

A STUDY OF CUSTOMER SATISFACTION TOWARDS
IBACO ICE CREAMS

Project work submitted to the Department of Commerce,
Sathyabama Institute of Science and Technology in partial

Fulfillment of the requirement for the Degree of

Bachelor of Commerce (2020-2023)

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119.**

APRIL - 2023



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DEPARTMENT OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of ROHAN.A (40740295) who carried out the Project Training at "IBACO ICE CREAMS" under our supervision for a period of 3 months from January 2023 to March 2023.

Dr. Bhavya
Internal guide

External Guide

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DECLARATION

I ROHAN.A (40740295) hereby declare that the Project work done by me under the guidance of Dr. Bhavya (Internal) and DR. Seethal (External) at IBACO ICE CREAMS, Royapuram, Chennai is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE: 29.04.2023

PLACE: Chennai



SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., Head of the Department, Dept. of Business Administration** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide Dr. Bhavya for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **Department of Business Administration** who were helpful in many ways for the completion of the training.

ROHAN.A

ABSTRACT

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation 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 products. In this article the researched analyses the different brands of ice cream available in the market, motivating factors available and level of satisfaction among the customer towards ice cream.

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION

Ice cream is a frozen food usually made from dairy products, such as milk and cream, often combined with fruit or other ingredients and flavours. The ice cream recipes first appeared in 18th century in England. The ice cream in the 20th century is one of the great changes and increases in availability and popularity. One important development in the 20th century was the introduction of soft ice cream, which has more air mixed in thereby reducing costs. Though India has low per capita ice cream consumption of 300ml per annum, the trend is slowly changing due to a number of reasons.

Ice cream (derived from earlier iced cream or cream ice) is a sweetened frozen food typically eaten as a snack or desert. Ice cream may be served in dishes, for eating with a spoon, or licked from edible cones. Ice cream may be served with other dessert.

Ibaco ice cream is a part of Hatsun Agro Product Ltd. There are many outlets of ibaco ice creams in the country. Ibaco is dedicated to conjuring up a delightful, unique ice cream eating experience. One based on the scoop 'n' serve format. With 36 flavours inspired from exotic places around the world, Ibaco aims to offer more choices and deliver greater standards of taste to its customers.

1.2 INDUSTRY PROFILE

Ibaco ice cream is a part of Hatsun Agro Product Ltd. There are many outlets of Ibaco ice creams in the country. Ibaco is dedicated to conjuring up a delightful, unique ice cream eating experience. One based on the scoop "n" serve format. With 36 flavours inspired from exotic places around the world, Ibaco aims to offer more choices and deliver greater standards of taste to its customers.

1.3 COMPANY PROFILE

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1.3.1 COMPANY LOGO



1.4 STATEMENT OF THE PROBLEM

Ibaco being one of the players in the market has a very large customer base . Conducting this research to find the consumer satisfaction and preference towards Ibaco ice cream will help to overcome problems in Ibaco ice cream. Since customer satisfaction is a key role in the market the researcher has taken this project

1.5 NEED FOR THE STUDY

I choose the product Ibaco ice cream, because it is one of the famous Ice-Cream brands in India, which is owned by Hatsun Agro Product Limited. Ibaco have different varieties of frozen desserts. It is also very cheap rate with good quality. So, that's why consumer prefers it more than compare to other brands. Kids prefer more towards Ibaco ice creams because of the different varieties of flavours, taste in it.

1.6 OBJECTIVES OF THE STUDY

1.6.1 Primary Objective

- To study on consumer satisfaction towards ibaco ice cream.

1.6.2 Secondary Objective

- To identify the factors influencing the consumers to purchases the ibaco Ice cream.
- To propose suggestion to improve consumer satisfaction towards ibaco ice cream.

1.7 LIMITATIONS OF THE STUDY

- The research is based on the responses given by the respondents form their opinion.
- The results shown are relative in nature. In other words, it is the perception of all the type of customer.
- The research study was conducted within the limited duration of time. So, a detailed study could not be made.
- The study is confined to a limited customers in a particular location.

REVIEW OF ITERATURE

2.1 REVIEW OF LITERATURE:

Prinsa Maheshwari Patel, Deep Prafulbhai Malani (2019) “Consumer attitude towards Havmor Ice cream Pvt Ltd in Surat”. In this attitude study about consumers attitude towards Havmor Ice cream. The objective is to study characteristic of individual consumers such as demographics, phychographics and behaviorial variable of the consumer. The findings of the study states the consumers have a positive attitude towards Havmor Ice cream and the knowledge of consumers about the project.

Aslam Khan (2014) “Consumer Perception about Amul Ice cream in Comparison to Vadilal Ice cream in Ghaziabad”. In this comparison towards Amul Ice cream and Vadiyal Ice cream the objectives is to find the perception about Ice cream brands and find perception of consumer towards determination of market potential. The findings of the study states that the customers think that Amul is the best brand among the suggested option.

Dr. S.Selvnendran (2018) “Customer”s Preference towards Ice creams” . In this preference study towards ice creams the objective is to know the customers preference towards ice cream and to know the brand of Ice cream consumed by sample respondents. The Findings state that majority of the Ice cream and most of the consumers are females and that majority respondents buy Ice cream because of attractive colour

Vivek Sahani, Karan Shinds, Prabhakar (20142015) “Amul Ice cream” In this study towards Amul Ice creams the objective is to know the customers satisfaction level. To know the reasons for decline why consumers don”t purchase the ice cream, to know suggestions to improve the product. The findings the value expressed in percentage it facilitates comparison and standardization. This analysis describes the classification of respondents filling under each category.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

In this study, Descriptive Research Design is used in research topic.

Descriptive research design is also called explanatory design. The descriptive study is typically concerned with the determining frequency with which something occurs or how two variables vary together.

3.2 SOURCES OF DATA

3.3.1 Primary Data

The primary data for this study is collected through questionnaire consisting of multiple- choice questions.

3.3.2 Secondary Data

The secondary data is collected by referring by websites, journals, articles and research paper.

3.3 STRUCTURE OF QUESTIONNAIRE

Multiple choice questions

3.4 SAMPLE SIZE

Sample Size of 120 on consumer satisfaction towards Ibaco ice cream.

3.5 PERIOD OF STUDY

The period of study is carried out from January 2023 to March 2023 which is three months of study.

3.6 ANALYTICAL TOOLS

- Simple percentage analysis
- Likert scale analysis
- Ranking analysis

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Showing Gender wise classification of respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
MALE	89	74.2
FEMALE	31	25.8
	120	100

Source: Primary Data

Interpretation

From the above table it is interpreted that number of male respondent is 74.2% and female respondent is 25.8%.

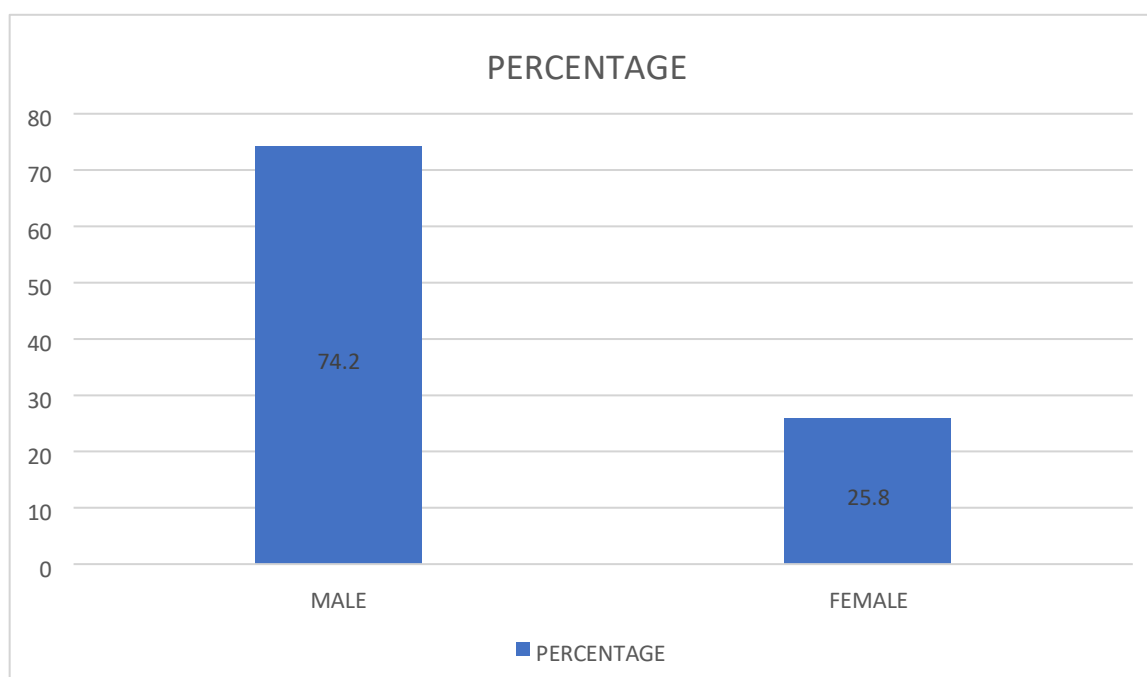


Chart 4.1.1: Showing Gender wise classification of respondents

Table 4.1.2: Showing Age wise classification of respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Below 18 year	9	7.5
19-25 year	91	75.8
26-35 year	11	9.2
36-45 year	0	0
45 years above	9	7.5
	120	100

Source: Primary Data

Interpretation

From the above table 7.5% of the respondent are below 18 years, 75.8% of the respondent are 19-25 year, 9.2% of the respondent are 26-35 year, 0% of the respondent are 36-45 year, 7.5% of the respondent are 45 year above.

