun Agro Product Ltd, Salem. The Research is primarily emphasized to analyze the Consumer Buying Behaviour of Arun Ice Cream. Sample of 104 was taken into account for this purpose.

CHAPTER 2

REVIEW OF LITERATURE

In this chapter, research works done in the past regarding awareness and the factors influencing the consumption has been reviewed and presented as under.

- Awareness of consumers towards new Arun Ice cream product.
- Factors influencing consumption of an Arun Ice Cream.

AWARENESS OF CONSUMERS TOWARDS NEW PRODUCT

Brown et al. (2000) reported that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers' food preferences and their nutritional awareness behaviour, within three environments (home, school and social). The results indicated that the perceived dominance of home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an 'independence' trait, particularly during the adolescent years. The authors suggested that food preferences are often of a 'fast food' type and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.

Chen (2001) expressed a different thought on brand awareness that it was a necessary asset but not sufficient for building strong brand equity. In his view, a brand could be well known because it had bad quality.

Nandagopal and Chinnaiyan (2003) concluded that the level of awareness among the rural consumers about the brand of soft drinks was high which was indicated by the mode of purchase of the soft drinks by "Brand Name". The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.

Ramasamy et al. (2005) indicated that, the buying behaviour is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

FACTORS INFLUENCING CONSUMPTION

Balaji (1985) studied fish consumption behaviour of 526 consumers in Vishakapatnam city. The study revealed that 77 per cent of respondents consumed fish for dinner and 22 per cent for lunch. About 30 percent of the respondents did not consume fish on festival days, as those days were considered auspicious, while the rest had no notations and consumed fish, irrespective of festivals.

Gluckman (1986) studied the factors influencing consumption and preference for wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regards to its sweetness

or dryness and the suitability for all tastes. Some of the implicit factors identified through extensive questioning were, colour and appearance. Most consumers

seemed to prefer white wine to red. Packaging, appearance, colour, ornateness, use of foreign language and graphics were taken as important clues for quality and price. Consumers preferred French or German made wines to Spanish or Yugoslavian wines.

Kumar et al. (1987) examined the factors influencing the buying decision making of 200 respondents for various food products. Country of origin and brand of the products were cross-tabulated against age, gender and income. Results revealed that the considered factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted by the brands.

Puri and Sangera (1989) conducted a survey to know the consumption pattern of processed products in Chandigarh. Jam was found to be most popular irrespective of

income. Orange squash consumption was maximum in high and middle-income families. Pineapple juice consumption increased with a rise in the income.

Sabeson (1992) in his study stated that, high quality, price and taste of the product were the major criteria based on which the consumers selected a brand of processed fruits and vegetable products.

Ragavan (1994) reported that, quality, regular availability, price, accuracy in weighing and billing, range of vegetables and accessibility as the factors in the order of importance which had influenced purchase of vegetables by respondents from modern retail outlet.

Singh et al. (1995) studied factors influencing consumer preferences for milk. They were milk quality, convenient availability, supply in quantity desired, flavour, colour, freshness and mode of payment showed higher levels of consumer satisfaction.

The study undertaken by **Sheeja (1998)** in Coimbatore district considered the quality aspects like aroma, taste, freshness and purity as the major factors deciding the preference for a particular brand of processed spices.

Amitha (1998) studied the factors influencing the consumption of selected dairy products in Bangalore city. The results of the study revealed that, income and price significantly influenced the consumption of table butter. Price had a negative impact and income a positive impact on consumption.

Srinivasan (2000) reported that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high-income group. The tolerate limit of price increase identified was less than 5%, any price change above this limit, would result in discontinuance of the use processed product. Consumers preferred processed products because of convenience of ready to eat form.

Kamalaveni and Nirmala (2000) reported that, there is complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy Instant food products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant food products.

CHAPTER- 3

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners

3.1 TYPE OF RESEARCH:

The research design used for this study is descriptive and analytical research type. Descriptive research is mainly done to have a quantitative idea of the variables under study. It is concerned with describing the characteristics of a particular individual or a group. Analytical research involves in-depth study and evaluation of available information in an attempt to explain complex phenomenon. The information already available is used to evaluate about the material.

3.2 OBJECTIVES OF THE STUDY:

The Specific Objectives of the study were

- i. To study the extent of awareness towards an Ice Cream,
- ii. To analyze factors influencing the buying behaviour of Ice Cream,

3.3 DATA AND SOURCES OF DATA

The survey method is followed by preparing the questionnaire and conducting the direct survey. A secondary source of data is also collected for the reference.

3.4 TIME PERIOD COVERED

The research period of the study was from 26th June 2012 to 8th August 2012 of having 6 weeks of duration.

3.5 POPULATION & SAMPLE SIZE

The sample would be the both customers as well as the agents of Arokya Milk in different areas within Salem city. Sample size of the project is 104 respondents.

3.6 SAMPLING TECHNIQUE

Sampling Technique used convenience sampling. This is a non probability sampling technique which is dictated by the needs of convenience rather than any other considerations.

3.7 STATISTICAL TOOLS USED

SPSS is used for analyzing the data

- Mean
- Regression
- Correlation.

3.8 LIMITATIONS OF THE STUDY

- Consumer buying behaviour may differ from person to person and thereby it would be difficult to provide common idea.
- Data was collected from primary sources hence there would be chance for a biased or misleading response.
- Due to the time constraint, the research is conducted with only 104 samples.

CHAPTER 4

4. ANALYSIS AND INTERPRETATION

4.1.Descriptive Statistics

Table 4.1. Table for the variable Gender

	Frequency	Percent
Male	78	75
Female	26	25

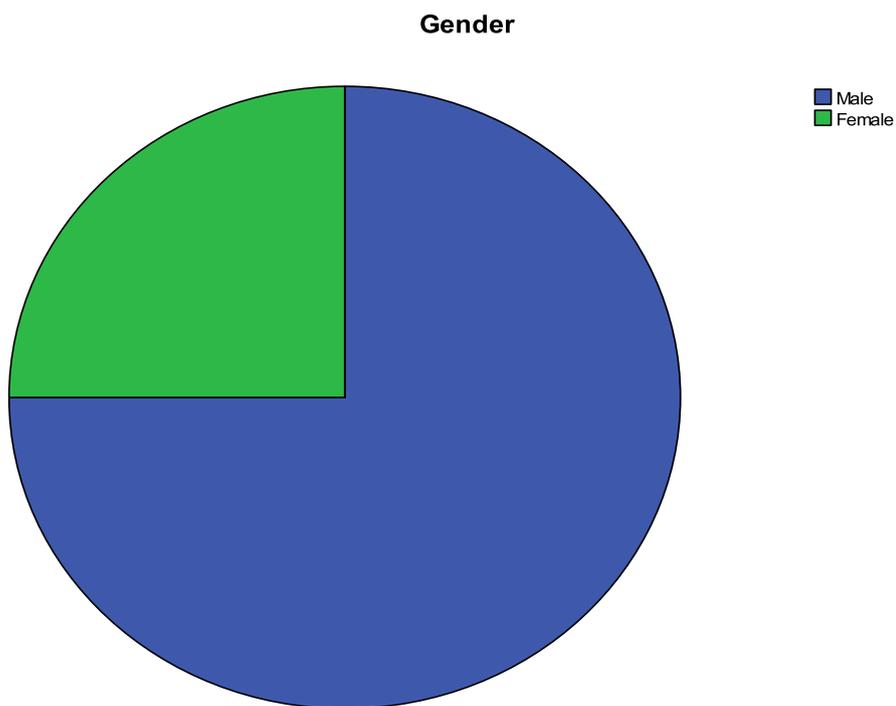


Chart 1: Gender of the respondents

Inference:

Out of 104 respondents 75% are male and remaining are female.

