

A STUDY ON CONSUMER SATISFACTION TOWARDS KWALITY WALL'S (ICE-CREAM)

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

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SCHOOL OF BUSINESS ADMINISTRATION

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 - 2021



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School Of Business Administration

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Mr. S. Dhanush kumar (39410046) who has done the Project work entitled, "**A Study On Consumer Satisfaction Towards Kwaliti Wall's (Ice-Cream)**" under my supervision from December 2020 to February 2021.

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DECLARATION

I, **S.Dhanush Kumar (39410046)** hereby declare that the Project Report entitled, “**A Study On Consumer Satisfaction Towards Kwaliti Wall's (Ice-Cream)**” done by me under the guidance of Dr. Nithya Shankar, is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

SIGNATURE OF THE CANDIDATE

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	i
	LIST OF TABLES	ii-iii
	LIST OF CHARTS	iv
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Industry Profile	2-3
	1.3 Need for the Study	4
	1.4 Scope and Significance of Study	4
	1.5 Objectives of the Study	5
	1.6 Limitations of the Study	5
2	REVIEW OF LITERATURE	6-13
3	RESEARCH METHODOLOGY	
	3.1 Research Design	14
	3.2 Sampling Technique	14
	3.3 Sources of Data	14
	3.4 Structure of Questionnaire	14
	3.5 Sample Size	14
	3.6 Period of Study	14
	3.7 Hypothesis/ Analytical Tools	15
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage analyses	16-40
	4.2 Correlation	41
	4.3 ANOVA	42-43
	4.4 T-Test	44-45
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	46-47
	5.2 Suggestions	48
	5.3 Conclusion	49
	REFERENCES	50
	APPENDIX – I (Questionnaire)	
	APPENDIX – II (Article)	

ABSTRACT

Kwality wall's (Ice-Cream) the original Indian company was found in 1956. Hindustan Unilever Limited (HUL) is a consumer goods company based In Mumbai, Maharashtra. 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. A study is conducted on kwality wall's ice cream towards consumer satisfaction. in this study the preference and taste of consumer are analyzed through questionnaire. The research is descriptive in nature. Convenient sampling technique has been used. Data has been collected from 120 respondents. Statistical analysis tools such as One-way ANOVA, Independent Sample T test, Correlation have been used to interpret data. The result found that most of the consumers are satisfied with taste and preference of the kwality wall's ice cream.

Key Words: Kwality Wall's (Ice-Cream), consumer, taste and preference, Food

LIST OF TABLES

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Showing Gender wise classification of respondents	16
4.1.2	Showing Age wise classification of respondents	17
4.1.3	Showing Qualification of The Respondents	18
4.1.4	Showing Occupation of The Respondents	19
4.1.5	Showing the respondents of income level	20
4.1.6	Showing the respondent of family type	21
4.1.7	Showing the response of the total number of family members	22
4.1.8	Showing which flavour of kwality wall's ice cream is favourite among customers	23
4.1.9	Showing which pack do you usually buy	24
4.1.10	Showing how frequency do you purchase of ice-cream	25
4.1.11	Showing who suggest you to buy this kwality walls ice-cream	26
4.1.12	Showing the quantity of ice-cream consumed	27
4.1.13	Showing the respondent of budget spent on purchase of ice-cream	28
4.1.14	Showing the respondent of which place do you purchase of ice-cream	29
4.1.15	Showing the respondent of which promotion scheme attracts consumers	30
4.1.16	Showing the respondent of which season you like to consume ice-cream	31
4.1.17	Showing the respondent of how do you get to know about kwality walls ice-cream	32
4.1.18	Showing the respondent of have you ever tasted any kwality wall's ice creams	33
4.1.19	Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Price)	34

4.1.19.2	Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Brand)	35
4.1.19.3	Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Flavour)	36
4.1.19.4	Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (availability)	37
4.1.19.5	Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Taste)	38
4.1.20	Showing the respondent are you satisfied with kwality wall's ice cream	39
4.1.21	Showing the respondent will you refer other to buy kwality wall's ice cream	40
4.2.1	Showing Correlation of Frequency of purchase and Satisfaction level.	41
4.3.1	Showing ANOVA of Age with reference to purchase preference based on Brand.	42
4.3.2	Showing ANOVA of Age with reference to purchase preference based on Budget	43
4.4.1	Showing Group Statistics Gender and Quantity, Budget	44
4.4.2	Showing Independent Samples Test Gender and Quantity, Budget	45

LIST OF CHARTS

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Showing Gender wise classification of respondents	16
4.1.2	Showing Age wise classification of respondents	17
4.1.3	Showing Qualification of The Respondents	18
4.1.4	Showing Occupation of The Respondents	19
4.1.5	Showing the respondents of income level	20
4.1.6	Showing the respondent of family type	21
4.1.7	Showing the response of the total number of family members	22
4.1.8	Showing which flavour of kwallity wall's ice cream is favourite among customers	23
4.1.9	Showing which pack do you usually buy	24
4.1.10	Showing how frequency do you purchase of ice-cream	25
4.1.11	Showing who suggest you to buy this kwallity walls ice-cream	26
4.1.12	Showing the quantity of ice-cream consumed	27
4.1.13	Showing the respondent of budget spent on purchase of ice-cream	28
4.1.14	Showing the respondent of which place do you purchase of ice-cream	29
4.1.15	Showing the respondent of which promotion scheme attracts consumers	30
4.1.16	Showing the respondent of which season you like to consume ice-cream	31
4.1.17	Showing the respondent of how do you get to know about kwallity walls ice-cream	32
4.1.18	Showing the respondent of have you ever tasted any kwallity wall's ice creams	33
4.1.19	Showing the respondent of factors influencing during purchase kwallity wall's ice-cream of (Price)	34
4.1.19.2	Showing the respondent of factors influencing during purchase kwallity wall's ice-cream of (Brand)	35
4.1.19.3	Showing the respondent of factors influencing during purchase kwallity wall's ice-cream of (Flavour)	36
4.1.19.4	Showing the respondent of factors influencing during purchase kwallity wall's ice-cream of (availability)	37
4.1.19.5	Showing the respondent of factors influencing during purchase kwallity wall's ice-cream of (Taste)	38

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.

Indian summers are synonymous with ice cream. Push carts selling the choicest of ice cream in numerous flavours from the traditional vanilla and chocolate to unusual varieties. Indian Ice Cream market can be segmented in three different ways, namely on the basis of flavours, stock keeping units / packaging and consumer segments. The ice cream market today has a number of flavours like vanilla, strawberry, chocolate, mango, butterscotch and a number of fruit flavours, dry fruit flavours, traditional flavours like Kesar-Pista, Kaju-Draksh etc. The market is totally dominated by Vanilla, Strawberry and chocolate, which together account for more than 70% of the market followed by butterscotch and other fruit flavours.

Today, more children like to taste the ice creams. Not only the children, all the categories of people like to taste the ice creams. Thus, everyone is fond of tasting ice creams of various flavours. Ice creams are often called —The Great American Dessert. It was developed in the United States and also popular in all the countries. In this context, the present study has been undertaken to examine consumers preference towards ice cream.

Kwality Walls is the company of Hindustan Unilever, the arm of Unilever in India. It is an amalgamated brand name created out of two previously separate independent companies that Unilever took over: Kwality of India and Wall's of Great Britain.

1.2 INDUSTRY PROFILE

1.2.1 History of Kwaliti Wall's:

Kwaliti, the original Indian company, was founded in 1956, and was the first in the region to import machinery for the mass production and sale of ice cream on a commercial scale. In 1995, in view of the growth potential of the frozen confections market, Kwaliti entered into an agreement with Lever, and has since been known by its current umbrella name. At the same time, other brands acquired by Hindustan Unilever, such as Gaylord-Milk food, were phased out in favour of promoting the Kwaliti Wall's brand. This arrangement allows for local production and sale of Wall's products that are popular in its home market, such as the Cornetto cone, and to create local variations on others, such as the Feast Jaleesa Blast. Kwaliti Wall's was ranked 464th among India's most trusted brands according to the Brand Trust Report 2012, a study conducted by Trust Research Advisory.

In the Brand Trust Report 2013, Kwaliti Wall's was ranked 632nd among India's most trusted brands and subsequently, according to the Brand Trust Report 2014, Kwaliti Wall's was ranked 382nd among India's most trusted brands. In August 2013, Kwaliti Wall's extended to Bangladesh, Bhutan, Brunei and Nepal.

1.2.2 Hindustan Unilever Limited (HUL):

Hindustan Unilever Limited(HUL) is a consumer goods company based In Mumbai, Maharashtra.

HUL was established in 1933 as Lever Brothers and, in 1956, became known as Hindustan Lever Limited, as a result of a merger among Lever Brothers, Hindustan Vanaspati Mfg. Co. Ltd. and United Traders Ltd. It employs over 16,000 workers, while it also indirectly helping to facilitate the employment of over 65,000 people. The company was renamed in June 2007 as "Hindustan Unilever Limited".

1.2.3 Brands and Products:

HUL is the market leader in Indian consumer products with presence in over 20 consumer categories such as soaps, tea, detergents and shampoos amongst others with over 700 million Indian consumers using its products. Sixteen of HUL's brands featured in the ACNielsen Brand Equity list of 100 Most Trusted Brands Annual Survey (2014), carried out by Brand Equity, a supplement of The Economic Times.

1.2.4 Food:

- Annapurna salt and Atta (formerly known as Kissan Annapurna)
- Bru coffee
- Brooke Bond (3 Roses, Taj Mahal, Taaza, Red Label) tea
- Kissan squashes, ketchups, juices and jams
- Lipton tea
- Knorr soups & meal makers and soupy noodles
- Kwality Wall's frozen dessert.

1.2.5 FLAVOURS OF KWALITY WALLS ICE CREAM:

- Cornetto flavours
- Kwality walls feast flavours
- Kwality future flavours
- Paddle pop flavours
- Kulfi (ice cream)
- Kwality walls cassata
- Carte D'OR (ice creams family packs)
- Swirls flavours
- Kwality chill grill flavours

1.3 NEED FOR THE STUDY

I choose the product Kwaliti Wall's, because it is one of the famous Ice-Cream brands in India, which is owned by Hindustan Unilever Limited. Kwaliti Wall's 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. It is also easily available in Shops, Supermarkets, Malls, and also easily available in localities, kids prefer more towards Kwaliti Wall's because of the different varieties of flavours, taste in it.

1.4 SCOPE OF THE STUDY

In this research an attempt is made to carry out the study on consumer satisfaction towards kwaliti wall's ice-cream, to study mainly has elicited views from consumers about price, quality, package, availability and sales enable to ascertain the respondents level regarding the product, the study has been conducted questionnaire among consumers through google form.

1.5 OBJECTIVES OF THE STUDY

1.5.1 Primary Objective

- To study on consumer satisfaction towards Kwaliti walls ice cream.

1.5.2 Secondary Objective

- To identify the factors influencing the consumers to purchases the Kwaliti Wall's Ice-cream.
- To propose suggestion to improve consumer satisfaction towards Kwaliti walls ice cream.

1.6 LIMITATIONS OF THE STUDY

- The research is based on the responses given by the respondents form there 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.

CHAPTER - 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

Joel R. Evans and Barry Berman (1984) focused on study of product positioning of ice cream in New York. Product positioning tell about the number of brands of ice cream are rated by customer on the basis of price. They take the consumers product track three times a year.