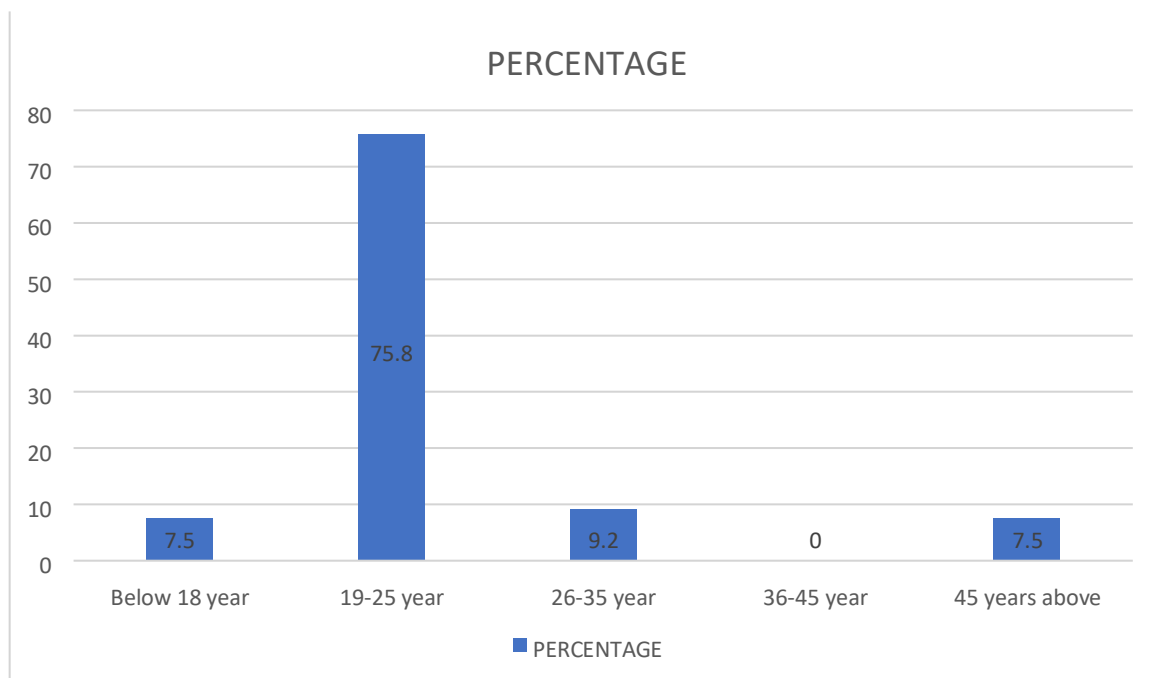


Chart 4.1.2: Showing Age wise classification of respondents

Table 4.1.3: Showing Qualification of the Respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
SSLC	10	8.3
HSC	6	5
UG	65	54.2
PG	33	27.5
others	6	5
	120	100

Source: Primary Data

Interpretation

From the above table 8.3% of the respondents are SSLC qualified, 5% of the respondents are HSC qualified, 54.2% of the respondents are UG qualified, 27.5% of the respondents are PG qualified and 5% of the respondents are qualified in other courses.

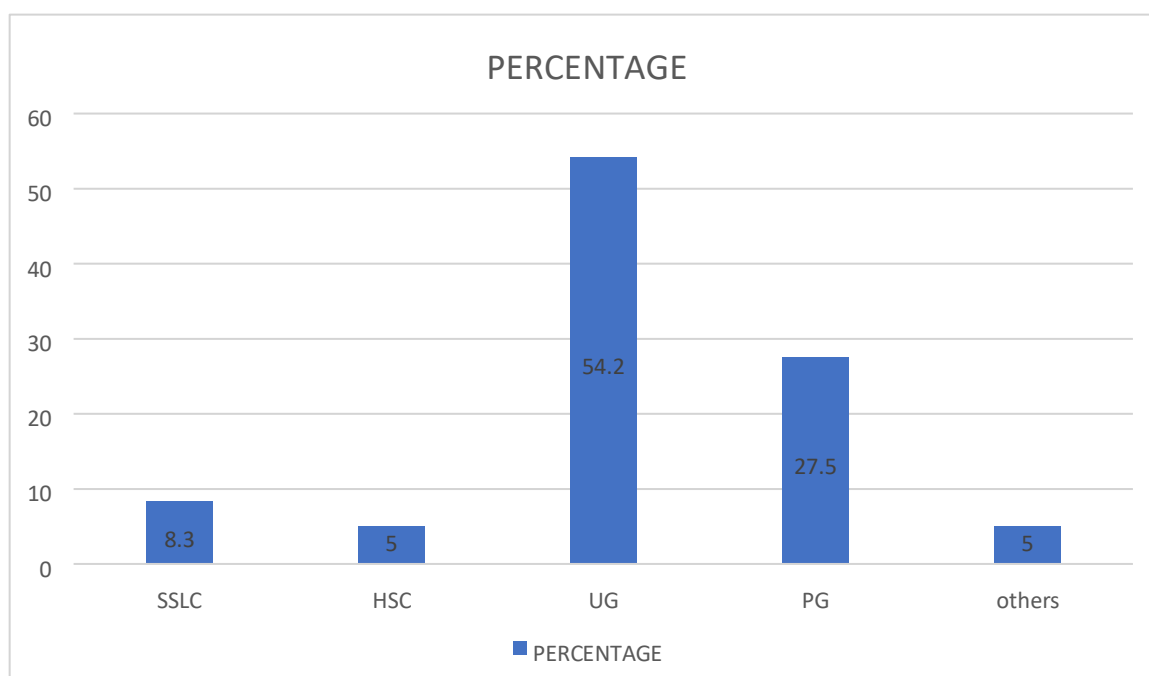


Chart 4.1.3: Showing Qualification of the Respondents

Table 4.1.4: Showing Occupation of The Respondents

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Salaried	36	30
Self employee	16	13.3
Professional	7	5.8
student	53	44.2
Others	8	6.7
	120	100

Source: Primary Data

Interpretation

From the above table 30% of the respondents are salaried, 13.3% of the respondents are self-employee, 5.8% of the respondents are professional, 44.2% of the respondents are student, 6.7% of the respondents are others.

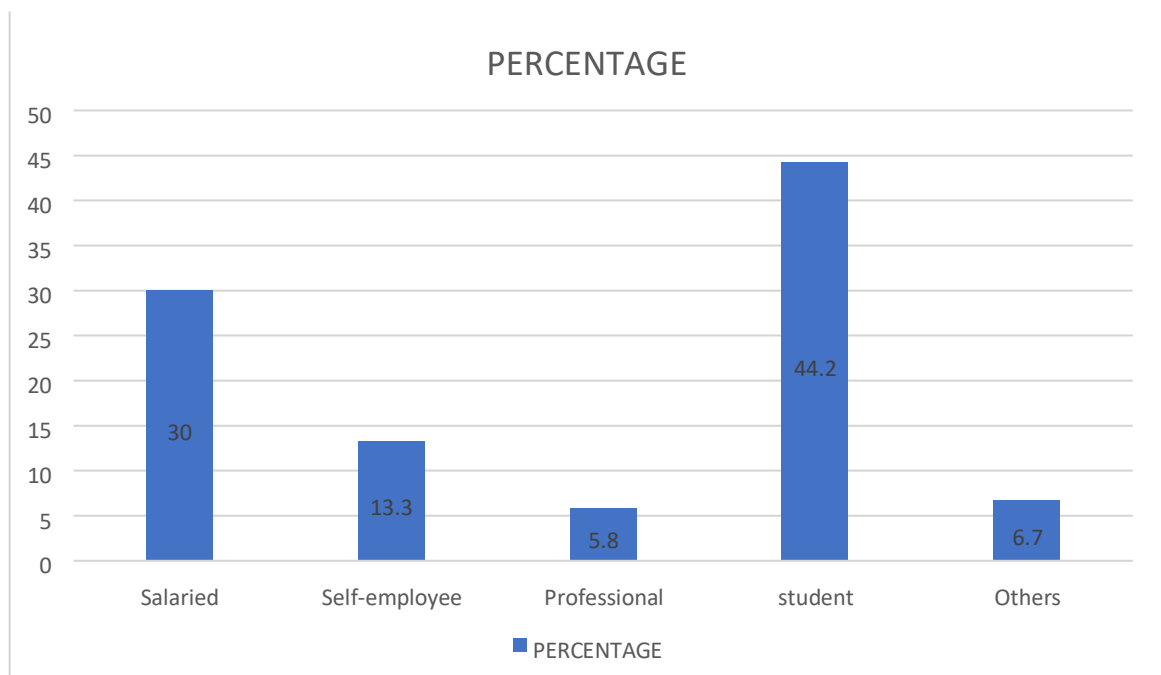


Chart 4.1.4: Showing occupation of the respondents

Table 4.1.5: Showing the respondents of income level

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Below 10000	8	17.8
11000 to 15000	6	13.3
16000 to 20000	8	17.8
20000 Above	12	26.7
No Income	11	24.4
	120	100

Source: Primary Data

Interpretation

From the above table 17.8% of the respondents are below RS.10,000, 13.3% of the respondents are RS.11,000 to RS.15,000, 17.8% of the respondents are RS.16,000 to RS.20,000, 26.7% of the respondents are RS.20,000 above, 24.4% of the respondents are no income.

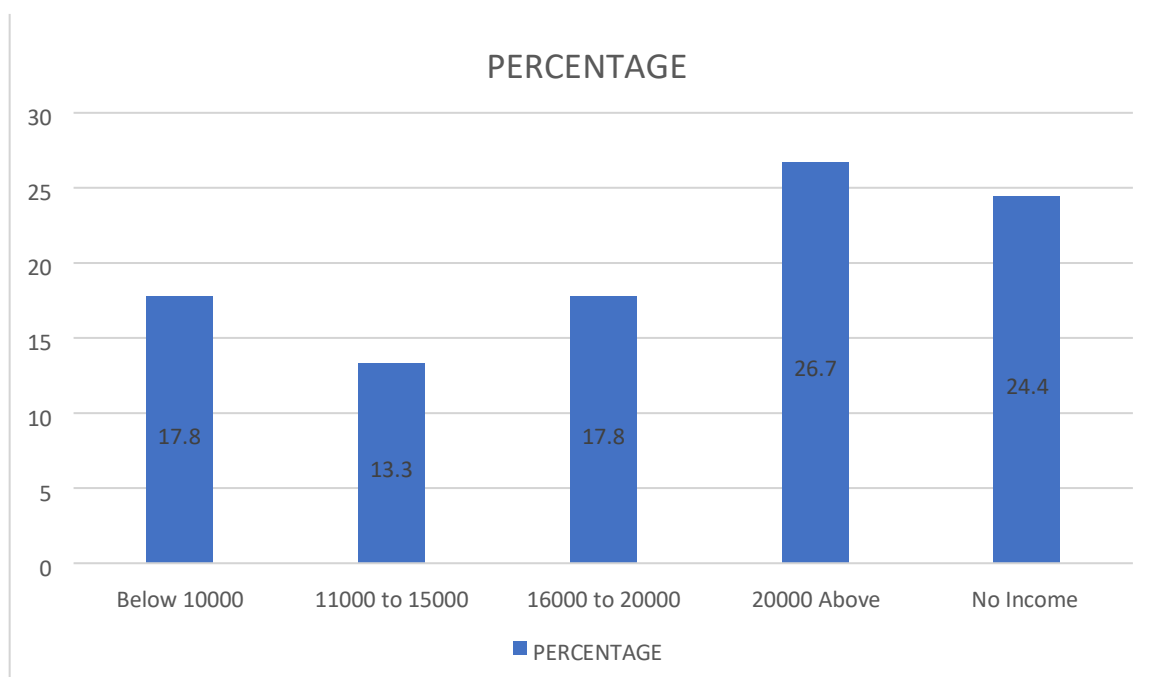


Chart 4.1.5: Showing the respondents of income level

Table 4.1.6: Showing the respondent of family type

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Joint	50	41.7
Nuclear	70	58.3
	120	100

Source: Primary Data

Interpretation

From the above table 41.7% of the respondents are joint family, 58.3% of the respondents are nuclear.