Table 4.2. Table for the variable Age

	Frequency	Percent
Under 18 yrs	15	14.4
18-25 yrs	79	76
26-35 yrs	7	6.7
35-55 yrs	3	2.9

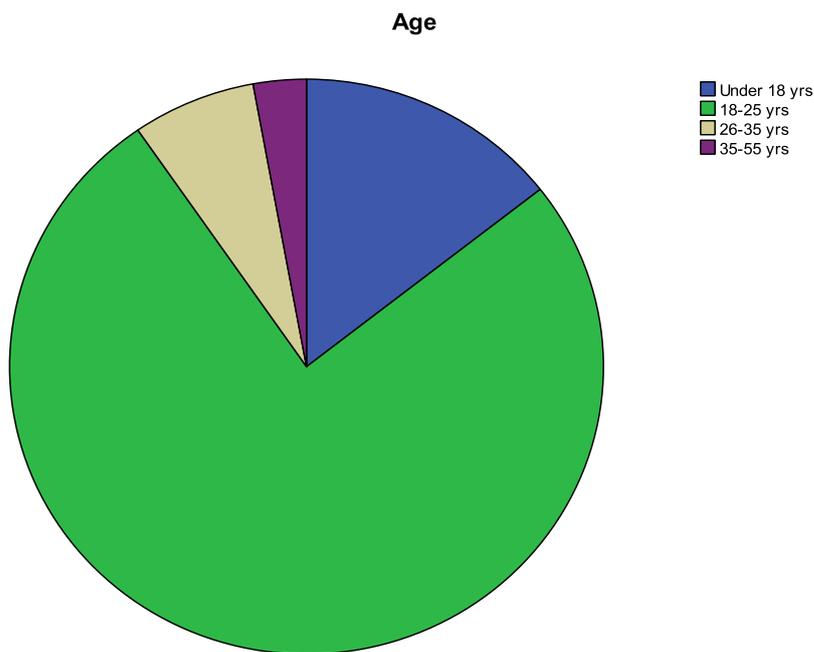


Chart 2:Age of the respondents

Inference:

Out of all respondents, 76% are between the age group 18-25Years.

Table 4.3.Descriptive Statistics for the general Information

	MEAN	STD DEVIATION
Q1	1.05	.215
Q2	2.92	.678
Q3	3.19	.725
Q4	1.99	.583

Inferences:

Q1: The Average number of respondents chooses “They like Ice-creams” with a mean 1.05.

Q2: The Average number of respondents chooses ” They Prefer Ice-creams once a week” with a mean 2.92 .

Q3: The Average number of respondents chooses ” They Prefer Arun Ice-creams once a week” with mean 3.19.

Q4: The Average number of respondents chooses “ They purchase Ice-creams for less than Rs.100” with a mean 1.99.

Table 4.4.Descriptive Statistics for the Situations

	Mean	Std Deviation	Rank
Q5	2.44	.748	1
Q6	2.37	.592	2
Q7	1.28	.689	3

Inference:

Most of the Respondents preferred “Depressed” first when compared to Feeling bored and Delighted on an average of 2.44.

Table 4.5. Descriptive Statistics for the Ice Cream Brands

(1-Most likely, 5-Least likely)

	Mean	Std Deviation	Rank
Q8	1.89	.787	2
Q9	4.31	.789	5
Q10	4.17	.756	4
Q11	1.34	.633	1
Q12	3.33	.794	3

Inference:

Arun Ice Cream Brand ranked first when compared to the other flavours like Amul, Kwality Walls and others.

Table 4.6. Descriptive Statistics for the Flavours

	Mean	Std Deviation	Rank
Q13 a)	3.53	1.590	3
Q13 b)	4.40	1.872	5
Q13 c)	4.26	1.441	4
Q13 d)	2.79	1.011	1
Q13 e)	3.45	1.013	2

Inference:

Most of the Respondents selects their best flavour as the “Chocolate” with a mean of 4.40 and least likely is Fruit Flavours of 2.79.

Table 4.7. Descriptive Statistics for kind of Ice cream

	Mean	Std Deviation	Ranking
Q14 a)	3.23	.895	5
Q14 b)	2.79	.921	3
Q14 c)	2.21	.962	2
Q14 d)	1.88	1.225	1
Q14 e)	2.94	.868	4

Inference:

Here it shows that most of our respondents chooses “cup’ as their accepted one with a mean of 3.23 and least likely is stick.

Table 4.8. Descriptive Statistics for an awareness

	Mean	Std Deviation
Q17	1.03	.168

Inference:

Almost every respondents knows our Arun Ice Cream product.