P.R.S. Moorthy (1992), Discussed about the study to improve the stock supply of the ice cream industry in india. To improve the market potential of the company by view of the competitors.

Rees (1992), Discussed on study factors influencing consumer choice of food. Rees (1992), study Flavour, texture, advertising, ect are influencing the buying behaviour. The household role of cooking in microwave ovens production changes the eating habits.

Robert Marshall (2003), Focused on features of ice-cream industry which has been well developed market. The study also analyses the production and consumption pattern of ice-cream in the country.

C.G.Blayney (2009), Discussed with demand on ice-cream at home in united states.To determine the retail price and the consumer income towards ice-cream consumption.

Rees (1992) in his study “Factors influencing consumer choice” revealed that food were flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in ‘snacking’.etc. Demographic and household role changes and the introduction of microwave ovens had produced changes in eating habits. Vigorous sale of chilled and other prepared foods was related to the large numbers of working wives and single people, who require value convenience. Development in retailing with concentration of 80.00 per cent of food sales in supermarkets was also considered to be important. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and want safe, ‘natural’, high quality food at an appropriate price.

Ms. R. Anitha (1996) find the brand positioning of ice creams in Chennai. For the purpose of study, seven brands of ice creams were taken. The study revealed the positioning of the various brands in terms of two factors, that is, varieties and taste of the product. It appears from the preceding discussion that the theme of "Brand positioning" has been slowly attracting the researchers to ponder over the various aspects of brand positioning. However, no comprehensive study has been made to investigate the brand positioning in white goods and propose suitable strategies with the view to strengthen their positions. In this context, the present study titled assume special significance. This study focuses on obtaining accurate knowledge of consumer expectations in white goods and the extent of favourable image created by these brands in the minds of the consumers and also proposes strategies to be adopted by brand managers. The study also covers the analysis of dealers regarding brand positioning

Chand Subhash, Dixit, P. K., and Singh, R. V. (1999) bought out a case study in 1999 on Marketing Management of Ice-cream in Bangalore. The case study focuses on the marketing and advertising strategies for sales promotion of ice-cream. The pricing strategies and a distinct packaging and flavours which dairy industries can adopt during the marketing of Ice-cream.

Vinay Kamath, (2002) traced out the reasons for profitability of HLL and now known as Hindustan Lever Ltd. The strategy of promoting Kwality Walls as an umbrella brand for its ice creams, rather than a product-driven promotion, has worked to a nicety to the company.

(Pszczola 2002) From a marketing standpoint, ice creams can be classified by several terms, including super- premium, premium, regular and economy ice cream (Pszczola 2002). For example, Haagen-Dazs is one of several famous brands of super-premium ice creams, meaning the ice cream tends to possess very low overrun (25-50%) and high fat content (at least 12% milk fat and more) and to contain the best-quality ingredients. The marketing term of "premium ice cream" is described as low overrun (60-90%) and higher fat content (12-15%) compared with typical ice cream (Pszczola 2002).

Robert Marshall, T. Douglas Goff, Richard W. Hartel (2003) worked on Ice-cream industry in 2003 US market which has been well developed after the initial introduction of the product by Europe. The study has traced the history, composition and properties, features of icecream industry which has been well developed market. The study also analyses the production and consumption pattern of ice-cream in the country.

Sindhu J. Bhattacharya, (2004) explored the reasons for MNCs to penetrate into the ice cream market in India. The study has come up with ways and means of achieving the success despite the hurdles.

C. Clarke (2004) Ice cream as we recognize it today has been in existence for at least 300 years, though its origins probably date much further back. (C. Clarke 2004). Ice cream is one of global market, because almost every county in the world eaten and made ice cream. In the worldwide production of ice cream is around 14.4 billion liters in 2001. (C. Clarke 2004) people in the word like to sales ice cream because of the weather and advertising. For example in France, 65% of sales are made between June and September, the weather one of the reason a substantial impact on sales, especially at the certain time. Such as on the weekends. (C. Clarke 2004) ice cream famous in may flavor, brand, and also packages. In book Ice cream by Robert T. Marshall et all state that Compositional standards differ around the world, as does the understanding of what constitutes ice cream.

Shannon Jackson Arnold (2004) Ice cream we call glacié à la crème in French. Base on the book written by Shannon Jackson Arnold, that in France, sundaes are called coupes after the wide-mouthed. (Shannon Jackson Arnold 2004) write one book and the title of the book is Everybody Loves ice cream. Shannon fond that got so matter that influence people want to eat Ice cream.

Skrzycki (2005) The traditional ice cream standards are facing a lot of challenges due to modern food processes and nutritional demands for new products that do not fall into the old categories. One example is that ice cream manufacturers petitioned to remove the limitation on the use of whey in ice cream recipes because the addition of whey could prevent the formation of ice

crystals and maintain the creamy character or taste of ice cream as well as aid in freezing and whipping the ingredients together (Skrzycki 2005).

Federal Register Online (2005) From a flavouring point of view, strawberry ice cream, strawberry flavoured ice cream and artificially flavoured ice cream also have different definitions. Strawberry ice cream means the product does not contain artificial strawberry flavours. Strawberry flavoured ice cream means the product contains both natural and artificial flavours, but the natural flavour predominates in quality. As for artificially flavoured strawberry ice cream, those are products flavoured exclusively with artificial flavours or with a combination of natural and artificial flavours in which the artificial flavour components predominate (Federal Register Online 2005).

Vincent (2006) in his article “A study on brand consciousness among children and its effect on family buying behaviour in Bangalore city”. elicited that quality was an important factor that draws consumer towards branded products. Branded products were accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing brand. A child’s insistence affects family’s buying behaviour. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

Maia et al. (2008) reported a study about consumer preference for ice cream formulations (vanilla, strawberry and chocolate) sweetened with sucrose and xylitol. The ice creams sweetened with sucrose were preferred when compared to those sweetened with xylitol. Furthermore, the chocolate sample showed the lowest sensory difference, followed by strawberry and vanilla ice creams.

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 vesta icecream 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.

Md. Abbas Ali¹, Venkat Ram Raj Thumiki² and Naseer Khan¹ (2012) states that Companies marketing FMCG to rural consumers cannot merely extend their general marketing strategies to rural markets. Instead, they need to devise rural specific strategies. In this process, they need to understand crucial issues relating to rural consumer behaviour and more specifically relating to different geographic regions of the country. This paper focuses on understanding factors that affect the rural purchase of FMCG in South India.

Cadena and Bolini (2012) To decrease this effect, Just-About-Right (JAR) can be used (Morais et al., 2014). Besides, JAR scales and attribute liking questions are usually used to study consumer perception of the sensory characteristics of food products (Ares et al., 2008). A Penalty analysis is used to relate JAR scales to liking data, mainly in order to know which side of the JAR scale was linked to lower hedonic ratings (Laguna et al., 2013).

Kavitha T. C. (2012) revealed in her study, The new phase of rural consumption appears to provide a great opportunity for the FMCG sectors. Marketers will need to evolve new strategies to connect and communicate with a more aware and unreserved consumer than ever before, the study found.

Dr.Mohammad Naquibur Rahman (2012), found that consumers considered advertisement as a reliable source of knowledge as compared to others, (friend, neighbours, reference group) opinions. Advertisement play a very important role to affect any high or low income group, but expensive products and the repetition of advertisement did not affect the consumer buying behaviour.

Cadena et al. (2012),Sun-Waterhouse et al (2013) Ice cream is a dairy product consumed worldwide, well accepted among all age consumers (Cadena et al., 2012; Sun-Waterhouse et al., 2013). Nowadays, different efforts between the food industry and the academic field have improved studies using ice cream replacements or sucrose substitution.

Mohammad Ali Daud (2013) explore in his study even if rural consumers do have the aggregate monthly income to purchase branded products, they tend not to have enough money at one point of time to actually make the purchase of an item. This is why in areas where branded products are available, they are often sold in loose quantities since they fall into the purchasable range Anupam

Jain and Meenakshi Sharma (2012) revealed that brand awareness in rural areas particularly in respect of beauty care possible due to continuous and steady improvement in consumer and health care products is showing an increasing tendency.

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Cardoso and Bolini (2008), Palazzo and Bolini (2014) Usually, the high intensity sweeteners are being used such as neotame, sucralose, thaumatin, and sativoside (Cardoso and Bolini, 2008; Palazzo and Bolini, 2014) and blend neosucralose ((acesulfame-K/sucralose/neotame (Cadena et al., 2013). Neotame is an artificial sweetener, which was developed recently, while sativoside is natural, better known and used with high expression.

Ozdemir et al., (2015) A study used grape juice concentrate and sugarcane molasses as partial sucrose replacements in chocolate ice cream (Soukoulis and Tzia, 2010), showed that both ingredients improved creamy texture, however, they must be used as partial sucrose replacement.

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

Ozdemir et al. (2015) studied four different ice cream samples, produced using sucrose and stevia as sweetener. As result, they concluded that stevia could be used for the production of ice cream for diabetic patients and that samples increased the quality of the product. Some studies with sucrose replacement in ice cream were conducted, but with different high sweeteners and bulking agents.

Palka (2015) The ice cream market can be divided into two main categories depending on the type of ice cream: the impulsive ice cream market and the family ice cream market. On the market the impulsive ice creams (especially in summer) are dominating, although in many Polish homes there are eaten as a dessert family ice cream prepared as low calorie dessert, decorated with fruit, nuts, glazes, sprinkles, nuts. Sometimes whipped cream is also added. The largest group of ice cream consumers are customers who consume them several times a year or once a month, more than 40% of consumers declare family ice cream 1–3 times a month (Palka, 2015).

Ozdemir et al. (2015) studied four different ice cream samples, produced using sucrose and stevia as sweetener. As result, they concluded that stevia could be used for the production of ice cream for diabetic patients and that samples increased the quality of the product.

Palka (2015) Family ice creams in plastic containers of up to 1 litre capacity are increasingly popular among consumers, especially premium ice cream, the highest quality ice cream. Smaller, with a capacity of 500 and 750 ml, are not so popular because of the relatively high price per 100 cc. Family ice cream is most often purchased by consumers in large stores and hypermarkets, their supply is higher there, and there is the wider range of them.

Fonseca et al. (2016) According to Fonseca et al. a sensory profile of six commercial chocolate ice creams was evaluated, using the “comment analysis” and “pivot profile” methods. The attributes more appreciated were creaminess, brown color, and chocolate aroma, followed by sweet taste, chocolate flavour, dark chocolate flavour, and melting point. Sucrose replacement using sweeteners in foods needs complex sensory studies to evaluate the correctly amount of each ingredient to be used.

Palka, (2017) The decision to purchase an ice cream is influenced by several factors, most important of which is the desire of consumption of tasty and delicacy. Consumers prefer the traditional forms and flavours of ice cream but are open to new ideas and innovations.

Ben and Jerry's Premium Ice-Cream Products Ben and Jerry's Ice Cream is a brand name company known worldwide. With superior marketing techniques

Ben and Jerry's has positioned themselves to be the leader in manufacturing premium ice cream products. They have successfully targeted their market, and there by achieved a strong customer base. The mission statement of their product line is "to make, distribute, and sell the finest quality all-natural ice cream while incorporating wholesome, natural ingredients and promoting business practices that respect the earth and the environment". This company is known to be a monopolistically competitive, because there are still many firms and consume.