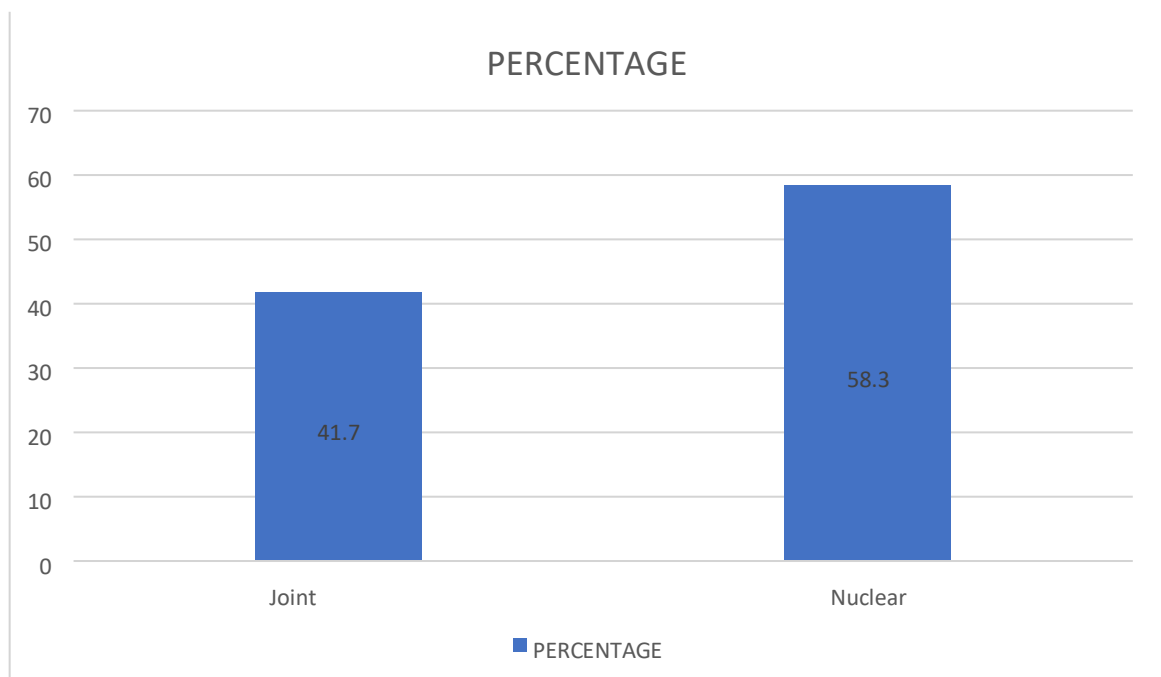


Chart 4.1.6: Showing the respondent of family type

Table 4.1.7: Showing the response of the total number of family members

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
0-2 members	8	6.7
3-4 members	61	50.8
5-6 members	32	26.7
7-10 members	10	8.3
Above 10 members	9	7.5
	120	100

Source: Primary Data

Interpretation

From the above table 6.7% of the respondents are 0-2 members, 50.8% of the respondents are 3-4 members, 26.7% of the respondents are 5-6 members, 8.3% of the respondents are 7-10 members, 7.5% of the respondents are above 10 members.



Chart 4.1.7: Showing the response of the total number of family members

Table 4.1.8: Showing which flavour of Ibaco ice cream is favourite among customers

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Blackcurrant	29	24.2
Chocolate	46	38.3
Strawberry	18	15
Vanilla	22	18.3
others	5	4.2
	120	100

Source: Primary Data

Interpretation

From the above table 24.2% of the respondents are blackcurrant, 38.3% of the respondents are chocolate, 15% of the respondents are strawberry, 18.3% of the respondents are vanilla, 4.2% of the respondents are liked other flavors.

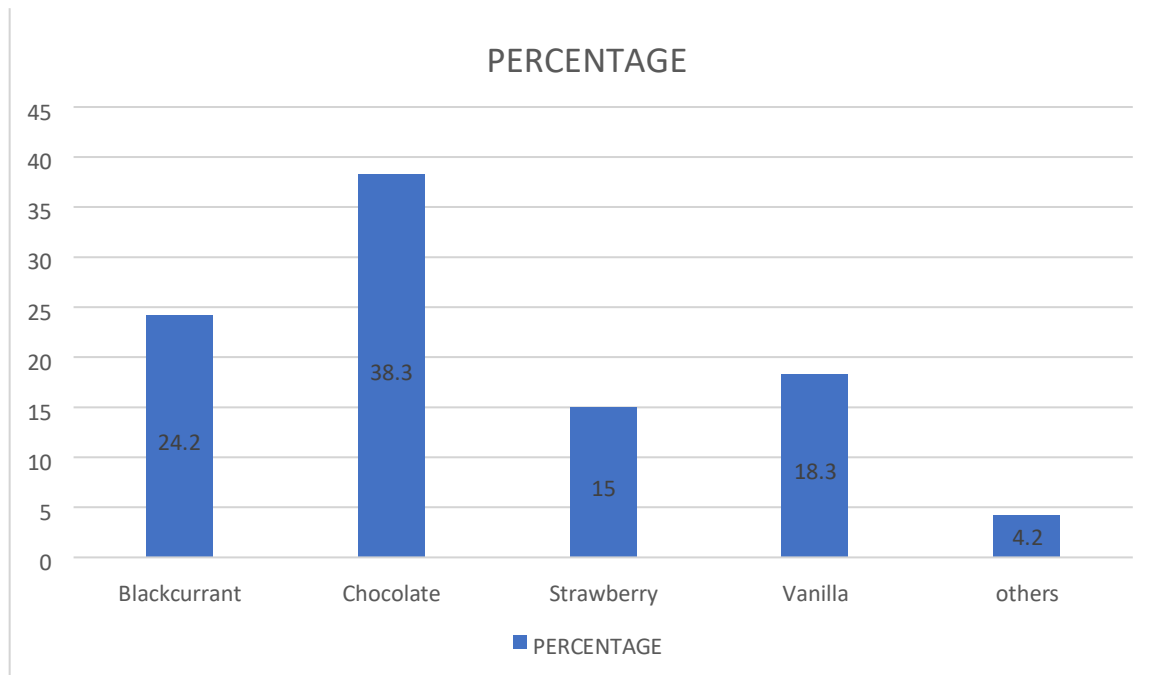


Chart 4.1.8: Showing the which flavour of Ibaco ice cream is favourite among customers

Table 4.1.9: Showing which pack do you usually buy

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
scoops	24	20
cups	21	17.5
stick	16	13.3
cone	51	42.5
others	8	6.7
	120	100

Source: Primary Data

Interpretation

From the above table 20% of the respondents are scoops, 17.5% of the respondents are cups, 13.3% of the respondents are stick, 42.5% of the respondents are cone, 6.7% of the respondents are prefer other type of packs.

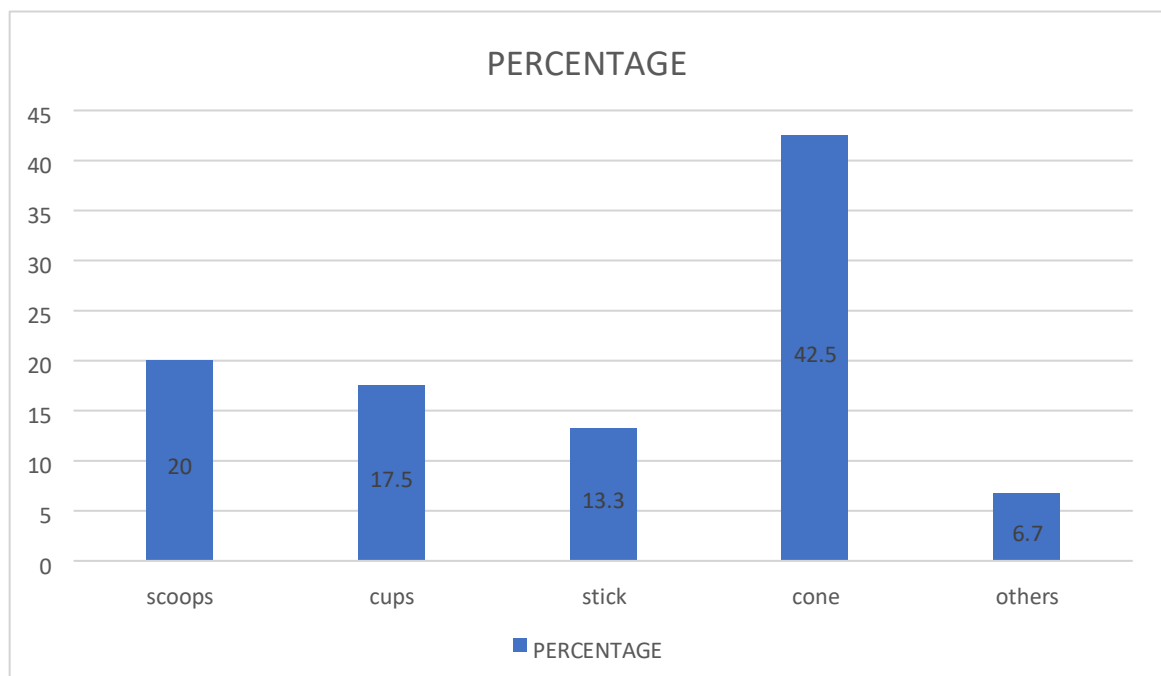


Chart 4.1.9: Showing which pack do you usually buy

Table 4.1.10: Showing how frequency do you purchase of ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Daily	6	5
3-4 times a week	18	15
Once a week	38	31.7
Once a month	50	41.7
Fortnightly	8	6.7
	120	100

Source: Primary Data

Interpretation

From the above table 5% of the respondents are purchasing daily, 15% of the respondents are purchasing 3-4 times in a week, 31.7% of the respondents are purchasing once in a week, 41.7% of the respondents are purchasing once in a month, 6.7% of the respondents are purchasing fortnightly.

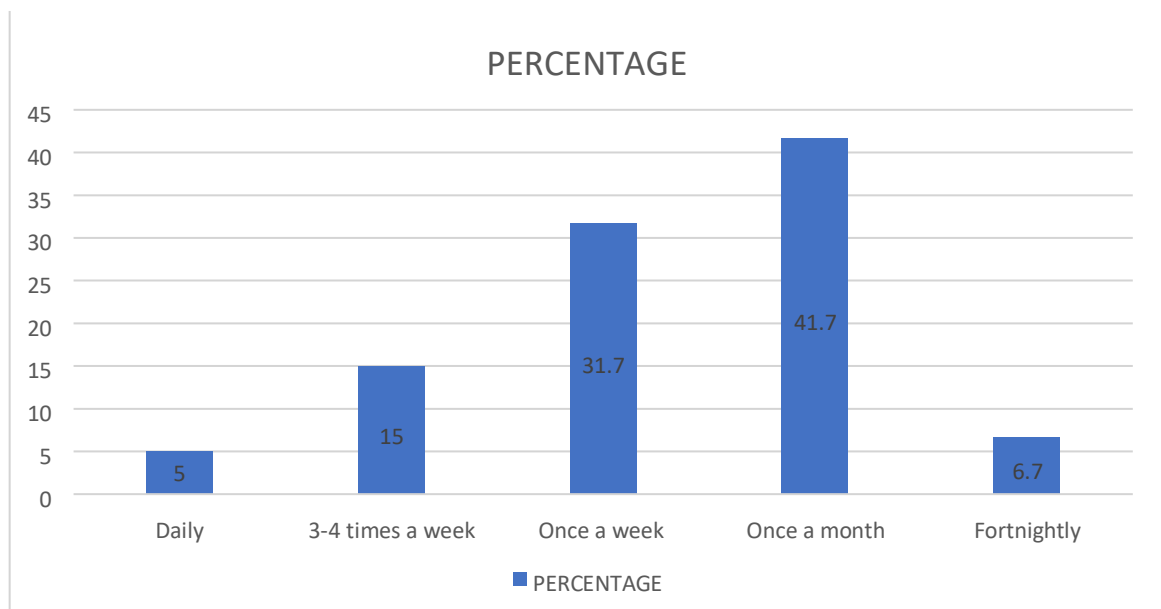


Chart 4.1.10: Showing how frequency do you purchase of ice-cream

Table 4.1.11: Showing who suggest you to buy this Ibaco ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Friends	57	47.5
Family	53	44.2
Relatives	10	8.3
	120	100

Source: Primary Data

Interpretation

From the above table 47.5% of the respondents are suggested by friends, 44.2% of the respondents are suggested by family, 8.3% of the respondents are suggested by relatives.