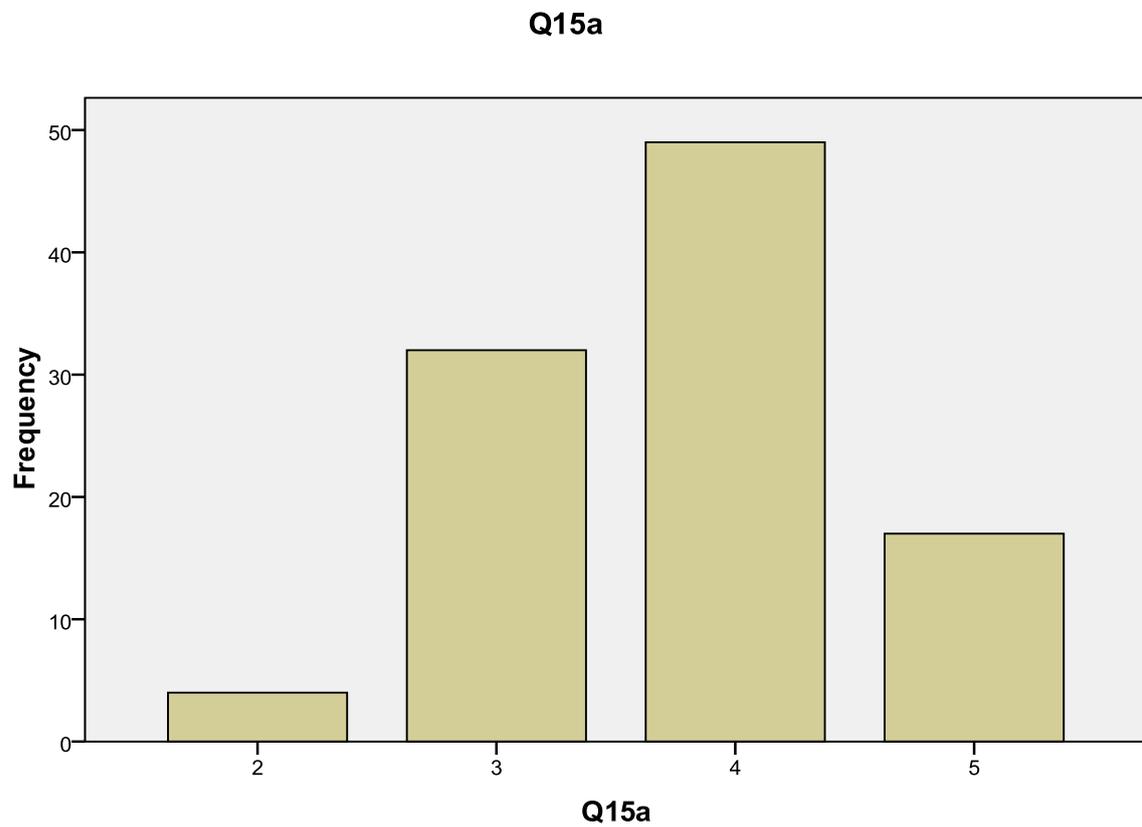
4.2.BarCharts

Chart 3: Word of Mouth

Inference:

48% of Respondents Chooses the WoM and it shows us that through Word of Mouth , people become aware of new Arun Ice cream product.

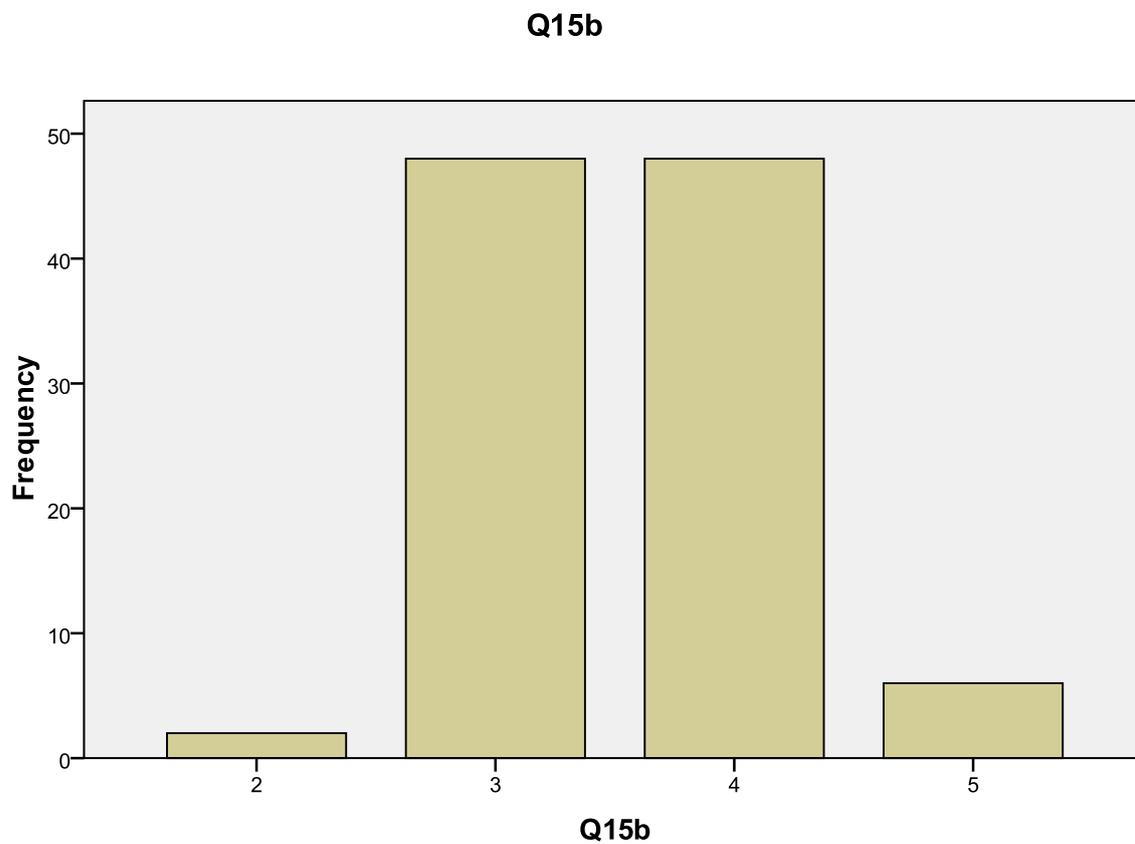


Chart 4: Television

Inference:

46 % of Respondents Chooses the Television and ot shows us that through this , people become aware of new Arun Ice cream product.