Wallace Stevens's "The Emperor of Ice-Cream" "The only emperor is the emperor of ice-cream," Wallace Steven's writes in his poem "The Emperor of Ice-Cream. This line proclaiming the ice-cream maker as important as an emperor is used metaphorically to describe the selfishness of human nature. One the surface, the poem is about the wake of a poor, old woman. However, if the metaphors and symbols of the poem are examined, the poem's deeper message becomes apparent.

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 SAMPLING TECHNIQUE

The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on consumer satisfaction towards Kwaliti walls (ice cream).

3.3 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.

3.7 STRUCTURE OF QUESTIONNAIRE

Multiple choice questions

3.3 SAMPLE SIZE

Sample Size of 120 on consumer satisfaction towards Kwaliti walls (ice cream).

3.6 PERIOD OF STUDY

The period of study is carried out from January 2021 to March 2021 which is three months of study.

3.12 ANALYTICAL TOOLS

- Correlation.
- ANOVA.
- Independent T.test.

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%.

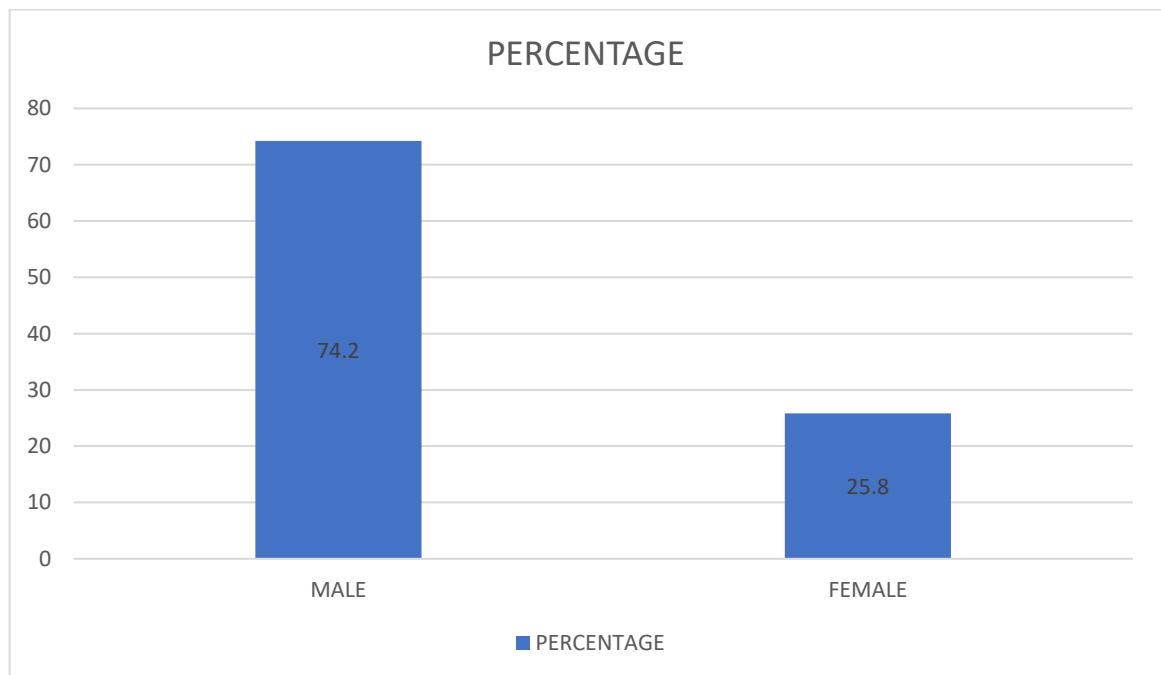


Chart 4.1.1: Showing Gender wise classification of respondents

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.

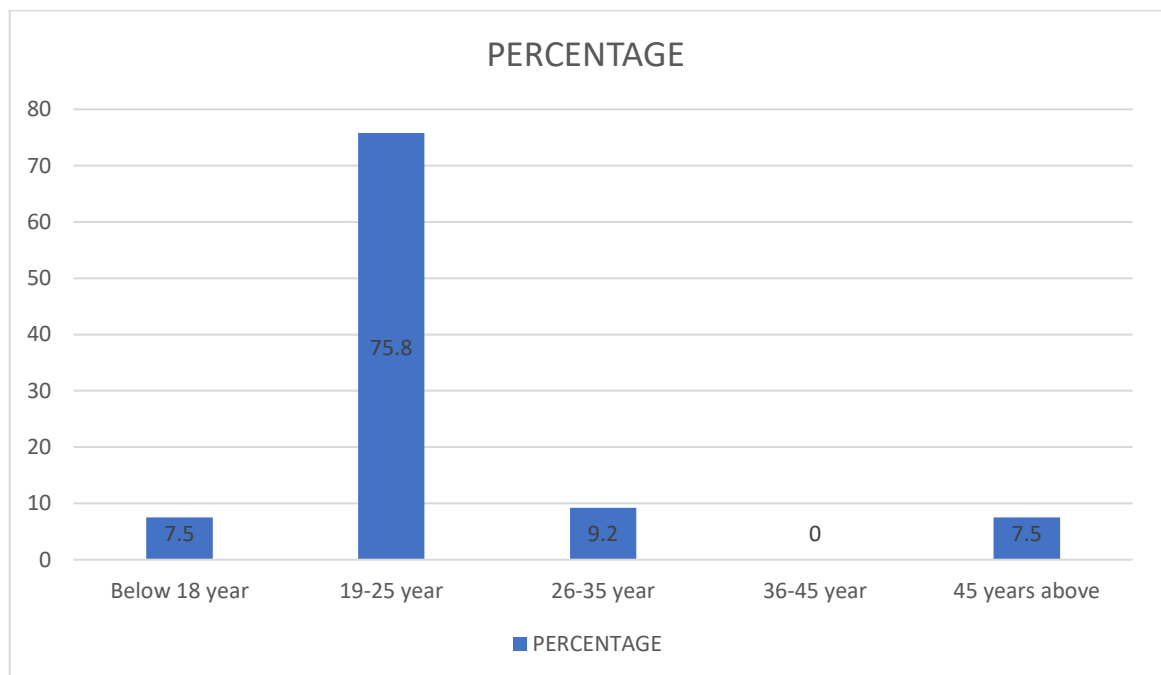


Chart 4.1.2: Showing Age wise classification of respondents

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.

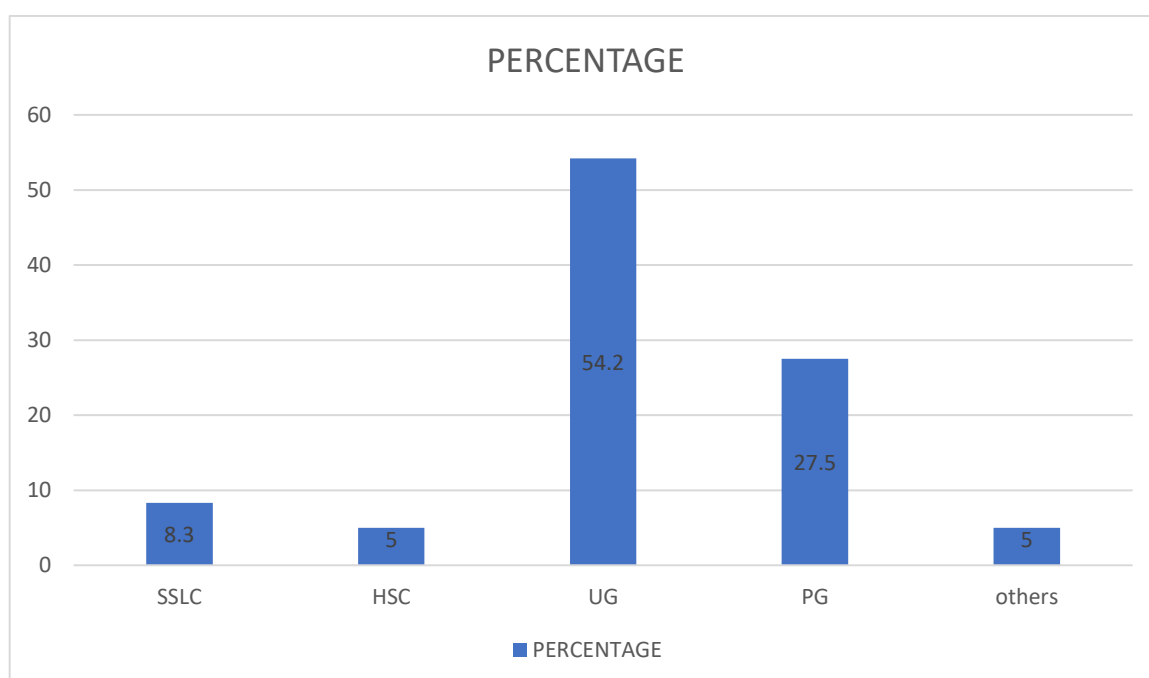


Chart 4.1.3: Showing Qualification Of The Respondents

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.

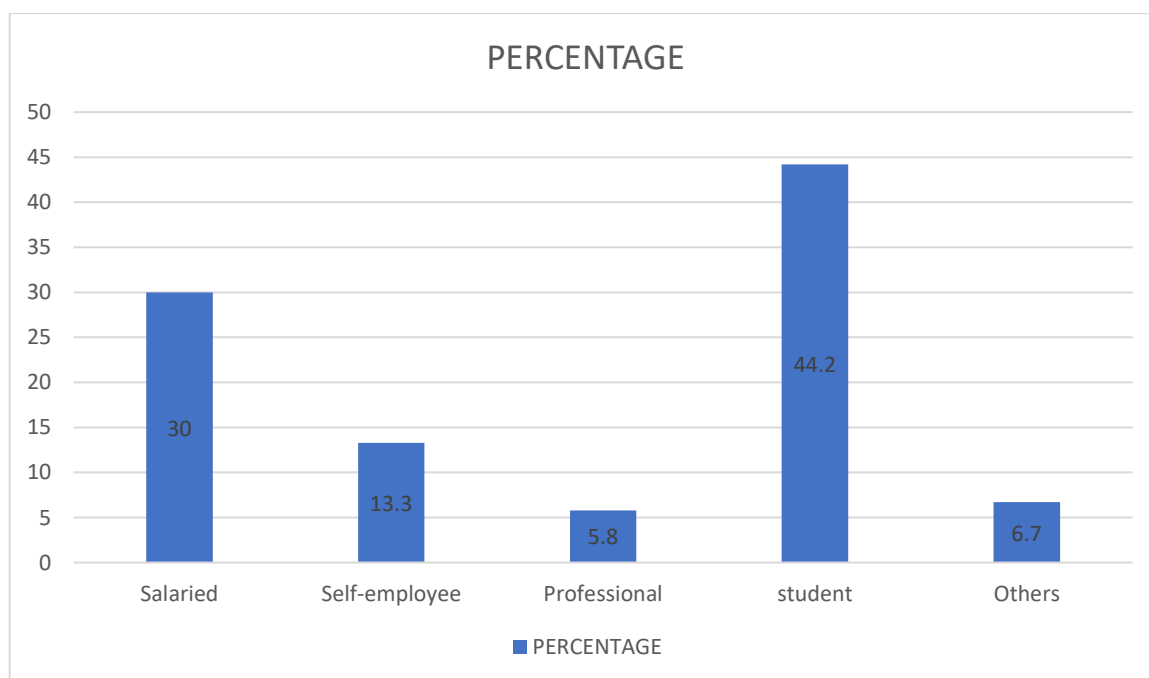


Chart 4.1.4: Showing occupation of the respondents

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.

