STUDY OF CONSUMER PREFERENCES TO THE BRAND OF VADILAL ICE CREAM

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Abstract

In this paper, consumer preference towards Vadilal ice cream was studied. A quantitative survey was conducted to explore public knowledge about ice cream and attitudes toward such foods. The questionnaires, focused on ice cream consumption, pack size preference, whether they were interested to buy Vadilal ice cream. The level of satisfaction can also vary depending on other option the customer may have and other products against which customer can compare the organisations product. In this article the researcher analyses the different brands of ice cream available in the market, Preferences towards Vadilal ice cream, motivating factors available and level of satisfaction among the customers towards ice cream.

Keywords: Vadilal Ice Cream, Brand awareness, Customer preferences, Customers, Level of satisfaction, Motivating factors.

Introduction

The average ice cream in the world is 2.3 litters per annum. With ice cream treats becoming a part of Indian culture, Indian ice cream market is rapidly growing globally. Indian customers are visiting ice cream parlours frequently, helping to fuel greater interest in packaged offerings in the country. The current Ice Cream market of India is worth Rs. 3000 Cr, including the unorganized sector. The branded market has a host of homegrown and international players, namely, Amul, KwalityWalls, Mother Dairy, Vadilal, Cream Bell, Baskin-Robbins etc. So there is a need to do study brand awareness and customer preferences about different brands available in the Indian market especially market like India. The study tries to focus on factors consider while the selection of a particular brand of ice cream and strategies adopted by ice cream serving firms for to fulfill the need of end users. Vadilal offers a range of ice creams in the country with multiple flavours and packs, across forms. In addition to a supermarket presence, Vadilal also has a retail presence through its Happiness ice-cream parlours, which are run through a franchisee model.

Research Objective

The Primary Objective is to Study the Preferences to the Brand of the Vadilal Ice cream.
Literature Review

Mr. Aslam Khan (2015) “Mahamaya Technical university, Lucknow. His MBA final year project focuses on “Consumer perception about AMUL ice cream in comparison to VADILAL ice cream in Ghaziabad” This report shows that customers are highly price and quality sensitive in Ghaziabad.”

Mr. Gio Joy (2012)” Visvesvaraya Technological University, Belgaum, Karnataka. His MBA final year project focuses on “A Project Report on customer satisfaction with reference to vestal ice-cream in Thrissur, Kerala”. The analysis of customer satisfaction helps the organization to find out the weakness in their activities. This report reveals the importance of branding and its influence on consumers buying behaviour.”

Bower and Baxter, (2000) conducted the study on "Consumer perception of the nature and quality of home-made and commercial dairy ice-cream”. The research concluded that most of the consumer favour of the home-made form, which was valued because of an assumed superior taste, quality and a more intimate knowledge of ingredients. Commercial quality also required “good taste”, but its convenience value was very important. On blind tasting, the degree of liking for both forms was usually high, but correct identification (home-made vs commercial) levels were low. Home-made quality was viewed as a desirable feature of dairy ice cream.”

Keller (1999) defined “attributes as the descriptive features of a product or service, dividing them into product-related attributes and non product-related attributes. Product-related attributes are explicit features of a product or service, such as price, colour, or brand.”

Ramasamy et al.,(2005) studied “the buying behaviour is vastly influenced by awareness and attitude towards the product reported by 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.”

Christine and Cotter, (1992) conducted study on “The Consumer Attitudes and Market Potential for Dairy Products Utilizing Fat Substitutes”. The research concluded that taste, safety, and nutrition were most important in food selection.”
Research Methodology

The methodology is essential part of research to find the research objectives. Based on this the researcher prepared a questionnaire on study of consumer preferences to the brand of Vadilal Ice Cream. Our research is based on respondents which represent the entire population in investment behaviour. Different type of research is classified on bases of Age group, Gender, Occupation and Monthly Income. The procedure followed to measure the data with the help of excel techniques. Based to this the research tests like P-Test, T Test, and Chi-squared Test are used to analyses the study of consumer preferences to the brand of Vadilal Ice Cream. The current research is a descriptive one since, in order to identify and describe the characteristics of variables, it is conducted in a given situation. Moreover, the research strategy is survey type which refers to research procedures in which the researcher implements a survey on a sample or whole society in order to describe the society’s attitudes, thoughts, behaviours, and characteristics.

HYPOTHESIS TESTING

Ho1: Less than 25% of the Respondent prefer Vadilal Ice Cream Daily.
Ha1: More than 25% of the Respondent prefer Vadilal Ice Cream Daily

Ho2: The Average Age of Respondent Prefer Scoop Ice Cream is Less than 30yrs.
Ha2: The Average Age of Respondent Prefer Scoop Ice Cream is More than 30yrs

Ho3: Buying of Ice Cream is Independent of Gender.
Ha3: Buying of Ice Cream is Not Independent of Gender.
**DEMOGRAPICS**

**Observation:** 49% of The Respondents are the Age Group of 20-30yrs Prefer to the Brand of Vadilal Ice Cream.

**Observation:** Most of Female Gender consume Vadilal Ice Cream than Males. That is 28 female prefer Vadilal ice cream out of 51respondents than male
**Observation:** Respondents who have Monthly income of Rs 50,000-Rs 1 lakh prefer more of Vadilal ice cream that is 29% than other income group.