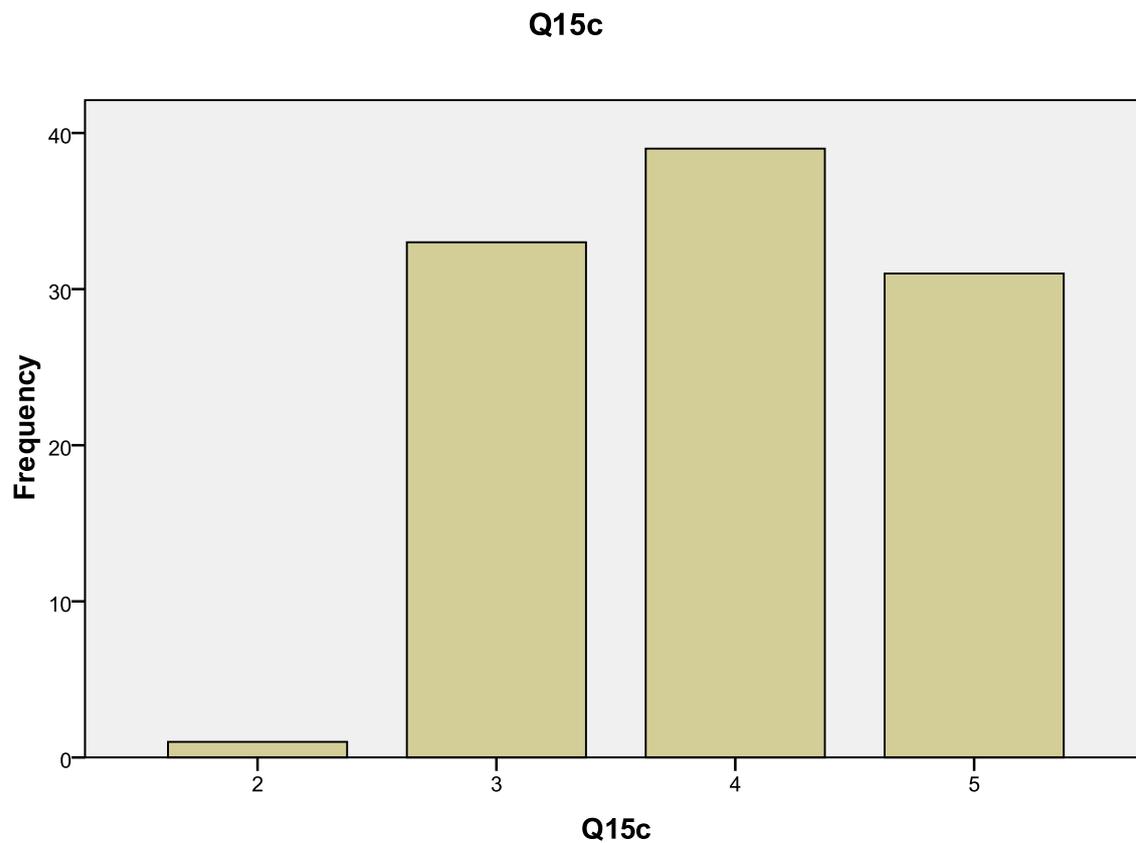


Chart 5: Radio

Inference:

37 % of Respondents Chooses the Radio and it shows us that through this , people become aware of new Arun Ice cream product.

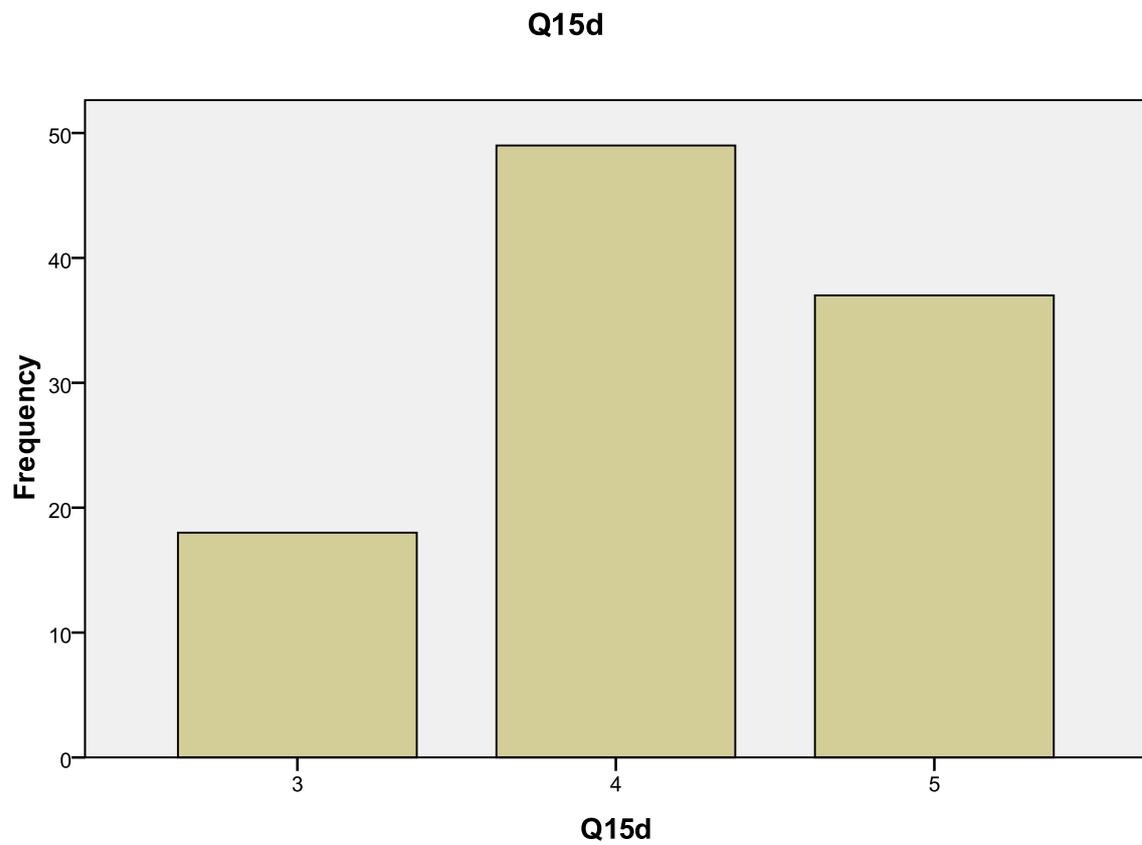


Chart 6:Newspaper

Inference:

47 % of Respondents Chooses the Newspaper and it shows us that through this , people become aware of new Arun Ice cream product.