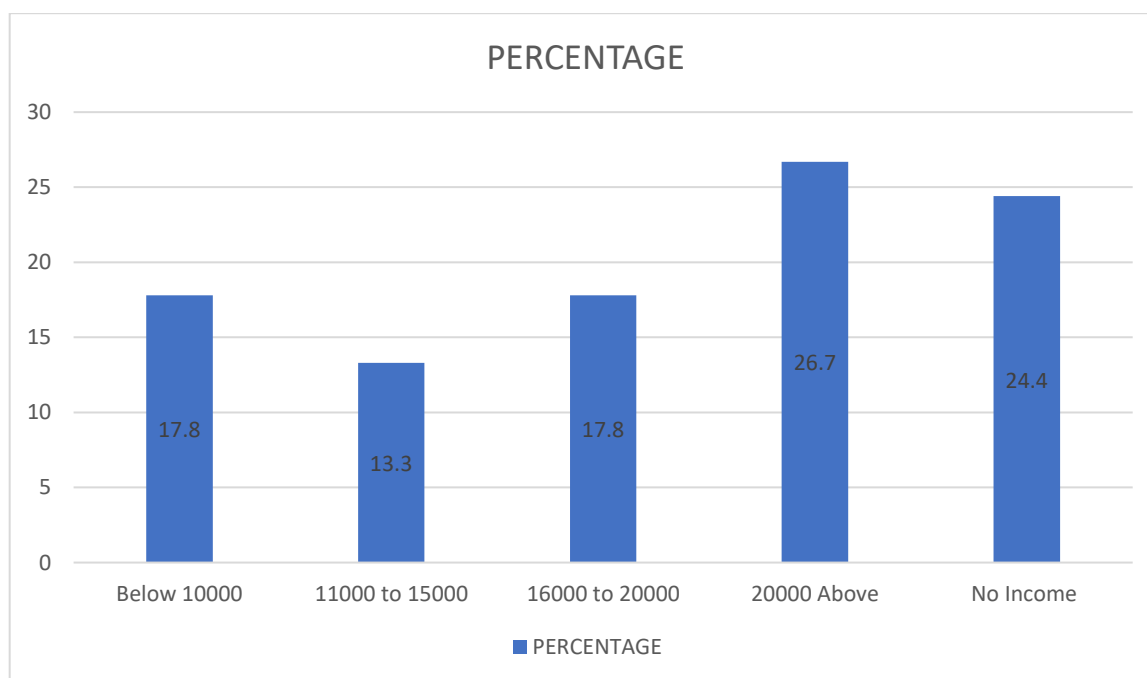


Chart 4.1.5: Showing the respondents of income level

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.

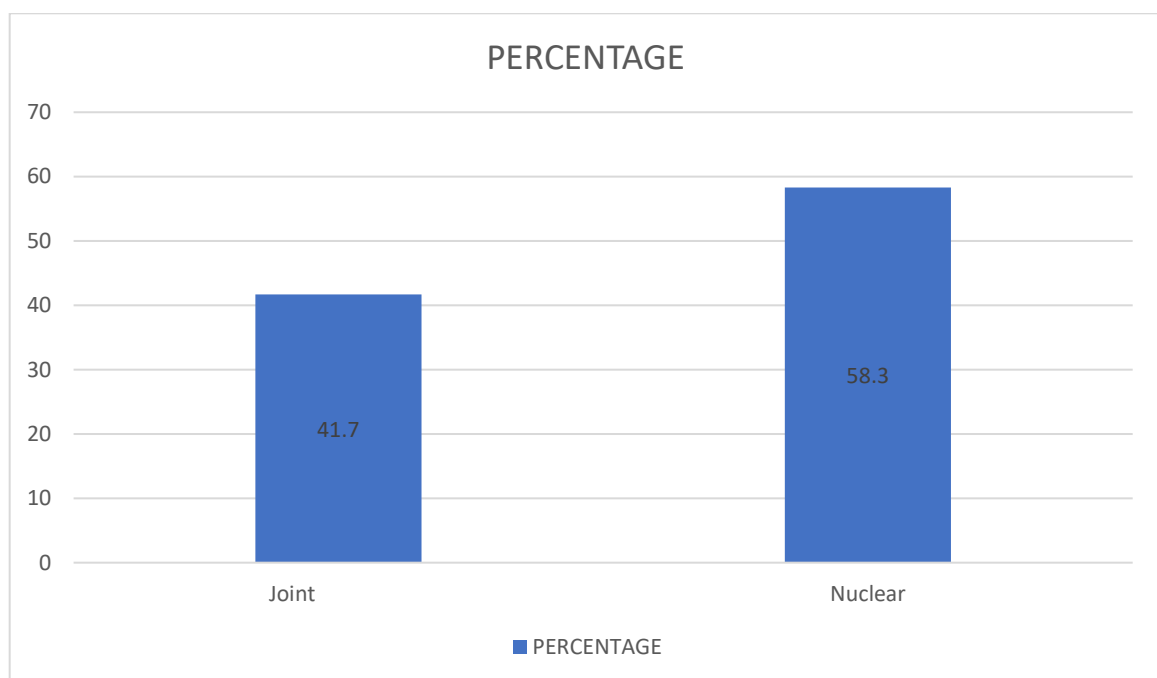


Chart 4.1.6: Showing the respondent of family type

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 kwallity wall's 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.

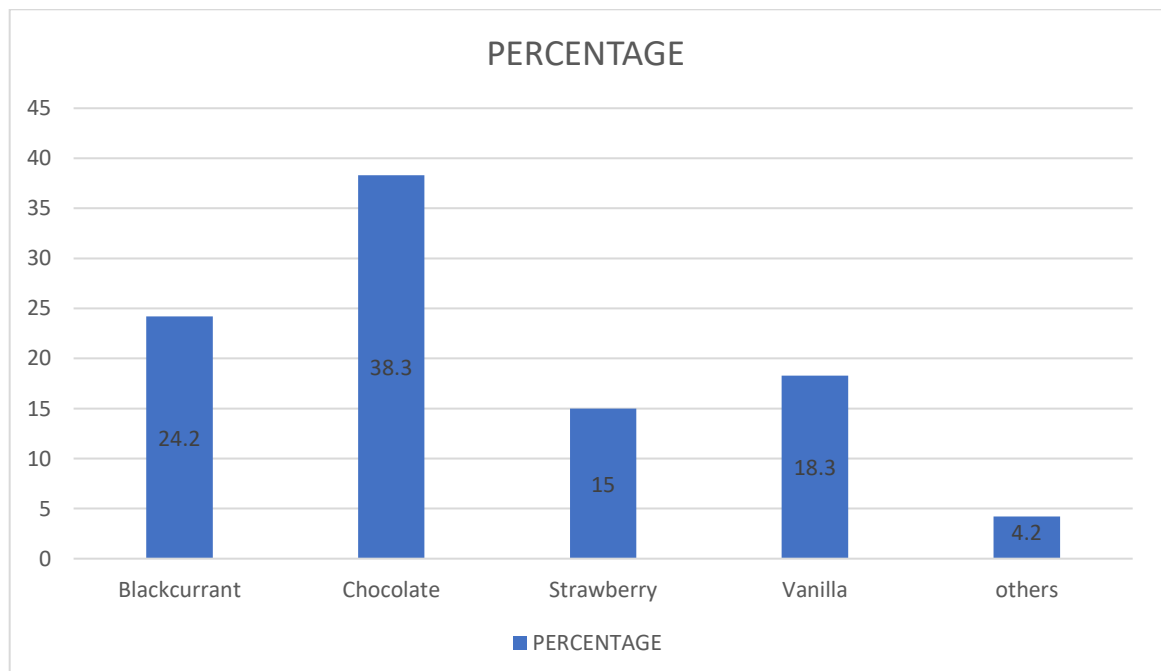


Chart 4.1.8: Showing the which flavour of kwallity wall's ice cream is favourite among customers

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.

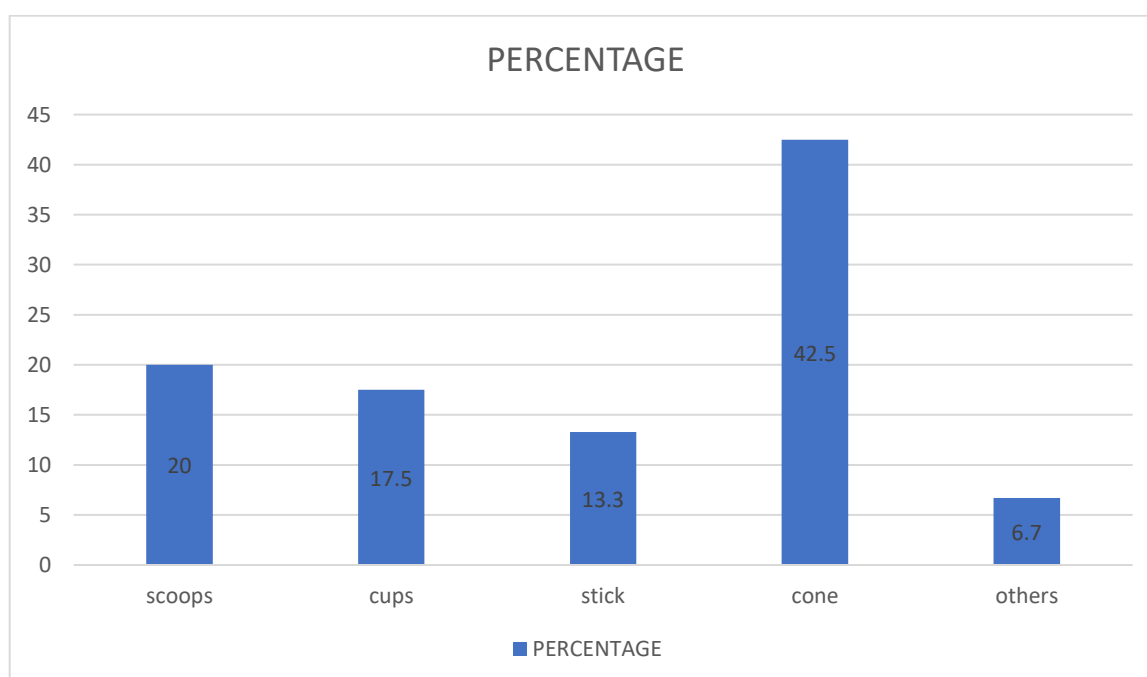


Chart 4.1.9: Showing which pack do you usually buy

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.