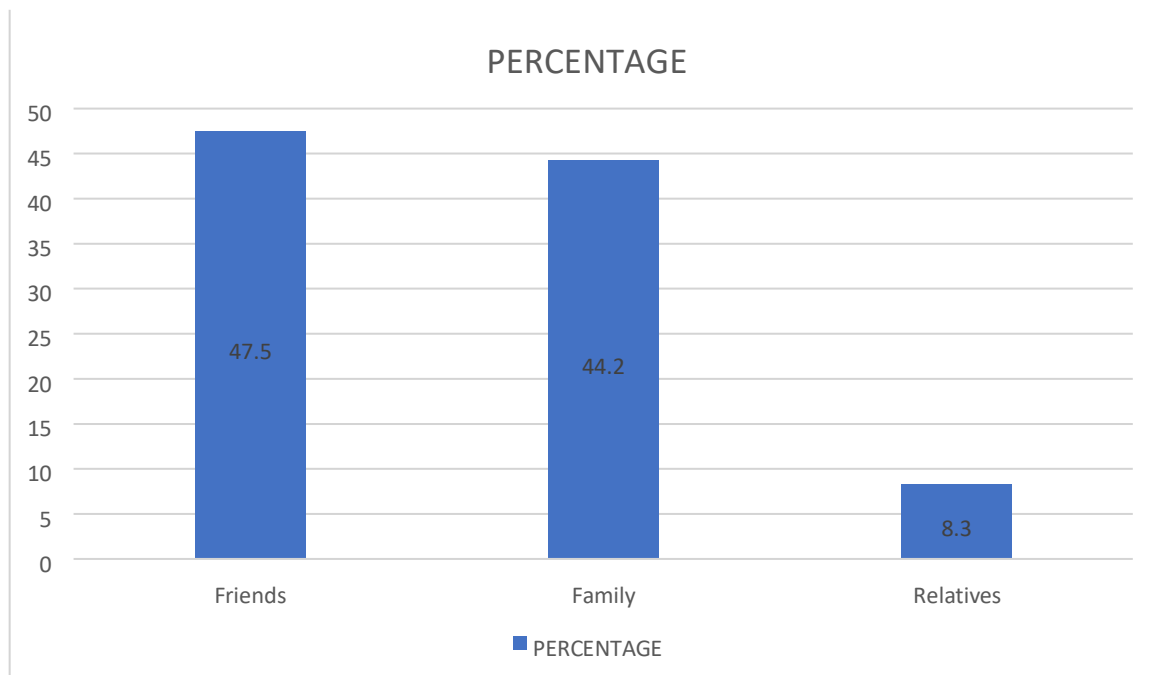


Chart 4.1.11: Showing who suggest you to buy this Ibaco ice cream

Table 4.1.12: Showing the quantity of ice cream consumed

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Below 100 g	35	29.2
250 g	50	41.7
500 g	22	18.3
1000 g	7	5.8
Above 1000 g	6	5
	120	100

Source: Primary Data

Interpretation

From the above table 29.2% of the respondents are will consume below 100g, 41.7% of the respondents are will consume 250g, 18.3% of the respondents are will consume 500g, 5.8% of the respondents are will 1000g, 5% of the respondents are above 1000g.

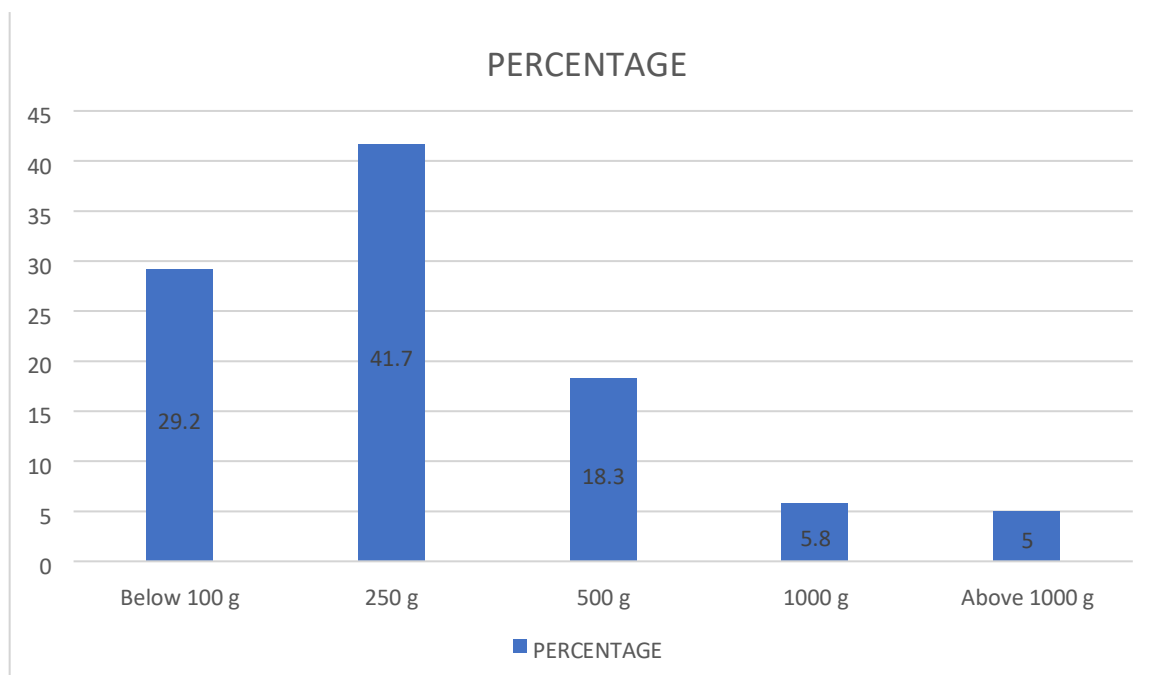


Chart 4.1.12: Showing the quantity of ice-cream consumed

Table 4.1.13: Showing the respondent of budget spent on purchase of ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Below Rs 50	26	21.7
Rs 51-100	38	31.7
Rs 101-200	26	21.7
Rs 201-300	9	7.5
RS 300 above	21	17.5
	120	100

Source: Primary Data

Interpretation

From the above table 21.7% of the respondents are spent below RS 50 on purchase, 31.7% of the respondents are spent RS 51-100 on purchase, 21.7% of the respondents are spent RS 101-200 on purchase, 7.5% of the respondents are spent RS 201-300 on purchase, 17.5% of the respondents are spent RS 300 above on purchase.

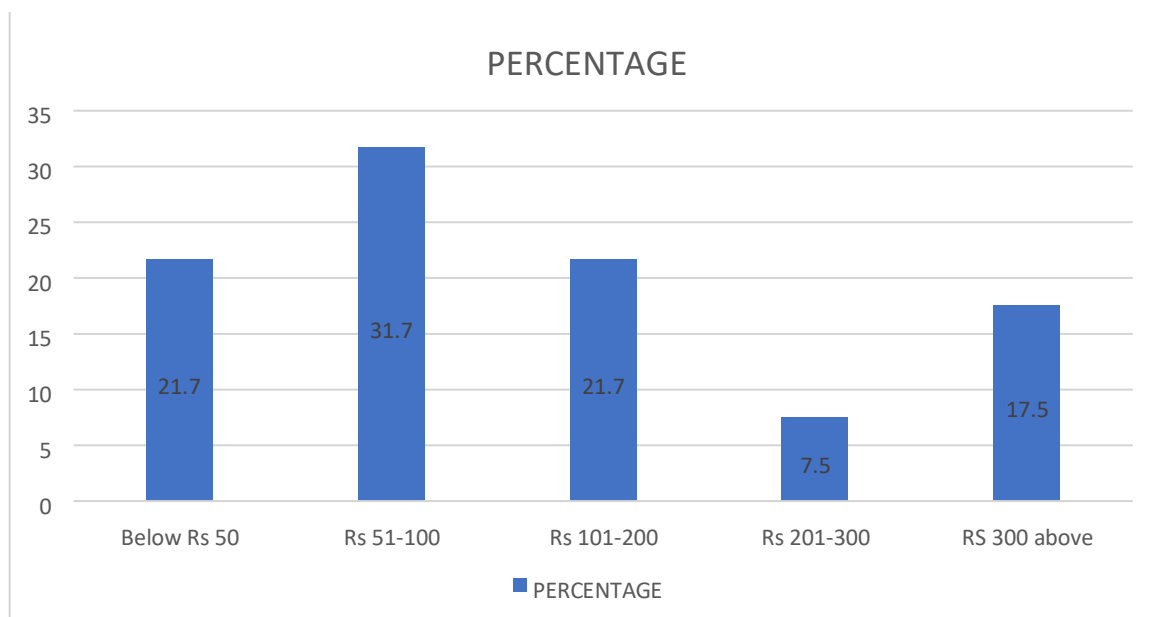


Chart 4.1.13: Showing the respondent of budget spent on purchase of ice cream

Table 4.1.14: Showing the respondent of which place do you purchase of ice-cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Convenience stores	34	28.3
Ice-cream parlour	54	45
Online shop	5	4.2
Supermarket	21	17.5
Restaurants	6	5
	120	100

Source: Primary Data

Interpretation

From the above table 28.3% of the respondents are like to purchase in convenience stores, 45% of the respondents are like to purchase in ice-cream parlour, 4.2% of the respondents are like to purchase in online shop, 17.5% of the respondents are like to purchase in supermarket, 5% of the respondents are like to purchase in restaurants.