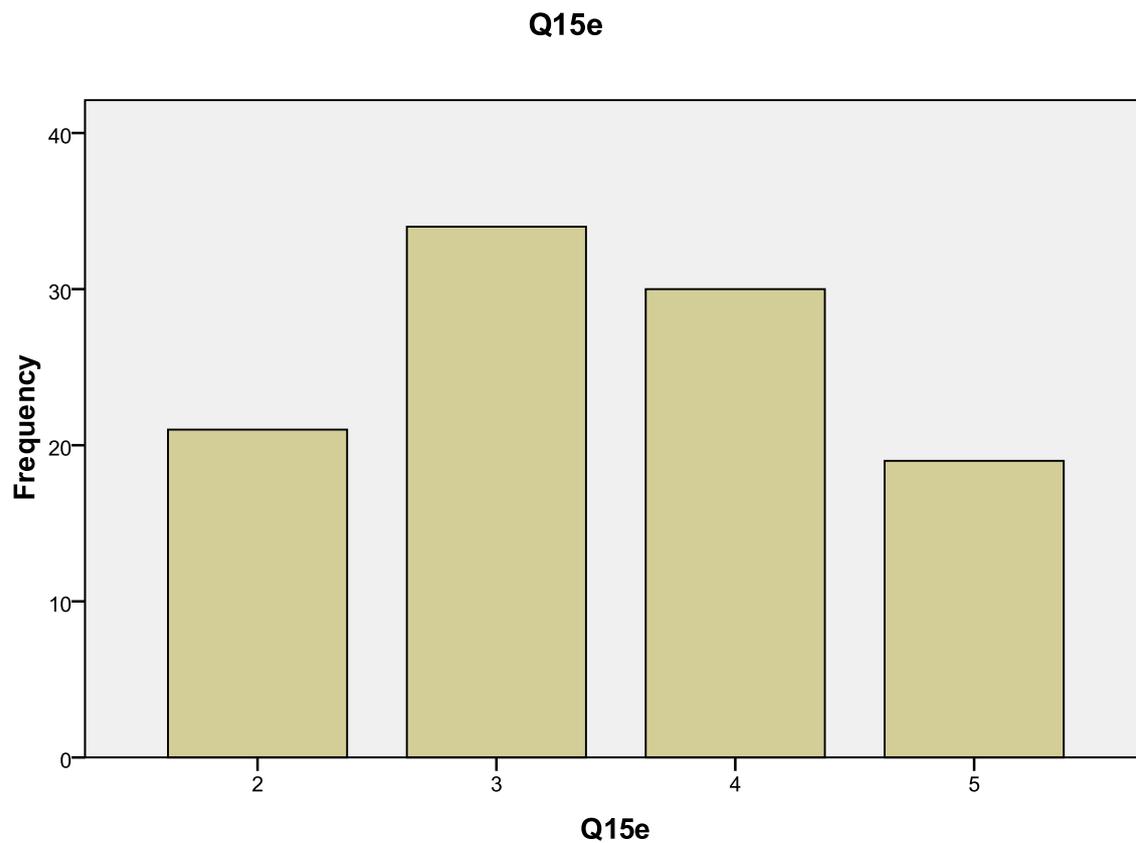


Chart 7: Magazines

Inference:

32 % of Respondents Chooses the Movie theatres and it shows us that through this , people become aware of new Arun Ice cream product.

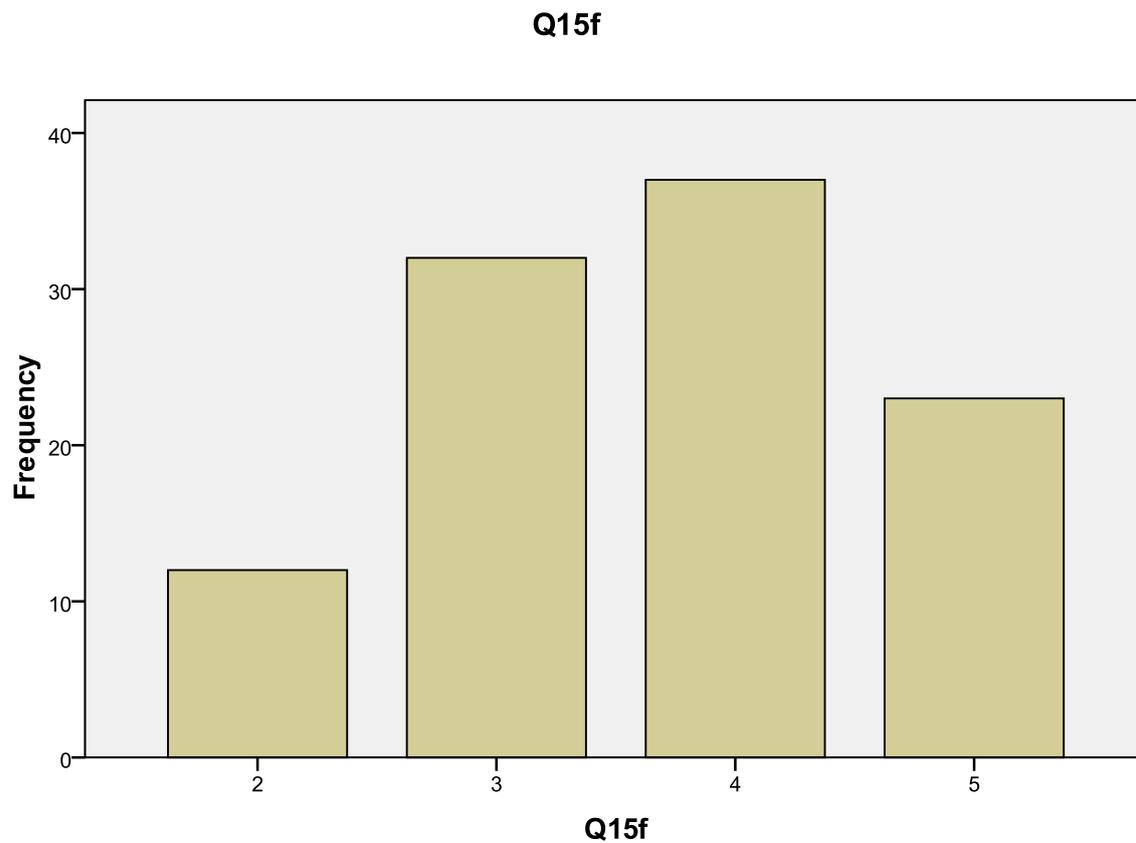


Chart 8: Movie Theatres

Inference:

35 % of Respondents Chooses the Leaflets and ot shows us that through this , people become aware of new Arun Ice cream product.