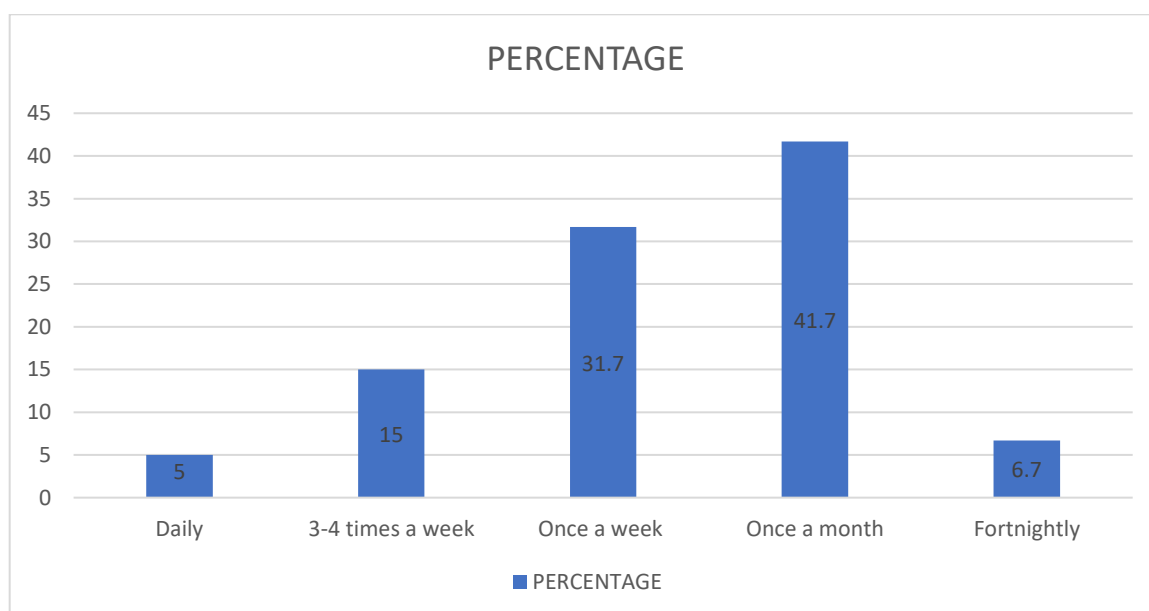


Chart 4.1.10: Showing how frequency do you purchase of ice-cream

Table 4.1.11: Showing who suggest you to buy this kwality walls 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.

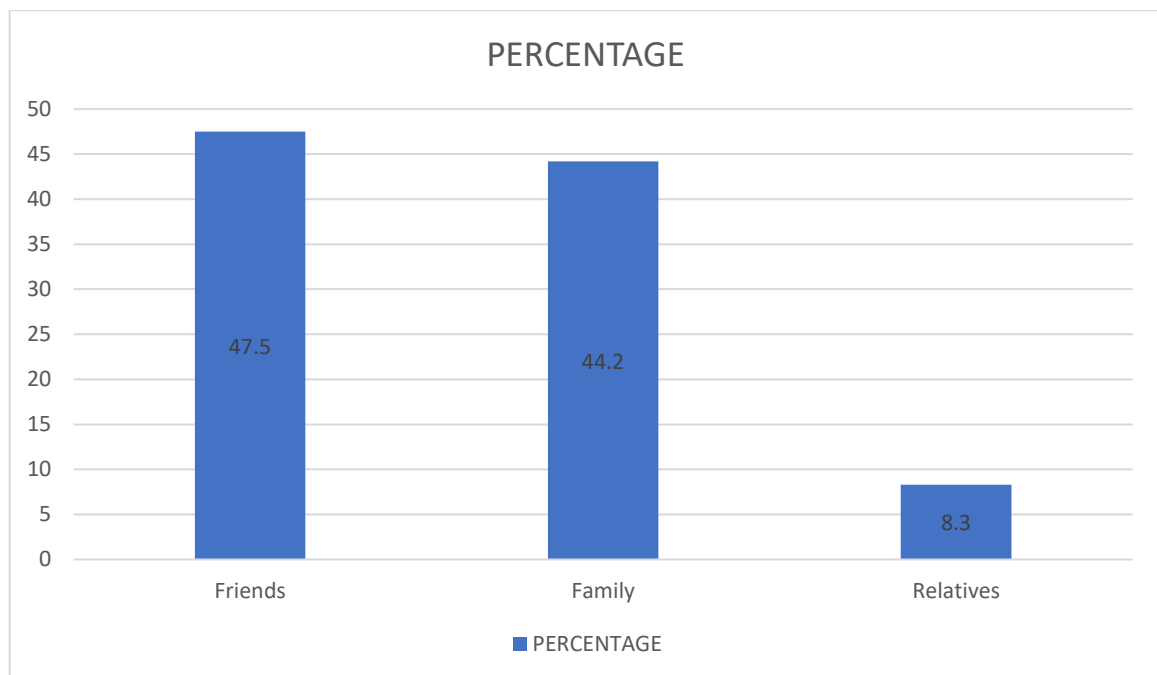


Chart 4.1.11: Showing who suggest you to buy this kwality walls ice-cream

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.

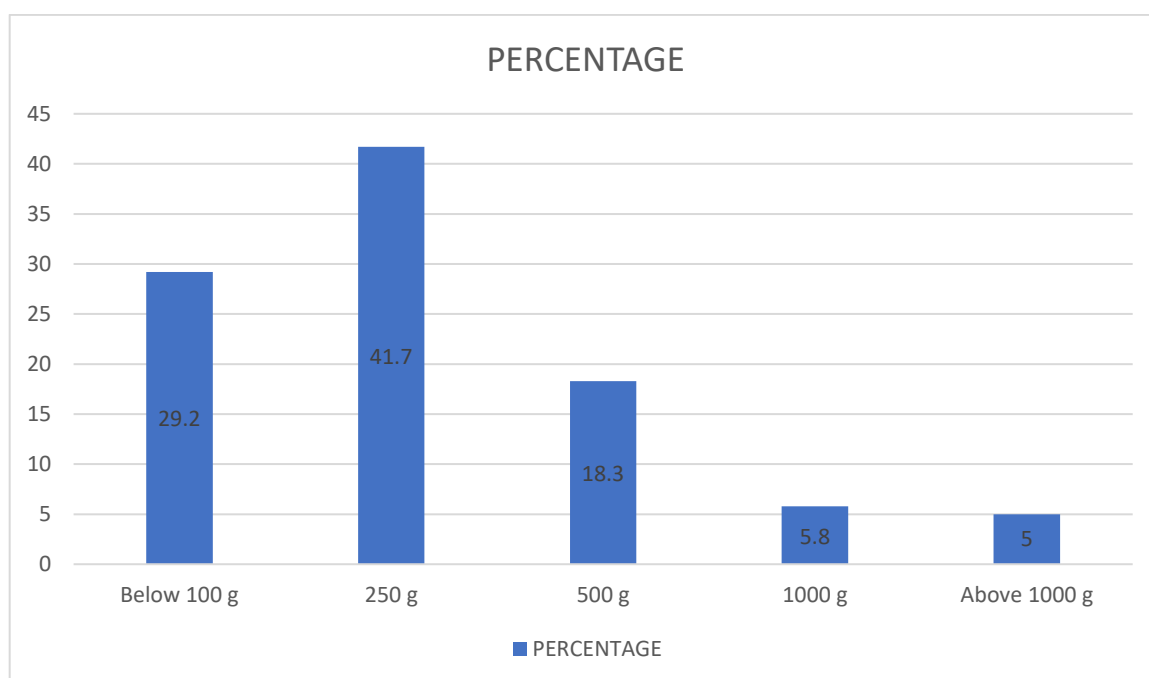


Chart 4.1.12: Showing the quantity of ice-cream consumed

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.

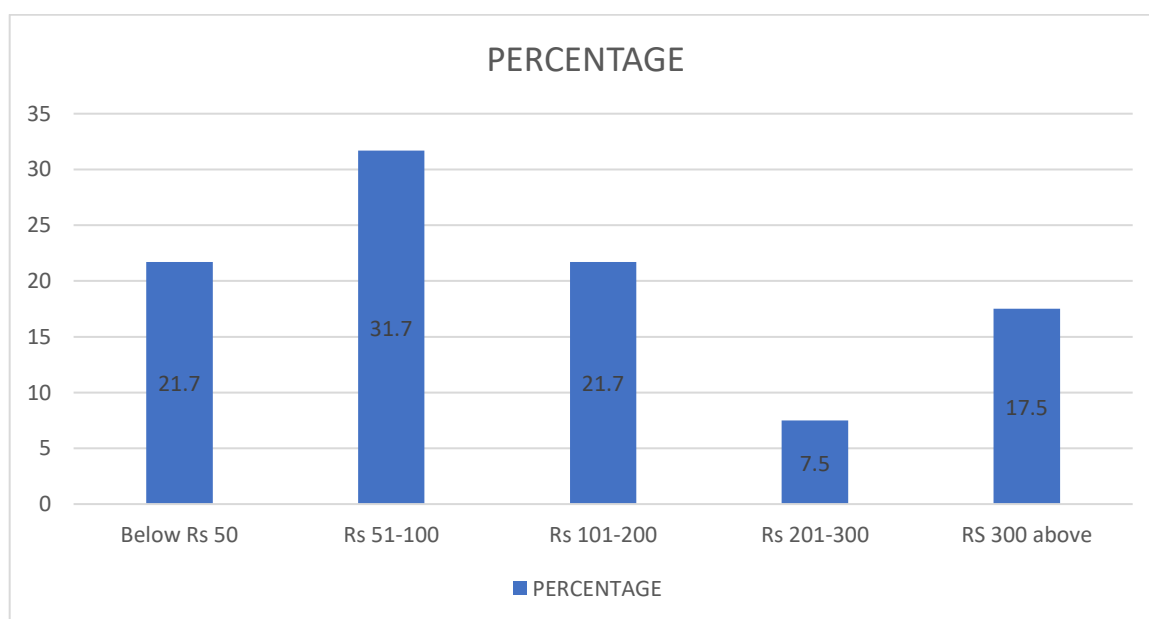


Chart 4.1.13: Showing the respondent of budget spent on purchase of ice-cream

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.