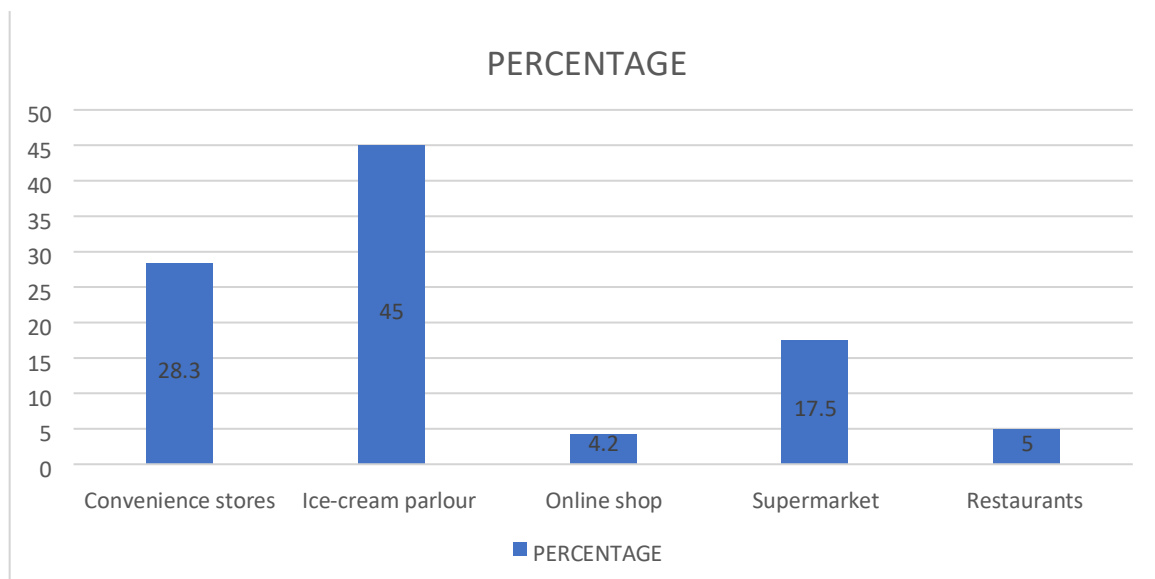


Chart 4.1.14: Showing the respondent of which place do you purchase of ice cream

Table 4.1.15: Showing the respondent of which promotion scheme attracts consumers

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Buy 1 get 1 free	88	73.3
Discount voucher	22	18.3
% Extra scheme	10	8.3
	120	100

Source: Primary Data

Interpretation

From the above table 73.3% of the respondents are attracted by the buy 1 get 1 free promotion scheme, 18.3% of the respondents are attracted by the discount voucher promotion scheme, 8.3% of the respondents are attracted by the % extra scheme promotion scheme

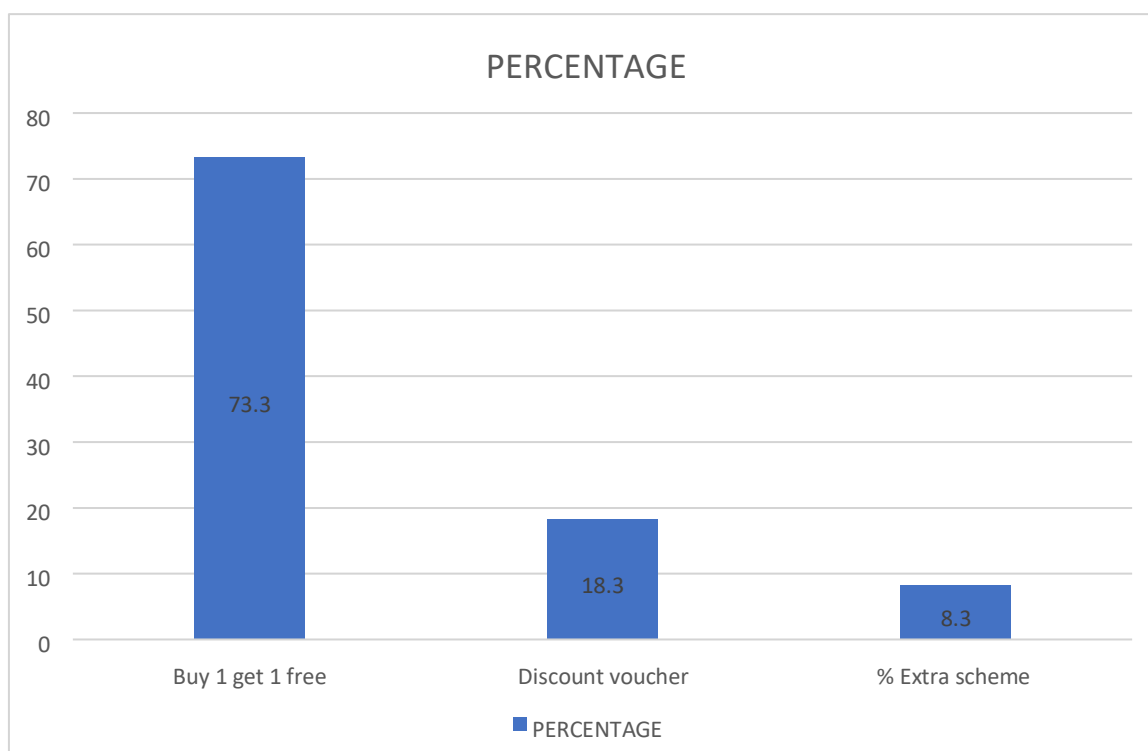


Chart 4.1.15: Showing the respondent of which promotion scheme attracts consumers

Table 4.1.16: Showing the respondent of which season you like to consume ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Monsoon	5	4.2
Summer	58	48.3
Winter	8	6.7
Spring	3	2.5
All seasons	46	38.3
	120	100

Source: Primary Data

Interpretation

From the above table 4.2% of the respondent are like to have ice-cream in monsoon season, 48.3% of the respondent are like to have ice-cream in summer season, 6.7% of the respondent are like to have ice-cream in winter season, 2.5% of the respondent are like to have ice-cream in spring season, 38.3% of the respondent are like to have ice-cream in all season.

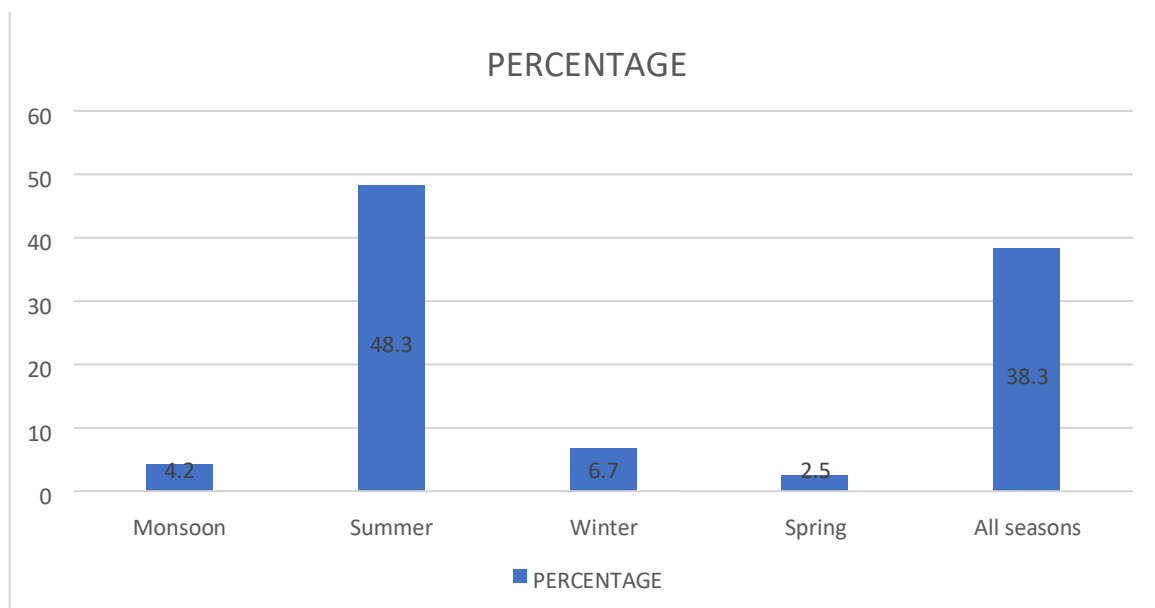


Chart 4.1.16: Showing the respondent of which season you like to consume Ice cream

Table 4.1.17: Showing the respondent of how do you get to know about Ibaco ice- ream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Television	51	42.5
Internet	19	15.8
Newspaper	12	10
Magazines	7	5.8
Others	31	25.8
	120	100

Source: Primary Data

Interpretation

From the above table 42.5% of respondent are know the Ibaco ice cream by television, 15.8% of respondent are know the Ibaco ice cream by internet, 10% of respondent are know the Ibaco ice cream by newspaper, 5.8% of respondent are know the Ibaco ice cream by magazines, 25.8% of respondent are know the Ibaco ice cream other way of advertisement

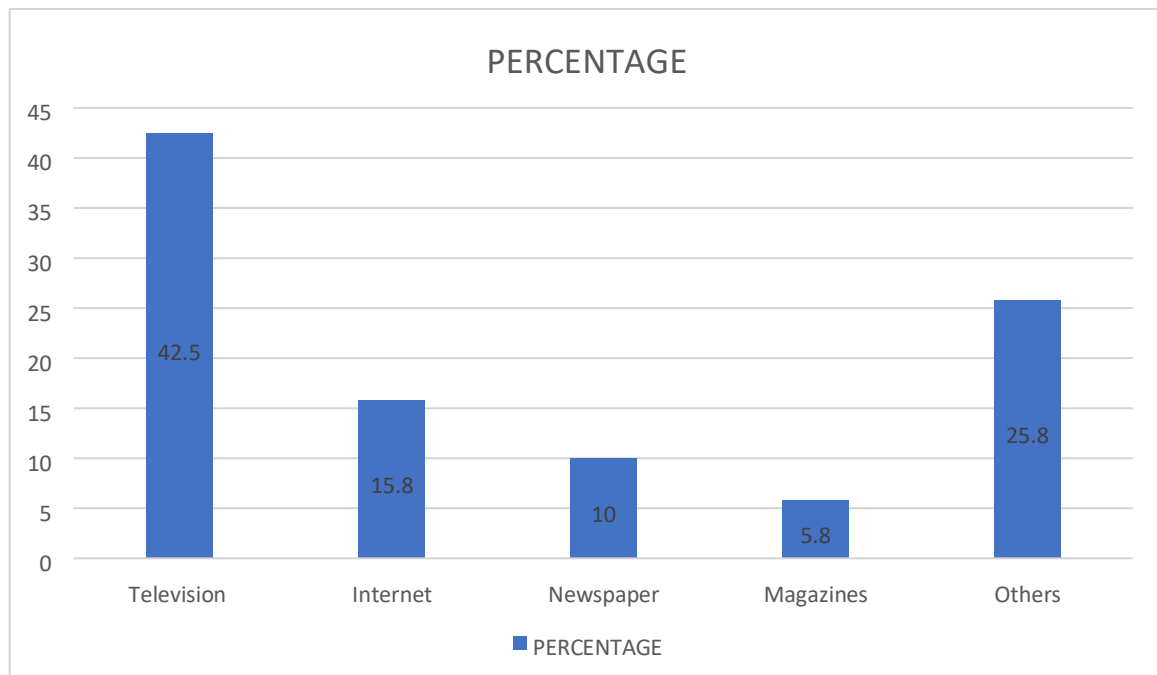


Chart 4.1.17: Showing the respondent of how do you get to know about Ibaco ice cream

Table 4.1.18: Showing the respondent of have you ever tasted any Ibaco ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1-2 time	35	29.2
3-4 times	30	25
Above 4 time	55	45.8
	120	100

Source: Primary Data

Interpretation

From the above table 29.2% of the respondent are tasted Ibaco ice cream 1-2 times, 25% of the respondent are tasted Ibaco ice cream 3-4 times, 45.8% of the respondent are tasted Ibaco ice cream above 4 times.