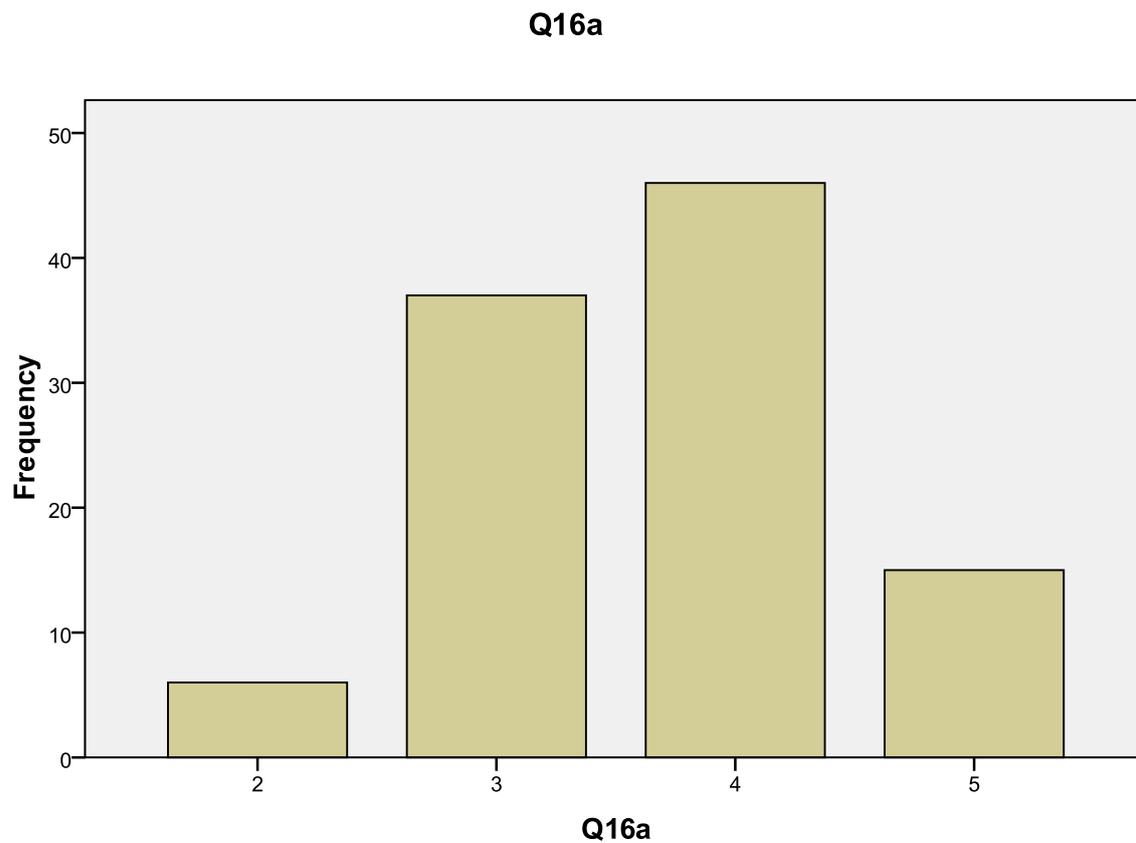


Chart 9: More New Flavours

Inference:

41 % of respondents selects that there should be done some improvement on parts of “ More New Flavours”

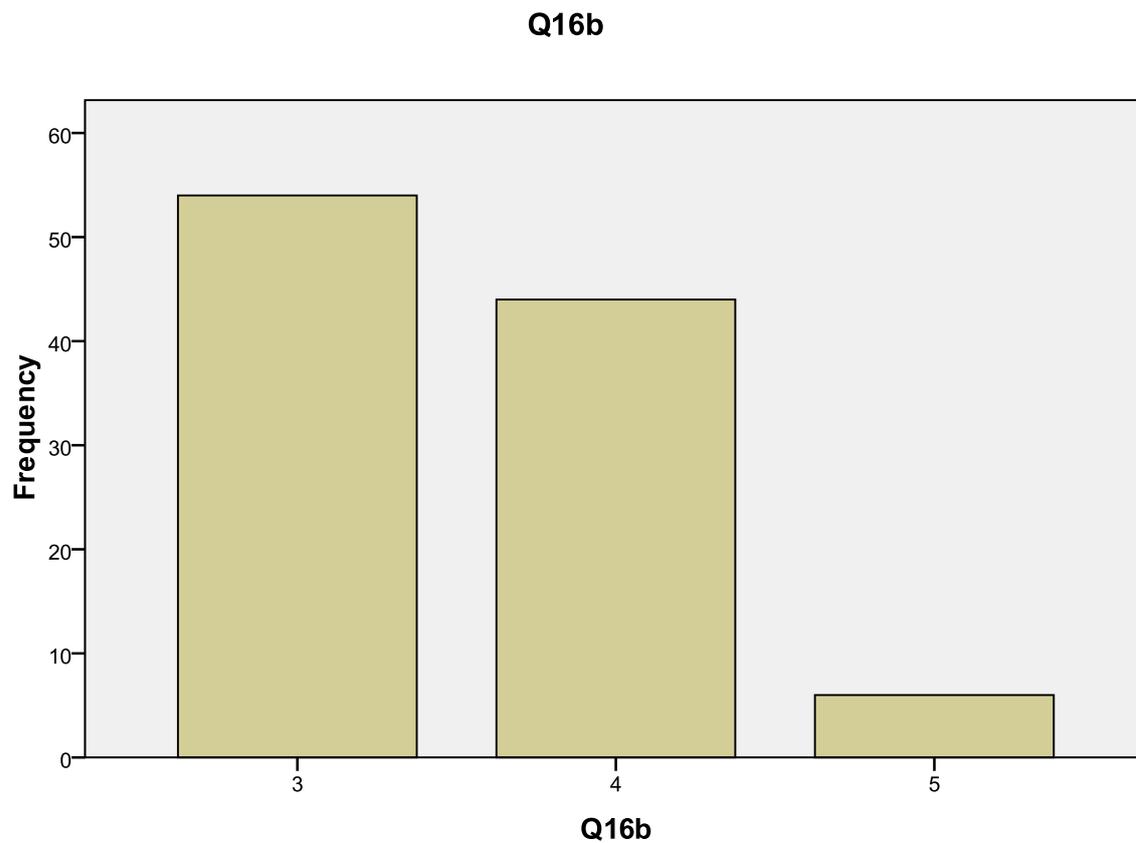


Chart 10: Lesser Pricing

Inference:

51 % of respondents selects that there should be done some improvement on parts of "Lower pricing"