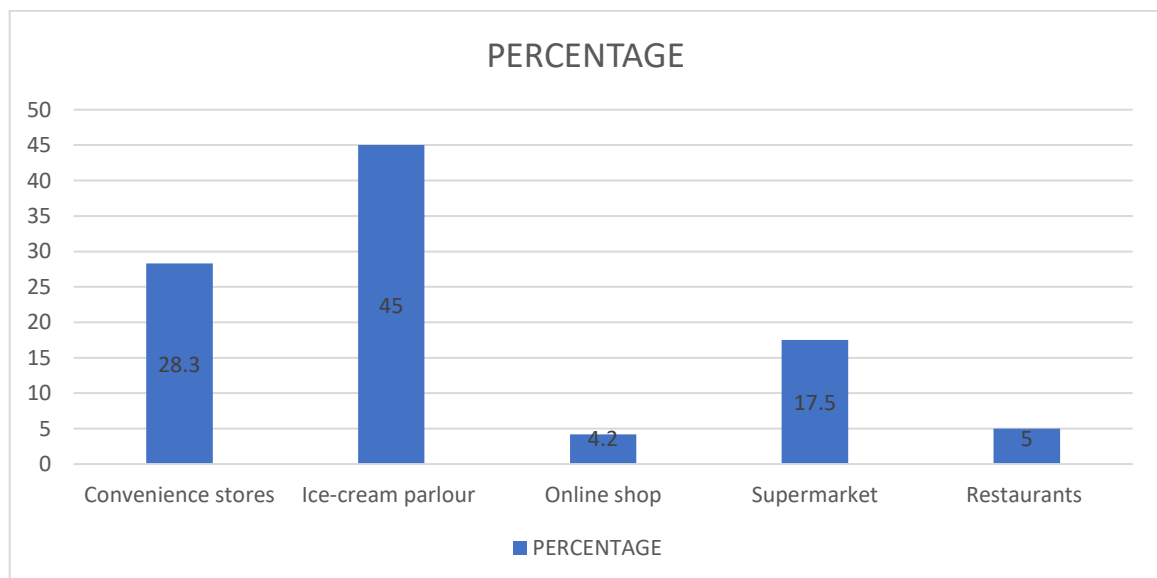


Chart 4.1.14: Showing the respondent of which place do you purchase of ice-cream

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

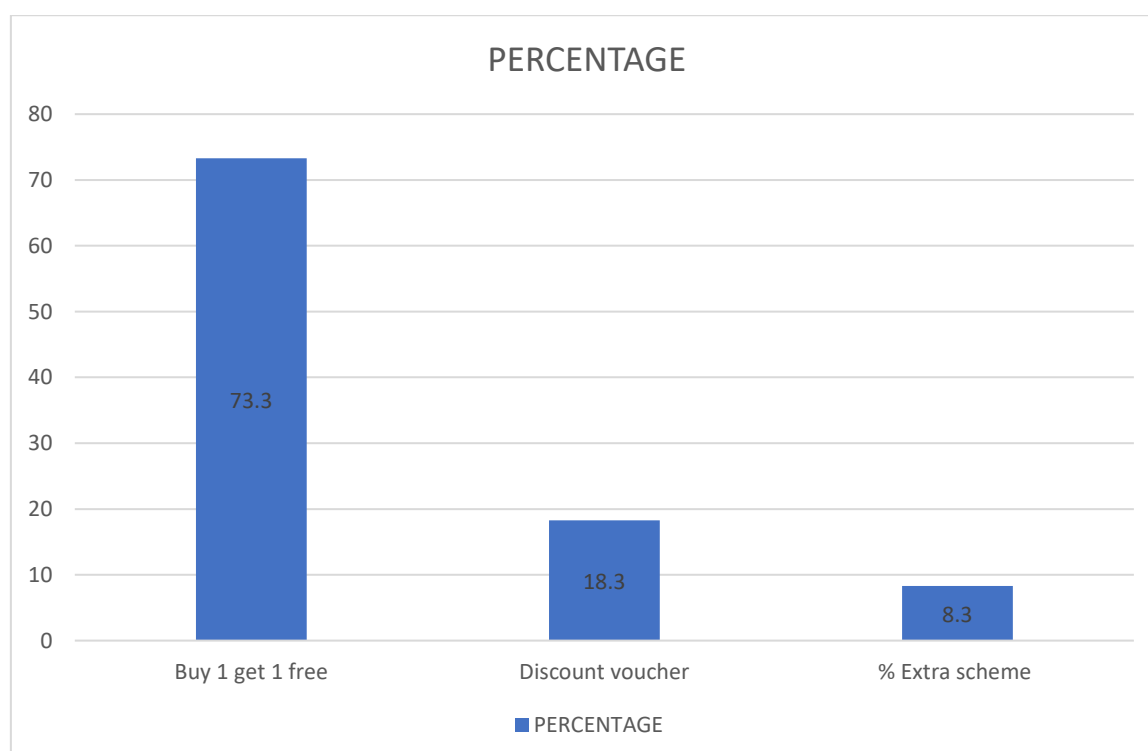


Chart 4.1.15: Showing the respondent of which promotion scheme attracts consumers

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.

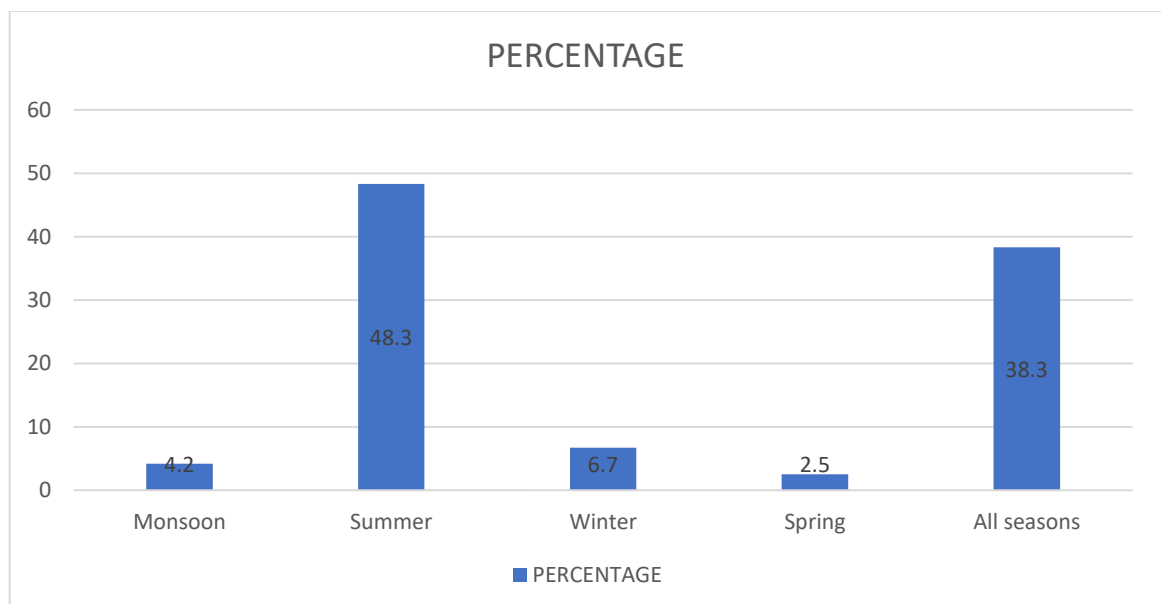


Chart 4.1.16: Showing the respondent of which season you like to consume ice-cream

Table 4.1.17: Showing the respondent of how do you get to know about kwalkity walls ice-cream

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 kwalkity wall's ice-cream by television, 15.8% of respondent are know the kwalkity wall's ice-cream by internet, 10% of respondent are know the kwalkity wall's ice-cream by newspaper, 5.8% of respondent are know the kwalkity wall's ice-cream by magazines, 25.8% of respondent are know the kwalkity wall's ice-cream other way of advertisem

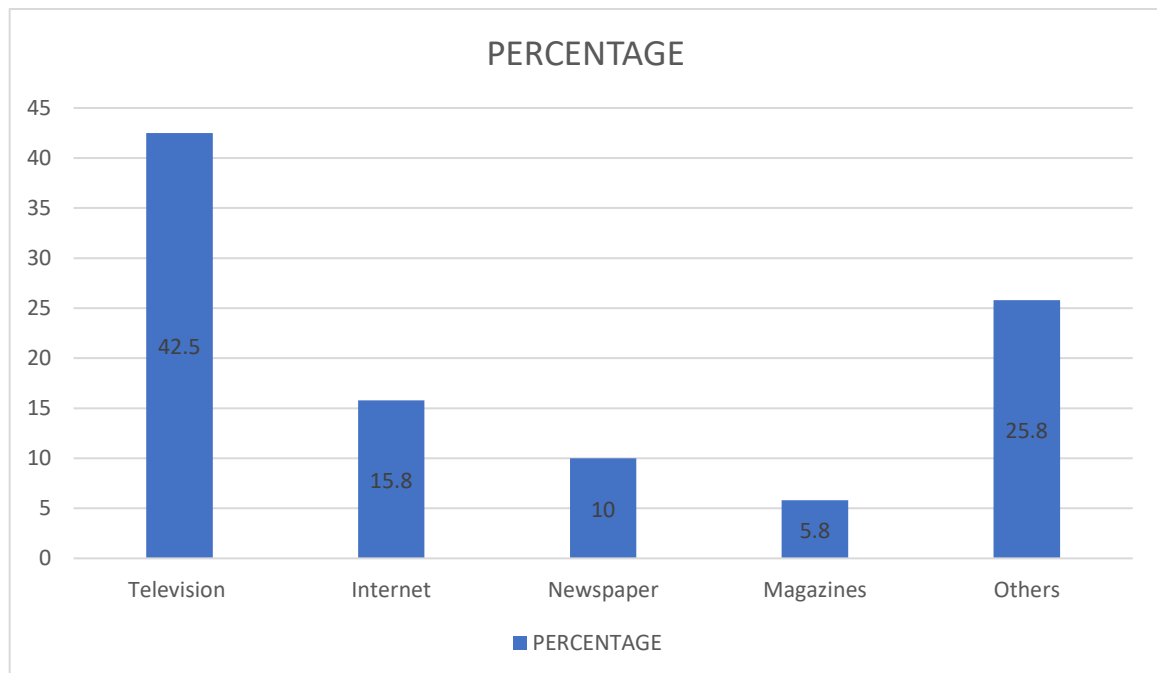


Chart 4.1.17: Showing the respondent of how do you get to know about kwalkity walls ice-cream

Table 4.1.18: Showing the respondent of have you ever tasted any kwality wall's ice creams

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 kwality wall's ice-cream 1-2 times, 25% of the respondent are tasted kwality wall's ice-cream 3-4 times, 45.8% of the respondent are tasted kwality wall's ice-cream above 4 times.

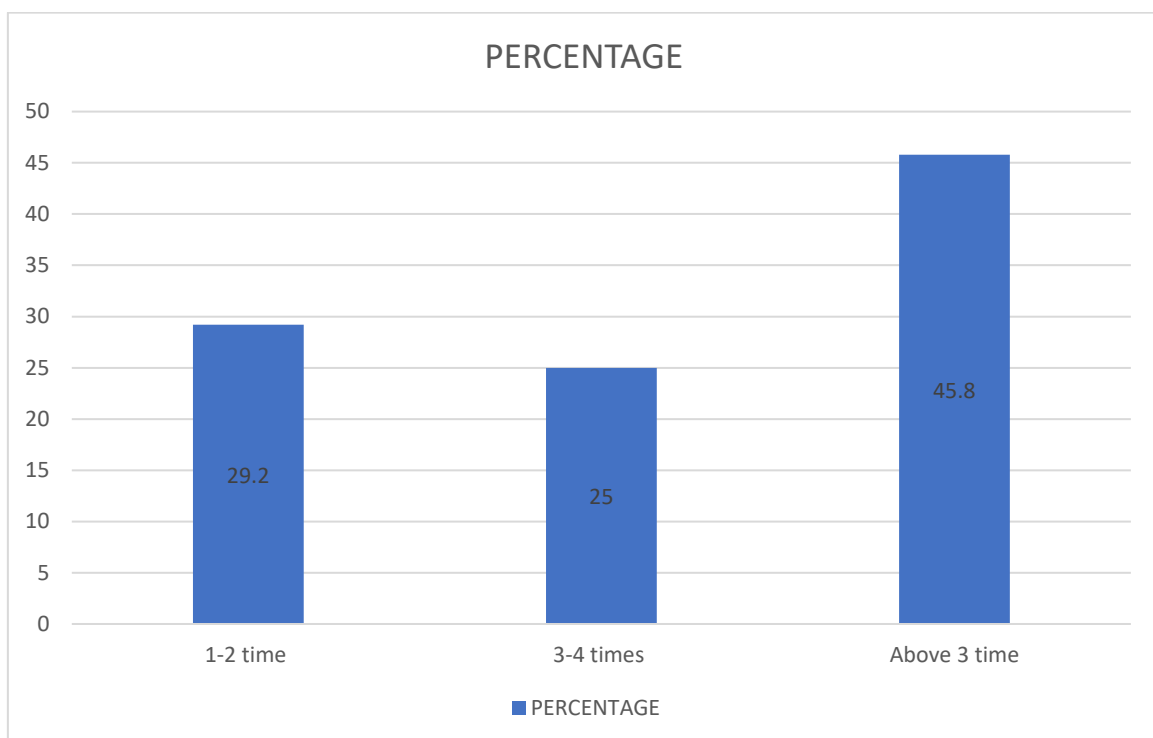


Chart 4.1.18: Showing the respondent of have you ever tasted any kwality wall's ice creams

Table 4.1.19.1: Showing the respondent of factors influencing during purchase quality wall's 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.