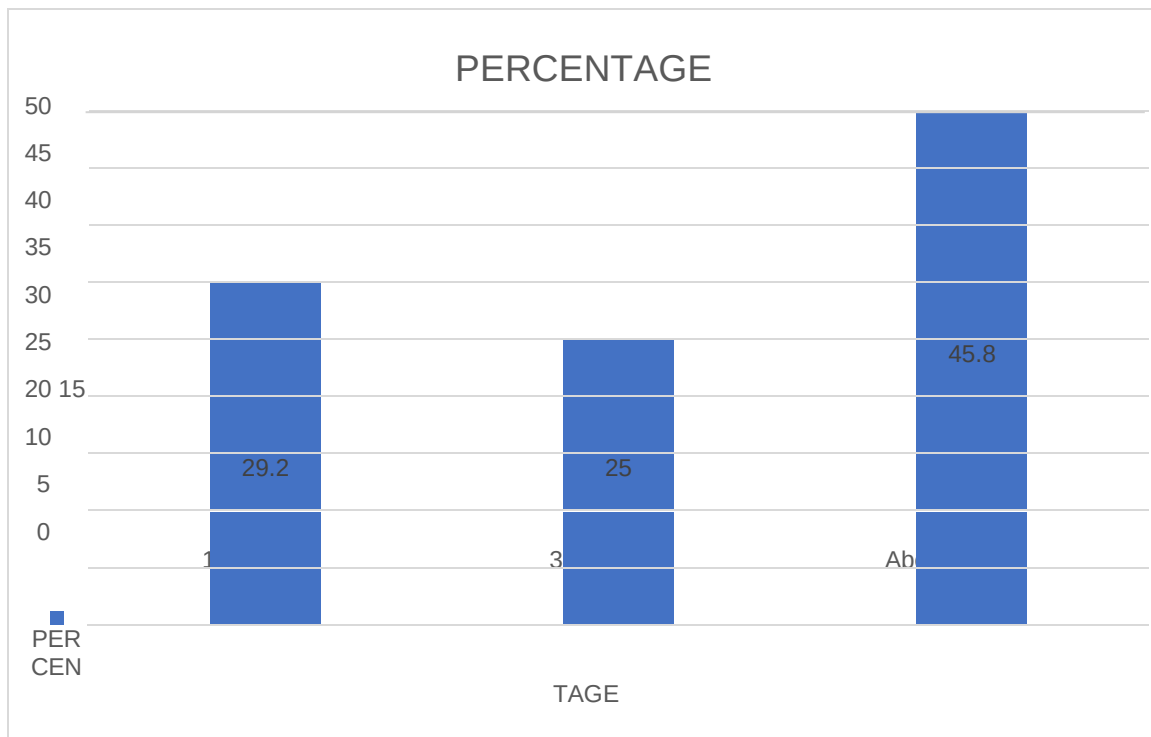


Chart 4.1.18: Showing the respondent of have you ever tasted any Ibaco ice cream

Table 4.1.19.1: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Price)

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	54	45
Agree	31	26
Neutral	29	24
Disagree	3	2.5
Strongly disagree	3	2.5
	120	100

Source: Primary Data

Interpretation

From the above table 45% of the respondent says strongly agree, 26% of the respondent says agree, 24% of the respondent says neutral, 2.5% of the respondent says disagree, 2.5% of the respondent says strongly disagree.

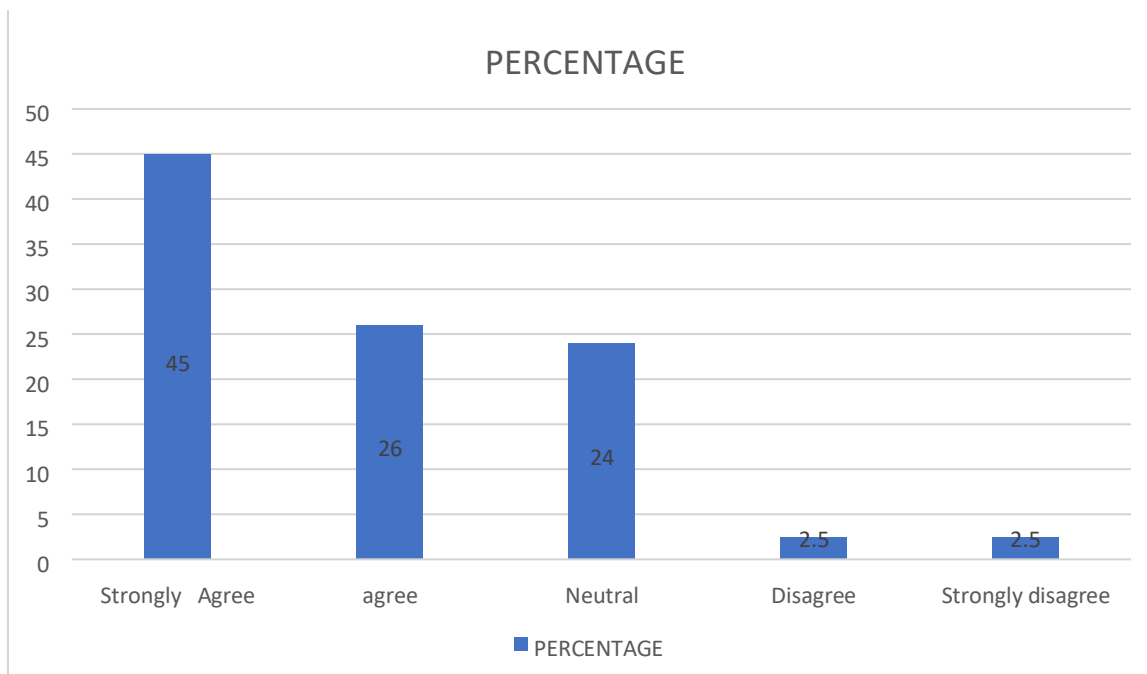


Chart 4.1.19.1: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Price)

Table 4.1.19.2: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Brand)

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	51	42.2
agree	47	39.2
Neutral	16	13.3
Disagree	4	3.3
Strongly disagree	2	2
	120	100

Source: Primary Data

Interpretation

From the above table 42.2% of the respondent says strongly agree, 39.2% of the respondent says agree, 13.3% of the respondent says neutral, 3.3% of the respondent says disagree, 2% of the respondent says strongly disagree.

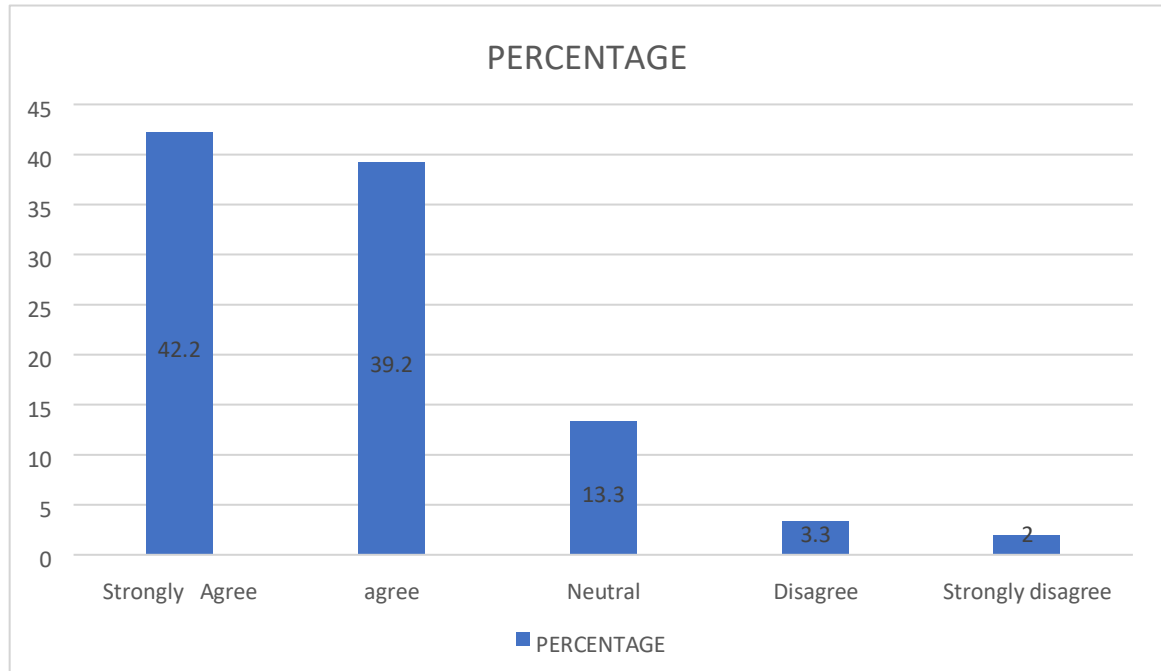


Chart 4.1.19.2: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Brand)

Table 4.1.19.3: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Flavour)

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	56	47
agree	33	28
Neutral	27	23
Disagree	3	3
Strongly disagree	1	1
	120	100

Source: Primary Data

Interpretation

From the above table 47% of the respondent says strongly agree, 28% of the respondent says agree, 23% of the respondent says neutral, 3% of the respondent says disagree, 1% of the respondent says strongly disagree.