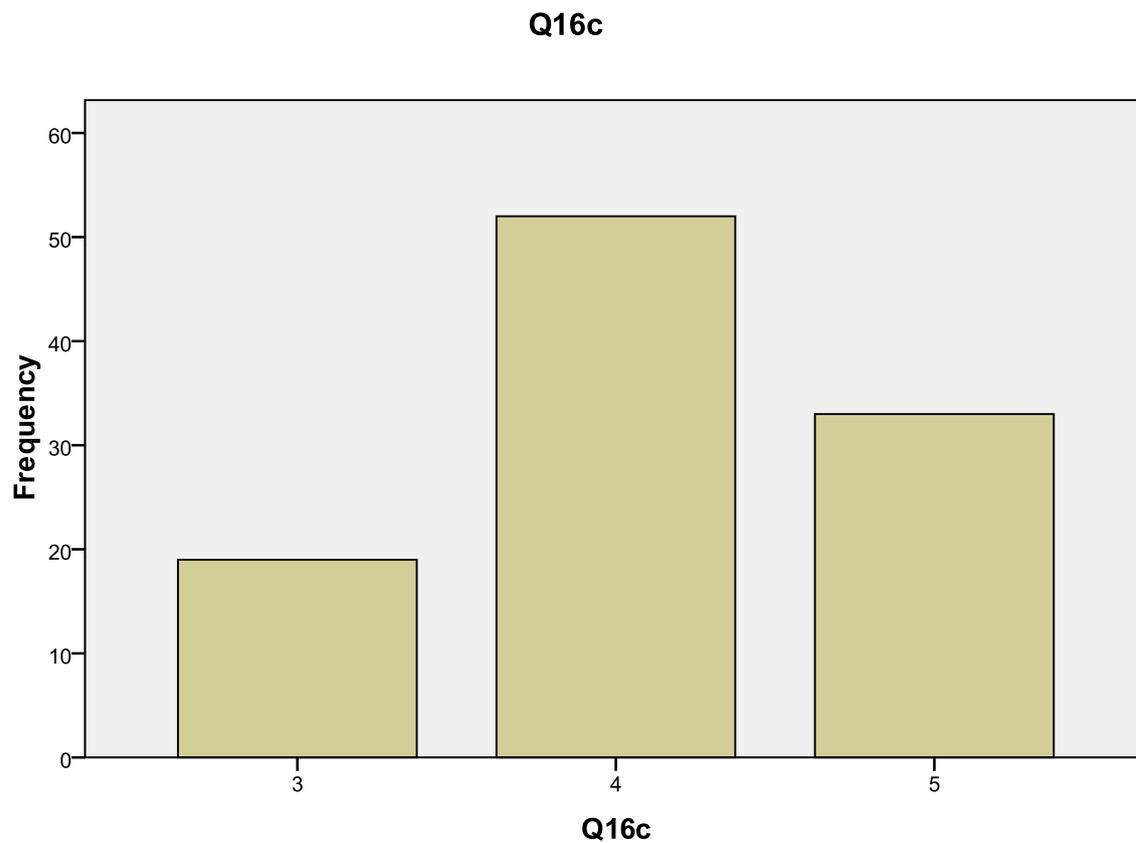


Chart 11:Healthier Ice Cream

Inference:

50% of respondents selects that there should be done some improvement on parts of "Healthier Ice Cream"

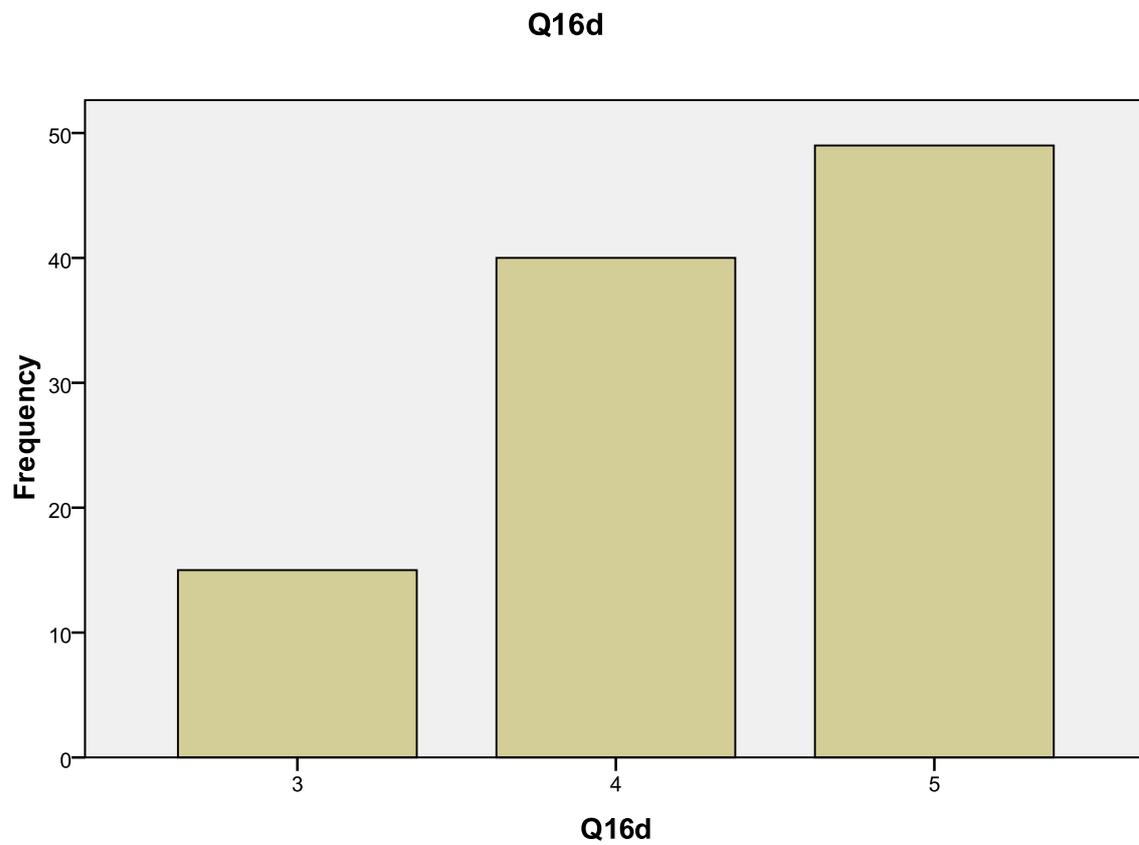


Chart 12: More Ice cream related foods

Inference:

47 % of respondents selects that there should be done some improvement on parts of “More new concept of Ice cream Parlour & Restaurants”

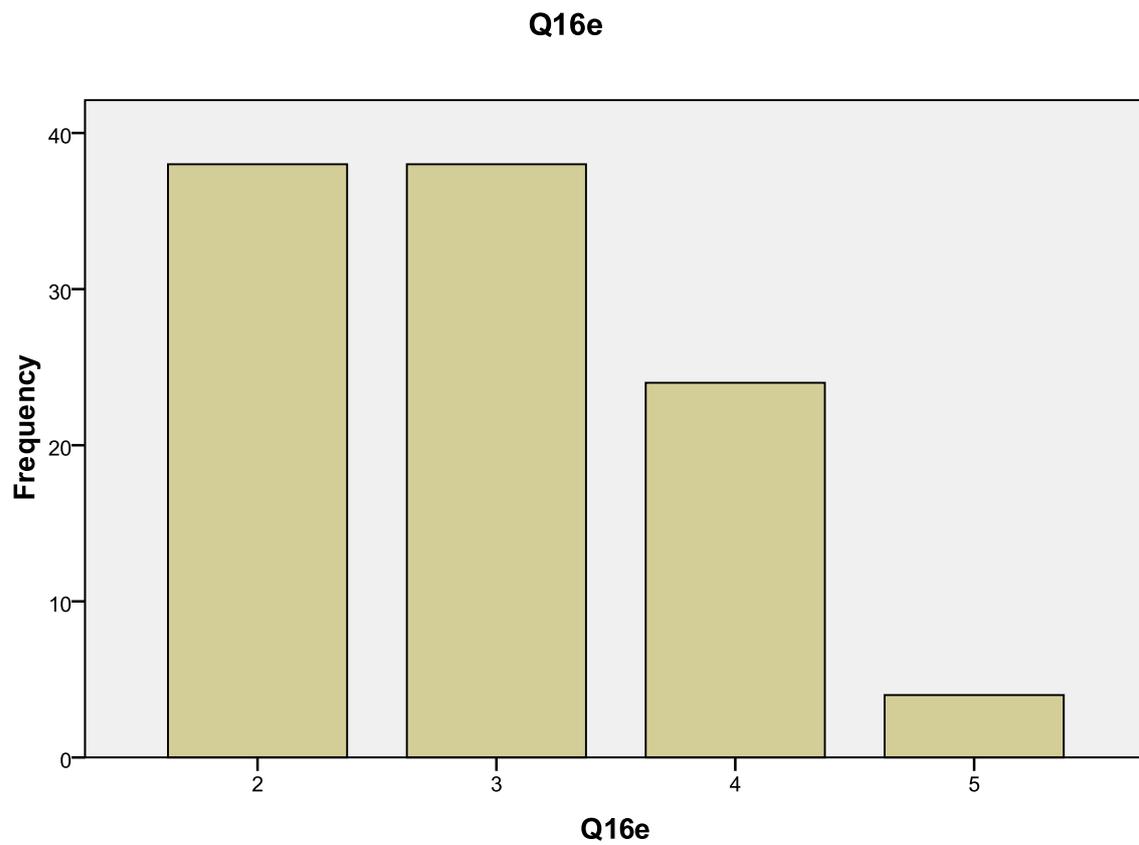


Chart 13: Quality of an Ice cream

Inference:

36 % of respondents selects that there should be done some improvement in parts of "Quality of an ice Cream"

4.3. Corelation & Regression:

Table: 4.3.1. Correlation for the Ice Cream

	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25
Q18	1							
Q19	.307	1						
Q20	.111	.183	1					
Q21	.325	.254	.309	1				
Q22	.392	.459	.312	.448	1			
Q23	-.118	-.010	.038	.039	-.126	1		
Q24	.280	.172	.020	.287	.467	-.045	1	
Q25	-.124	-.018	-.054	-.034	-.020	.218	.177	1

Inference:

Feel and look of the product attracts more customers towards Arun Ice cream. Most of the sample responded towards feel and look of the product. So Feel and look are more likely correlated.

Table:4.3.2. Regression table

Model	Mean	Co-Efficient
Q18	4.00	.157
Q19	4.20	-.035
Q20	4.05	.207
Q21	4.12	.186
Q22	4.33	-.075
Q23	4.17	.162
Q24	4.18	-.143
Q25	4.38	.150

Inference:

Most of the respondents prefer Arun ice Cream due to the taste of the product than any of the factors.

FINDINGS:

- People loves Ice Cream more when compared to other Sweets and other items.
- They would like to have at least once a week and would like to spend at a minimum cost.
- When comes to the situations, people prefer ice creams when they are delighted.
- Here in Tamilnadu, Arun ice cream is the most preferable because of its Brand Name and the quality of an Ice cream.
- Though the people are taste oriented , Respondents are equally prefer all kinds of Ice cream Flavors.
- Ice Cream through Cups, is the most preferred one.
- And the Respondents got to know our new Ice Cream product through Television and Leaflets.
- Though the people are health concerned, they would like to taste Healthier kind of Ice Creams.
- And when comes to an Appearance of an Arun Ice Cream, the feel and look of the product makes more respondents to buy it.

SUGGESTIONS:

- There are certain situations that respondents don't like to prefer Ice cream during depressed situations.
- And most of the respondents are middle class people, they would like to Introduce more priceless product
- We should an equal importance to all parts of Appearances like Taste, Price, design, more new Flavours and etc.

CONCLUSION:

- In my Study, the feel and the taste of an Arun Ice cream make our Consumers to buy the Product
- Feel and look of the product are closely correlated.
- Respondents Ages from 18-26 are more adapted towards an ice cream.
- All Flavours of Ice cream through cups are most concentrated
- Our respondents became aware of our new product through television and Leaflets.

SCOPE OF FURTHER STUDY

- Due to limited period of time , my study is been observed only through a certain parts Ayotiapattanam(Salem)
- I would like to expand this study to other parts of salem because different sets of people may have different kinds of buying behavior.
- This is helpful in identifying where more sales has been made by which we can adopt different sales strategy like more outlets have been made.

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- Nandagopal and Chinnaiyan (2003) A Study on Buying Behavior of Consumers towards Instant food products in Kolar District

“A Study on Consumer Buying Behaviour on new Arun Ice Cream Product”

Hello Friends, This is a questionnaire for my Business Studies and therefore I need feedback from (you) the consumers. Please answer the questions honestly because every tick counts and therefore it would be re-considered when analysing the data. In this survey, we need approximately 100 to 150 respondents. It will take approximately 5 to 10 minutes to complete the questionnaire. Your participation in this study is completely voluntary. It is very important for us to learn your opinions. Thank you very much for your time and support. Please start with the survey now by scrolling down.

GENERAL INFORMATION

Name : _____ Gender : M / F
 Age i) under 18 ii) 18-25 iii) 26-35 iv) 35+ v) 55+
 Education : _____ Income : _____
 Type of Family :

1. Do you like Ice Creams Yes/No

BUYING BEHAVIOR

2. How often do you eat Ice Cream

i) everyday ii) 3-4 times a week iii) once a week iv) once a month v) others

3. How often do you eat Hatsun's Arun Ice Cream

i) everyday ii) 3-4 times a week iii) once a week iv) once a month v) others

4. How much do you spend on buying ice cream each time

i) <Rs.50 ii) <Rs.100 iii) <Rs.200 iv) >Rs.200

Rank the Situations when you want to eat Ice Cream (5=Most Likely, 1=Least Likely)

5. Depressed _____
6. Feeling Bored _____
7. Delighted _____

Please Rate the level of your favourite Ice Cream Brands(5=Least Likely ,1=Most Likely)

8. AMUL _____
9. KWALITY WALLS _____
10. JAMAAI _____
11. ARUN _____
12. OTHERS _____

13. What is your favourite ice cream flavour? (please RANK it, 5= Most Likely, 1=Least Likely)

- Vanilla -
- Chocolate -
- Strawberry -
- Fruit Flavours -
- Butter Scotch -
- Others? (please specify) -

14. How do you prefer to have your Ice Cream in

- Cup -
- Cone -
- Waffles -
- Stick -
- Others? -

15 . You become aware of a new ice-cream brand / flavour through (you may tick not more than 3) *

- Words of Mouth
- Television
- Radio
- Newspaper
- Magazines
- Movie Theatres
- Leaflets
- Others, Pls specify

16. What improvements that you would like to see in the ice cream industry? Please tick.

- More new flavours
- Lower pricing
- Healthier ice cream
- More ice cream concept parlour or restaurants
- Improvements in the quality of ice cream (will not melt easily)
- Others, please specify:

17. Have you aware of our new Product? Yes/No

Please fill in the following information using this key

(5- Very good, 4- good, 3- average, 2- poor, 1- very poor)

18. Your first reactions after seeing this new product. ()

19. How you would rate the appearance of this new product. ()

20. How you would rate the taste of this new product. ()

21. How you would rate the price of this new product. ()

22. How you would rate the feel of this new product. ()

23. How you would rate the flavour of this new product. ()

24. How you would rate the look of this new product. ()

25. How you would rate the design of this new product. ()

26. Would you buy this product again? Yes/No