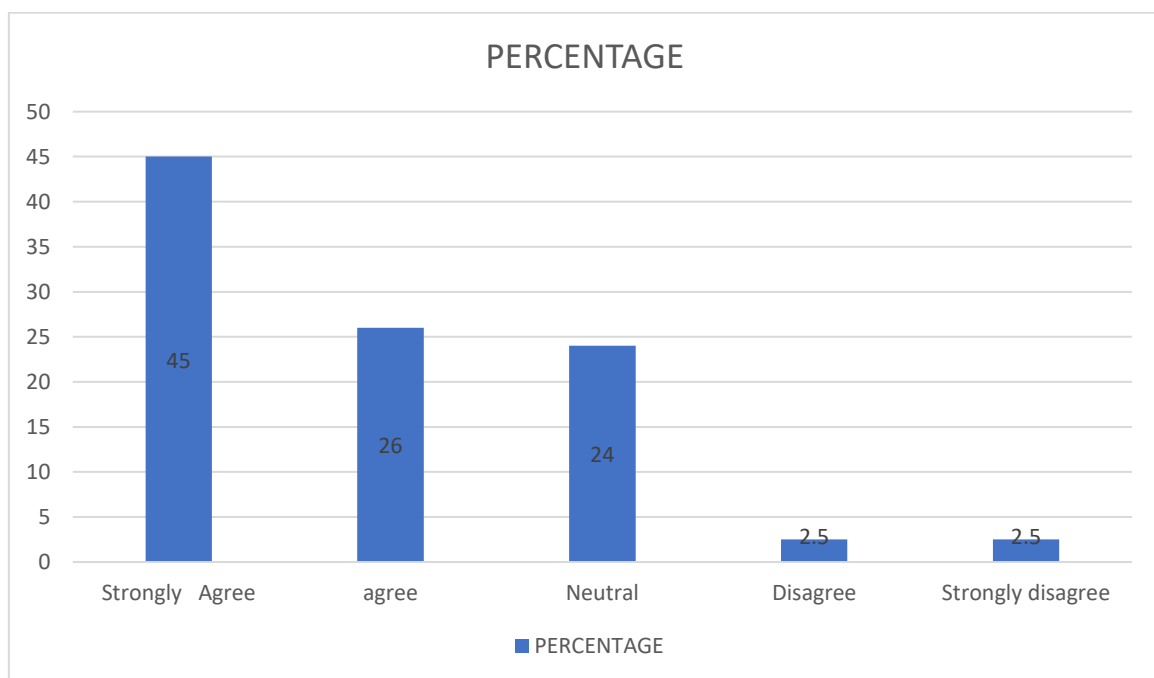


Chart 4.1.19.1: Showing the respondent of factors influencing during purchase quality wall's ice-cream of (Price)

Table 4.1.19.2: Showing the respondent of factors influencing during purchase kwality wall's 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.

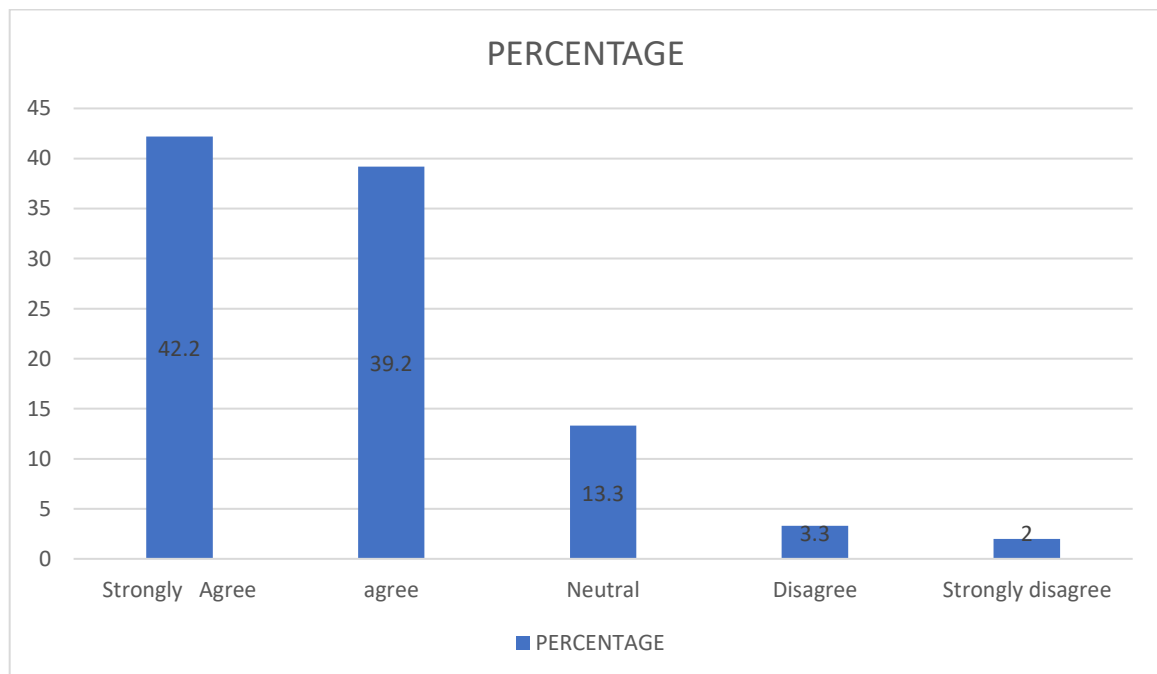


Chart 4.1.19.2: Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Brand)

Table 4.1.19.3: Showing the respondent of factors influencing during purchase kwality wall's 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.

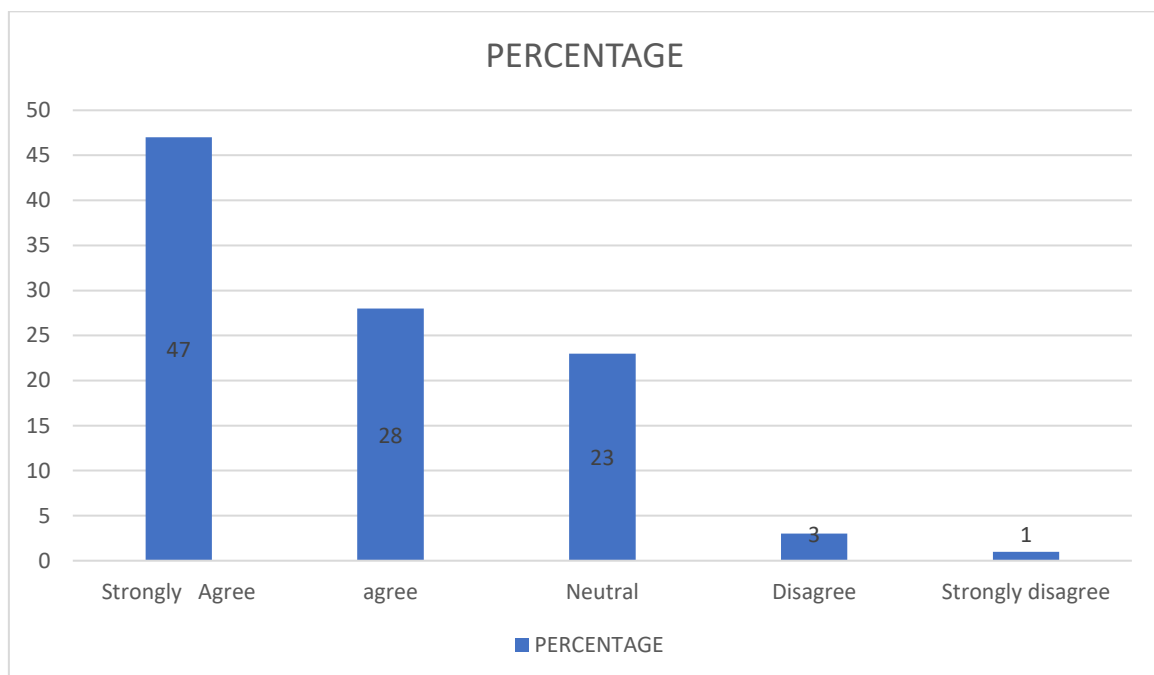


Chart 4.1.19.3: Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Flavour)

Table 4.1.19.4: Showing the respondent of factors influencing during purchase kwality wall's 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.

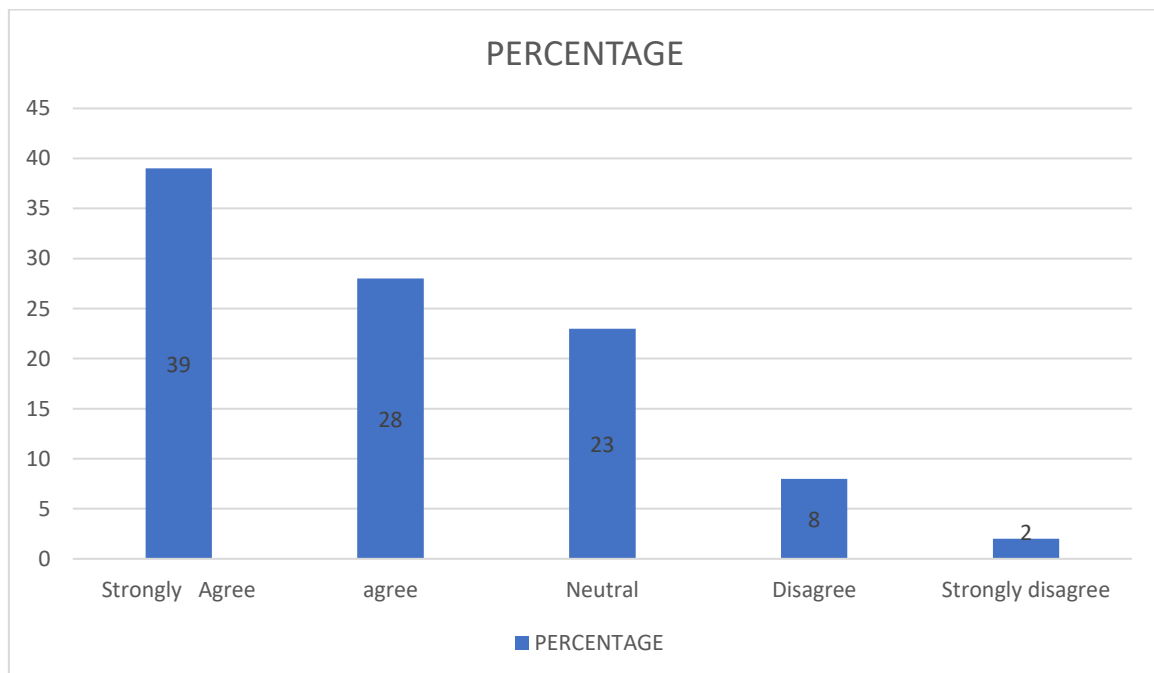


Chart 4.1.19.4: Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (availability)

Table 4.1.19.5: Showing the respondent of factors influencing during purchase kwality wall's 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.