**Observation:** More of Students and Self Employed Respondents are consuming ice creams of Vadilal Brand. Also respondent of service sector prefer Vadilal ice cream that is 24%.
DATA ANALYSIS

HYPOTHESIS 1:

**Ho**: Less than 25% of the Respondent prefer Vadilal Ice Cream Daily.

**Ha**: More than 25% of the Respondent prefer Vadilal Ice Cream Daily

<table>
<thead>
<tr>
<th>Brand</th>
<th>Daily Depends on mood</th>
<th>NA</th>
<th>Occasionally</th>
<th>Sometimes</th>
<th>Whenever you feel like</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amul</td>
<td>2</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>Kwality walls</td>
<td>1</td>
<td>1</td>
<td>2</td>
<td>1</td>
<td>6</td>
<td></td>
</tr>
<tr>
<td>Mother diary</td>
<td></td>
<td>2</td>
<td>1</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>NA</td>
<td></td>
<td>1</td>
<td></td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Others</td>
<td></td>
<td>1</td>
<td>1</td>
<td>2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vadilal</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>4</td>
<td>9</td>
<td>28</td>
</tr>
<tr>
<td>Grand Total</td>
<td></td>
<td>11</td>
<td>9</td>
<td>11</td>
<td>7</td>
<td>12</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Brand</th>
<th>Daily</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amul</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Kwality walls</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Vadilal</td>
<td>8</td>
<td>8</td>
</tr>
<tr>
<td>Grand Total</td>
<td>11</td>
<td>11</td>
</tr>
</tbody>
</table>

**Observation**: This indicates that observed value is less than critical that mean less than 25% of respondent prefer Vadilal ice cream daily.

**Insight**: We can assume that consumer prefer more of other brand ice cream than Vadilal as there is a huge competition amongst the brand ice cream;
HYPOTHESIS 2:

Ho2: The Average Age of Respondent Prefer Scoop Ice Cream is Less than 30yrs.

Ha2: The Average Age of Respondent Prefer Scoop Ice Cream is More than 30yrs.

**Observation:** More over scoop ice creams are prefer less than 30 yrs of respondent. This indicates that students are consuming more of scoop ice cream than other.

**Insight:** According to the research test we can say that more than 30 years of age prefer or consume family pack or cone or other package ice cream.
HYPOTHESIS 3:

Ho3: Buying of Ice Cream is Independent of Gender.

Ha3: Buying of Ice Cream is Not Independent of Gender.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Amul</th>
<th>Kwality walls</th>
<th>Mother diary</th>
<th>NA</th>
<th>Others</th>
<th>Vadilal</th>
<th>Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>18</td>
</tr>
<tr>
<td>Male</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>10</td>
<td>23</td>
</tr>
<tr>
<td>Grand Total</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>28</td>
<td>51</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Amul</th>
<th>Kwality walls</th>
<th>Mother diary</th>
<th>NA</th>
<th>Others</th>
<th>Vadilal</th>
<th>Observed</th>
<th>Expected</th>
<th>(fo-fe)</th>
<th>(fo-fe)^2</th>
<th>(fo-fe)^2/fe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>5</td>
<td>4</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td>18</td>
<td>25.5</td>
<td>2.5</td>
<td>6.25</td>
<td>0.25</td>
</tr>
<tr>
<td>Male</td>
<td>6</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>2</td>
<td>10</td>
<td>23</td>
<td>25.5</td>
<td>-2.5</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td>11</td>
<td>6</td>
<td>3</td>
<td>1</td>
<td>2</td>
<td>28</td>
<td>51</td>
<td>51</td>
<td>0.25</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\[
N \quad Ho \quad A \quad Ha \quad P \quad Right \ Tail
\]

\[
T \quad Chi-squared \ Test \quad A \quad 10\% \quad P \quad 10\%
(2-1) \times (6-1)
C \quad 9.24 \quad 5
O \quad 0.25
P \quad 0.48
A \quad 0.10
D \quad p-value > \alpha \quad Accept \ the \ null \quad fo < fc \quad Accept \ the \ null
\]

Observation: According to the research test we observed that Observed value is less than critical value which means Buying of ice cream is independent of gender.

Insight: Buying of ice cream is independent of gender that is it is nutral. There is no gender or age restriction on consumption of ice cream.
CONCLUSION

Through the above study we have widely observed that, the investors are not only dependent on Vadilal Brand Ice Cream but also Preferring Other Brands of Ice Cream. With the help of hypothesis testing we concluded to there are huge competition for Vadilal Ice cream. In modern world people desired attractive and quality brand. They need quality, taste with reasonable price. Therefore, the Organisation must follow the new sales promotion method. Manufacture or dealers provide various free offers method and create highly demand for their brand in the market field. The knowledge of satisfaction level of Ice cream would render immense help to the companies in planning and implementing marketing strategies.

LIMITATION

In the study the limitation is of sample size taken for the research of respondents in preferences to the brand of Vadilal Ice Cream. The research has lack of global demography. The sampling has covered only Mumbai responses which is of 20-25 age group. The sampling and inherent limitations of the questionnaire such as the reluctance of some respondents to cooperate are among other limitations of the study.

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