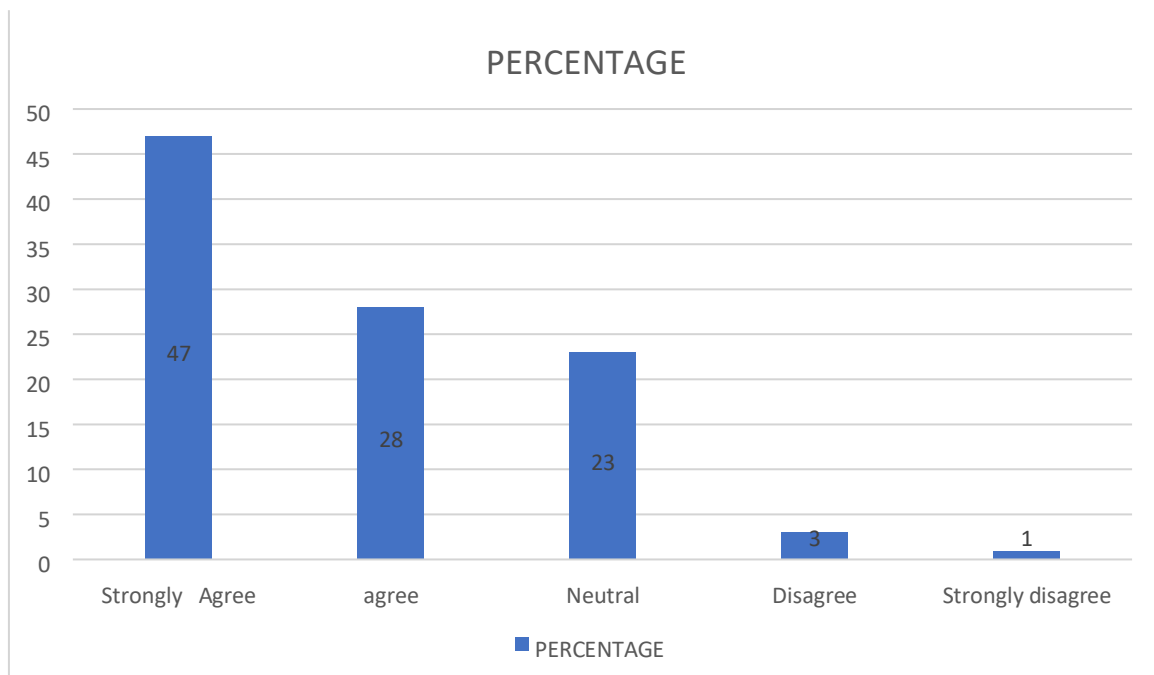


Chart 4.1.19.3: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Flavour)

Table 4.1.19.4: Showing the respondent of factors influencing during purchase Ibaco ice cream of (availability)

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	47	39
agree	34	28
Neutral	28	23
Disagree	9	8
Strongly disagree	2	2
	120	100

Source: Primary Data

Interpretation

From the above table 39% of the respondent says strongly agree, 28% of the respondent says agree, 23% of the respondent says neutral, 8% of the respondent says disagree, 2% of the respondent says strongly disagree.

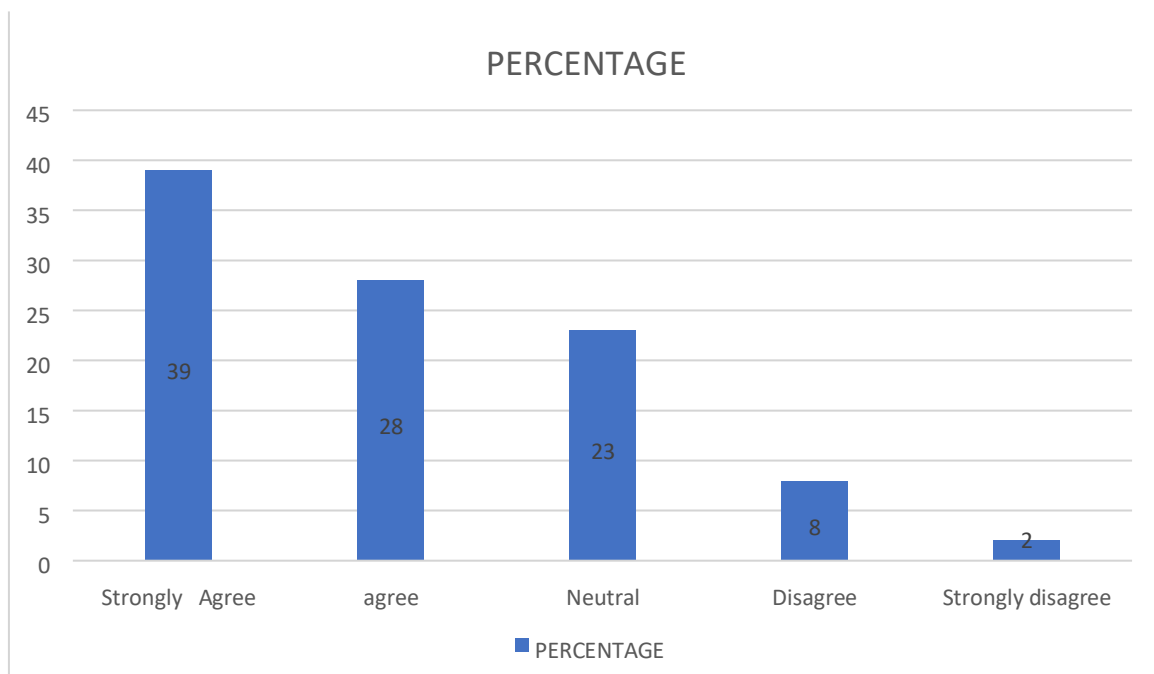


Chart 4.1.19.4: Showing the respondent of factors influencing during purchase Ibaco ice cream of (availability)

Table 4.1.19.5: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Taste)

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	66	55
agree	29	24
Neutral	21	18
Disagree	2	2
Strongly disagree	2	2
	120	100

Source: Primary Data

Interpretation

From the above table 55% of the respondent says strongly agree, 24% of the respondent says agree, 18% of the respondent says neutral, 2% of the respondent says disagree, 2% of the respondent says strongly disagree.

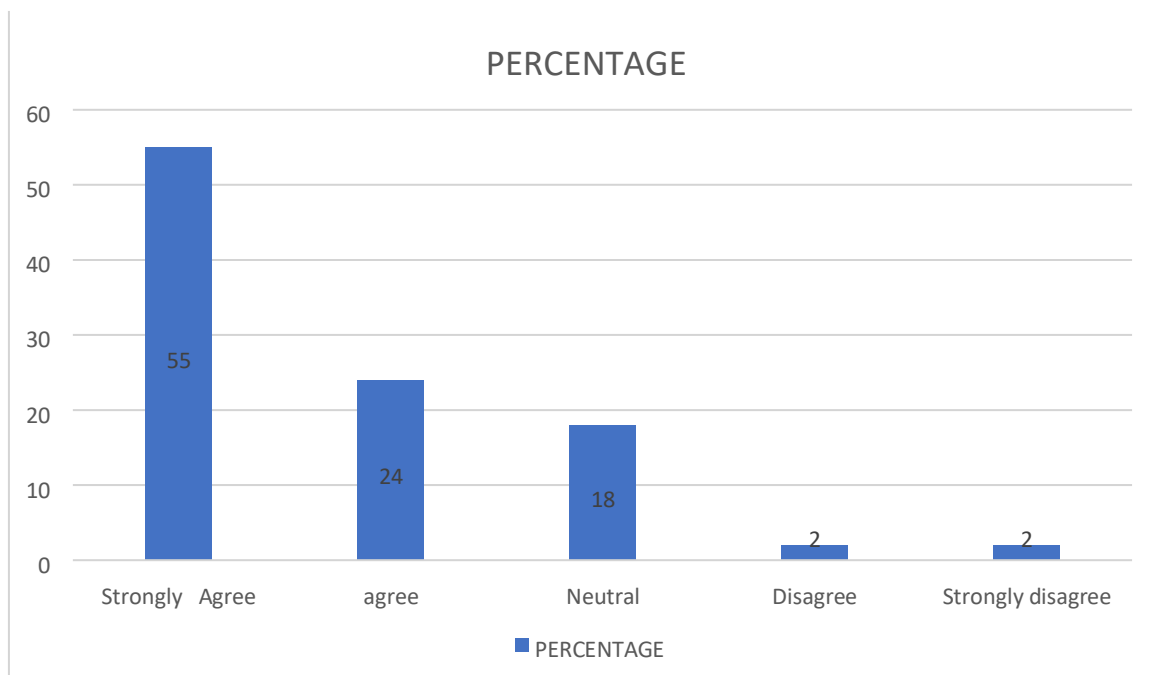


Chart 4.1.19.5: Showing the respondent of factors influencing during purchase Ibaco ice cream of (Taste)

Table 4.1.20: Showing the respondent are you satisfied with Ibaco ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Highly Satisfied	45	37.5
Satisfied	53	44.2
Neutral	19	15.8
Dissatisfied	2	1.7
Highly Dissatisfied	1	0.8
	120	100

Source: Primary Data

Interpretation

From the above table 37.5% of the respondent says highly satisfied, 44.2% of the respondent says satisfied, 15.8% of the respondent says neutral, 1.7% of the respondent says dissatisfied, 0.8% of the respondent says highly dissatisfied.

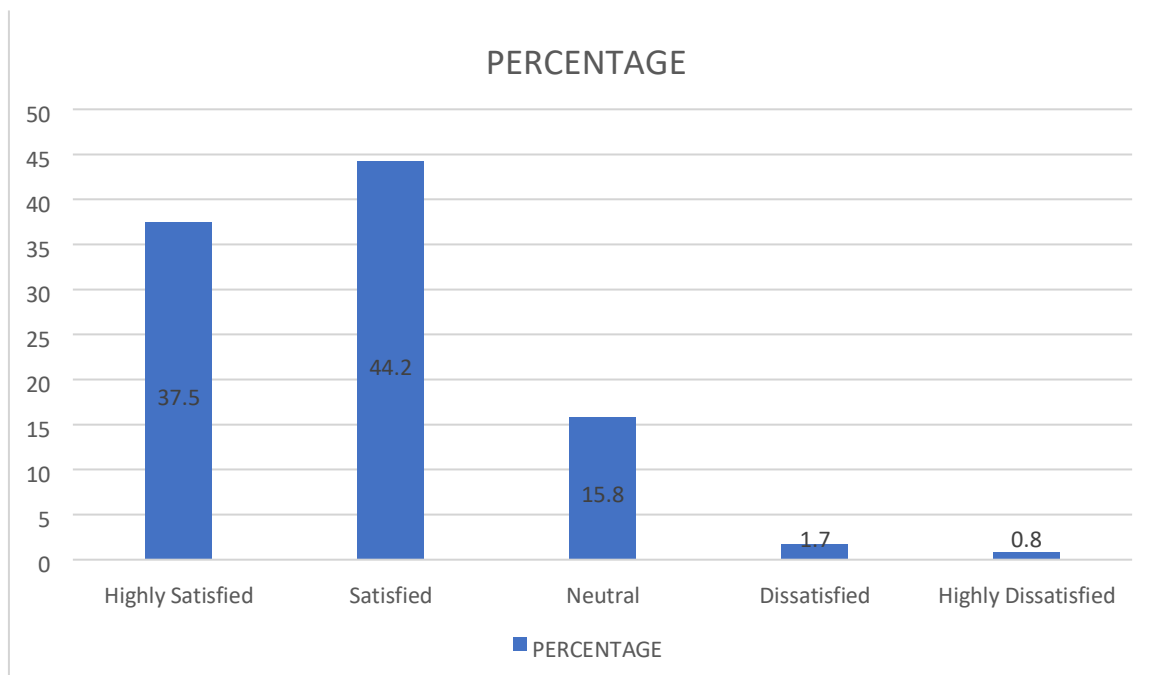


Chart 4.1.20: Showing the respondent are you satisfied with Ibaco ice cream

Table 4.1.21: Showing the respondent will you refer other to buy lbaco ice cream

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	44	36.7
agree	52	43.3
Neutral	21	17.5
Disagree	1	0.8
Strongly disagree	2	1.7
	120	100

Source: Primary Data

Interpretation

From the above table 36.7% of the respondent says strongly agree, 43.3% of the respondent says agree, 17.5% of the respondent says neutral, 0.8% of the respondent says disagree, 1.7% of the respondent says strongly disagree.

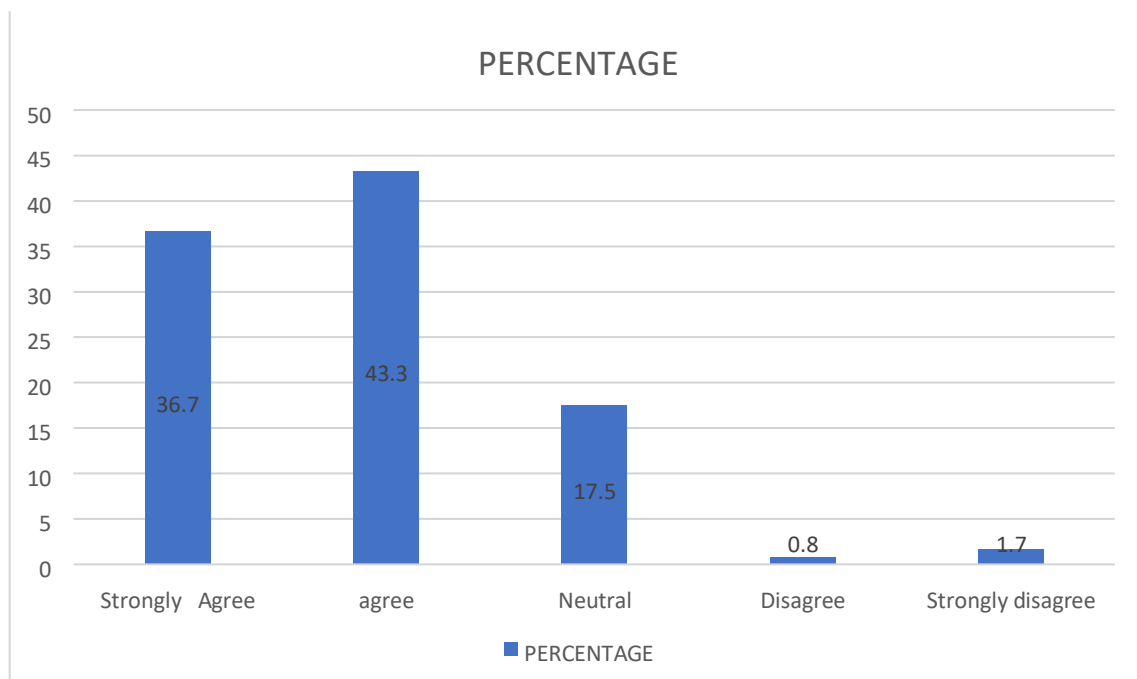


Chart 4.1.21: Showing the respondent will you refer other to buy lbaco ice cream

CHAPTER - 5

5.1 FINDINGS OF THE STUDY

- It founded that the (74.2%) majority of the respondents are male.
- It founded that the (75.8%) majority of the respondent are 19-25 years of age.
- It founded that the (54.2%) majority of the respondents are UG.
- It founded that the (44.2%) majority of the respondents are student.
- It founded that the (26.7%) majority of the respondents are 20,000 above.
- It founded that the (58.3%) majority of the respondents are nuclear.
- It founded that the (50.8%) majority of the respondents are 3-4 members.
- It founded that the (38.3%) majority of the respondents are liked chocolate flavour.
- It founded that the (42.5%) majority of the respondents are cone.
- It founded that the (41.7%) majority of the respondents are purchasing once in a month.
- It founded that the (47.5%) majority of the respondents are suggested by friends.
- It founded that the (41.7%) majority of the respondents are will consume 250g.
- It founded that the Majority (31.7%) majority of the respondents are spent RS 51-100 on purchase.
- It founded that the (45%) majority of the respondents are like to purchase in ice cream parlour.
- It founded that the (73.3%) majority of the respondents are attracted by the buy 1 get 1 free promotion scheme.
- It founded that the (48.3%) majority of the respondent are like to have ice cream in summer season.
- It founded that the (42.5%) majority of respondent are know the Ibaco ice cream in television.
- It founded that the (45.8%) majority of the respondent are tasted ice cream above 4 times.
- It founded that the (45%) majority of the respondent says strongly agree to purchase based on price.

- It founded that the (42.2%) majority of the respondent says strongly agree to purchase based on brand.
- It founded that the (47%) majority of the respondent says strongly agree to purchase based on flavour.
- It founded that the (39%) majority of the respondent says strongly agree to purchase based on availability.
- It founded that the (55%) majority of the respondent says strongly agree to purchased based on taste.
- It founded that the (44.2%) majority of the respondent says satisfied with lbaco ice cream.
- It founded that the (43.3%) majority of the respondent says agree to buy lbaco ice cream.
- It founded that the p-value 0.346 is greater than 0.05, Ho (Null Hypothesis) is Accepted, hence H1 (Alternate Hypothesis) is Rejected. Therefore, there is no significant relationship between Frequency of purchase and Satisfaction level.
- It founded that the p-value 0.097 is greater than 0.05, Ho (Null Hypothesis) is Accepted, hence H1 (Alternate Hypothesis) is Rejected. Therefore, there is no significant difference between Age with reference to purchase preference based on Brand.
- It founded that the p-value 0.330 is greater than 0.05, Ho (Null Hypothesis) is Accepted, hence H1 (Alternate Hypothesis) is Rejected. Therefore, there is no significant difference between Age with reference to purchase preference based on Budget.
- It founded that the p-value 0.773 is greater than 0.05, Ho (Null Hypothesis) is Accepted, hence H1 (Alternate Hypothesis) is Rejected. Therefore, there is no significant difference between Gender with reference to purchase preference based on Quantity.
- It founded that the p-value 0.990 is greater than 0.05, Ho (Null Hypothesis) is Accepted, hence H1 (Alternate Hypothesis) is Rejected. Therefore, there is no significant difference between Age with reference to purchase preference based on Budget.

5.2 SUGGESTIONS

- As a result of this certain suggestions are put forward to improve the standard of the Ibaco ice cream and availability of all flavours in the markets.
- Try to add some more layers in it because people mostly choose Ibaco Ice Cream by adding some new innovations demand will get more increased.
- Try to improve the cone wrap because cone Ice Cream is preferred by most. So, improving it will attract the people more.
- Majority of the respondents felt that the prices of ice creams are high. Therefore, the company can concentrate more on its pricing strategy.
- Majority of the respondents have suggested the company to introduce new types of ice creams with health conscious.
- The advertisement as a factor secured least rank as compared with other factor. Therefore, the company can come out with creative method of advertisements to attract the consumers.
- Quality and flavours and variety of ice cream are highly influenced factors for the purchase of ice creams by the consumers. So, the company can still concentrate more on its quality and flavours and variety.

5.3 CONCLUSION

This project entitled “A Study on Consumer Satisfaction towards Ibaco Ice Cream” has helped in this study the various aspects of customer satisfaction and preference especially towards Ice Creams. The study also helped in understanding and analysing customer satisfaction to buy the product. The company must be more alert providing high quality, service and awareness to the customers. The researcher hope the company will find his findings relevant and sincerely hope it uses his suggestions enlisted. In short, the researcher would like to say that very act of the concerned management at Hatsun Agro Product Limited in giving him the job of critically examining customer satisfaction towards Ibaco Ice Cream of the company.

REFERENCES

1. <https://www.hap.in/ibaco/>
2. <https://www.slideshare.net/>
3. <https://www.academia.edu/>
4. <https://www.scribd.com/>

ANNEXURE (QUESTIONNAIRE)

A study on consumer satisfaction towards Ibaco ice cream

1. NAME:

2. GENDER

- a. Male
- b. female

3. AGE

- a. Below 18 year
- b. 19-25 year
- c. 26-35 year
- d. 36-45 year
- e. 45 years above

4. QUALIFICATION

- a. SSLC
- b. HSC
- c. UG
- d. PG
- e. others

5. OCCUPATION

- a. Salaried
- b. Self-employee
- c. Professional
- d. Student
- e. Others

6. INCOME LEVEL

- a. Below 10000
- b. 11000 to 15000
- c. 16000 to 20000
- d. 20000 Above
- e. No Income

7. FAMILY TYPE

- a. Joint
- b. Nuclear

8. TOTAL NUMBER OF FAMILY MEMBERS

- a. 0-2 members
- b. 3-4 members
- c. 5-6 members
- d. 7-10 members
- e. Above 10 members

9. WHICH FLAVOR OF IBACO ICE CREAM IS FAVORITE AMONG CUSTOMERS

- a. Blackcurrent
- b. Chocolate
- c. Strawberry
- d. Vanilla
- e. Others

10. WHICH PACK DO YOU USUALLY BUY

- a. Scoops
- b. Cups
- c. Stick
- d. Cone
- e. Others

11. HOW FREQUENCY DO YOU PURCHASE OF ICE CREAM

- a. Daily
- b. 3-4 times a week
- c. Once a week
- d. Once a month
- e. Fortnightly

12. WHO SUGGEST YOU TO BUY THIS IBACO ICE CREAM

- a. Friends
- b. Family
- c. Relatives

13. QUANTITY OF ICE CREAM CONSUMED

- a. Below 100 g
- b. 250 g
- c. 500 g
- d. 1000 g
- e. Above 1000 g

14. BUDGET SPENT ON PURCHASE OF ICE CREAM

- a. Below Rs 50
- b. Rs 51-100
- c. Rs 101-200
- d. Rs 201-300
- e. RS 300 above

15. WHICH PLACE DO YOU PURCHASE OF ICE CREAM

- a. Convenience stores
- b. Ice cream parlour
- c. Online shop
- d. Supermarket
- e. Restaurants

16. WHICH PROMOTION SCHEME ATTRACTS CONSUMERS

- a. Buy 1 get 1 free
- b. Discount voucher
- c. % Extra scheme

17. WHICH SEASON YOU LIKE TO CONSUME ICE CREAM

- a. Monsoon
- b. Summer
- c. Winter
- d. Spring
- e. All seasons

18. FROM WHERE DO YOU GET TO KNOW ABOUT IBACO ICE CREAM

- a. Television
- b. Internet
- c. Newspaper
- d. Magazines
- e. Others

19. HAVE YOU EVER TASTED ANY IBACO ICE CREAMS

- a. 1-2 time
- b. 3-4 times
- c. Above 4 time

20. FACTORS INFLUENCING DURING PURCHASE IBACO ICE CREAM

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price					
Brand					
Flavor					
Availability					
Taste					

21. ARE YOU SATISFIED WITH IBACO ICE CREAM

- a. Highly Satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Highly Dissatisfied

22. WILL YOU REFER OTHER TO BUY IBACO ICE CREAM

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly disagree