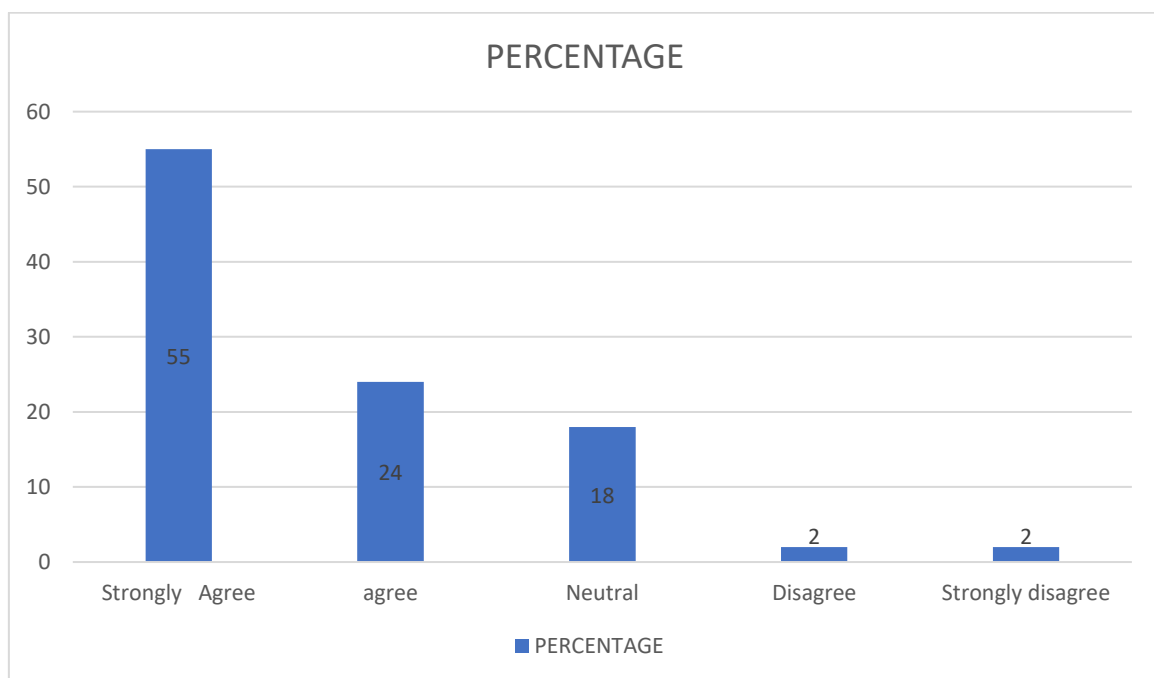


Chart 4.1.19.5: Showing the respondent of factors influencing during purchase kwality wall's ice-cream of (Taste)

Table 4.1.20: Showing the respondent are you satisfied with kwalky wall's 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.

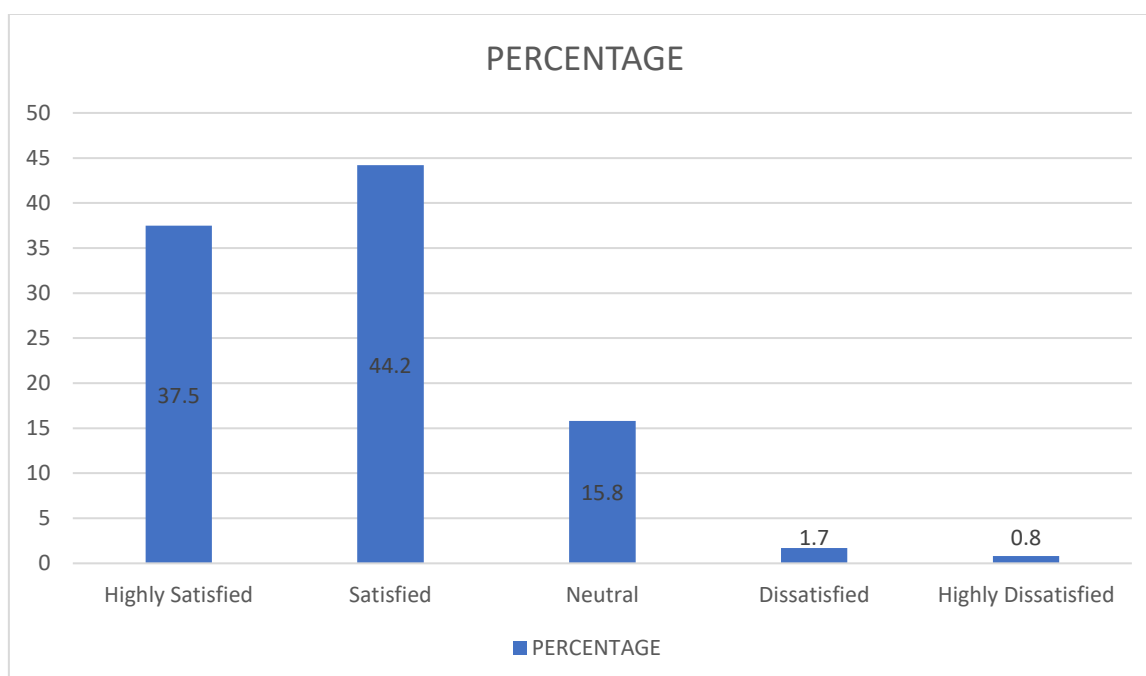


Chart 4.1.20: Showing the respondent are you satisfied with kwalky wall's ice cream

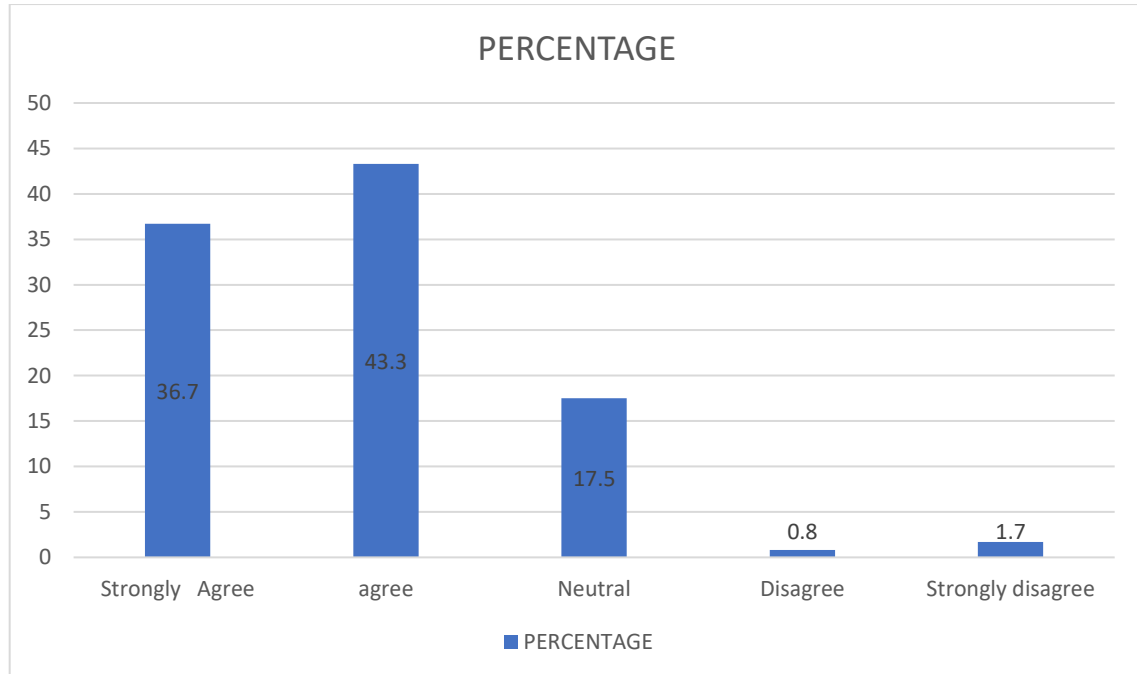
**Table 4.1.21: Showing the respondent will you refer other to buy
kwality wall's ice cream**

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
kwality wall's ice cream**

4.2 CORRELATION

4.2.1 HYPOTHESIS:

H0 (Null Hypothesis): There is no significant relationship between Frequency of purchase and Satisfaction level.

H1 (Alternate Hypothesis): There is a significant relationship between Frequency of purchase and Satisfaction level.

Table 4.2.1: Showing Correlation of Frequency of purchase and Satisfaction level.

Correlations			
		Frequency of purchase	Satisfaction level
Frequency of purchase	Pearson Correlation	1	.087
	Sig. (2-tailed)		.346
	N	120	120
Satisfaction level	Pearson Correlation	.087	1
	Sig. (2-tailed)	.346	
	N	120	120

Inference:

Since 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.

4.3 ANOVA

4.3.1: HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age with reference to purchase preference based on Brand.

H1 (Alternate Hypothesis): There is a significant difference between Age with reference to purchase preference based on Brand.

Table 4.3.1: Showing ANOVA of Age with reference to purchase preference based on Brand.

ANOVA					
BRAND					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.451	3	4.150	2.158	.097
Within Groups	223.141	116	1.924		
Total	235.592	119			

Inference:

Since 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.

4.3.2: HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age with reference to purchase preference based on Budget.

H1 (Alternate Hypothesis): There is a significant difference between Age with reference to purchase preference based on Budget.

Table 4.3.2: Showing ANOVA of Age with reference to purchase preference based on Budget

ANOVA					
BUDGET					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.704	3	2.901	1.155	.330
Within Groups	291.288	116	2.511		
Total	299.992	119			

Inference:

Since 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.

4.4 T-TEST

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Quantity, Budget.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Quantity, Budget.

Table 4.4.1: Showing Group Statistics Gender and Quantity, Budget.

Group Statistics					
	GENDER	N	Mean	Std. Deviation	Std. Error Mean
QUANTITY	MALE	31	3.16	1.344	.241
	FEMALE	89	3.08	1.384	.147
BUDGET	MALE	31	3.16	1.530	.275
	FEMALE	89	3.16	1.616	.171

**Table 4.4.2: Showing Independent Samples Test Gender and Quantity,
Budget.**

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differen ce	Std. Error Differen ce	95% Confidence Interval of the Difference	
									Lower	Upper
QUANTITY	Equal variances assumed	.047	.829	.28 8	118	.773	.083	.286	-.485	.650
	Equal variances not assumed			.29 3	53.7 37	.771	.083	.282	-.484	.649
BUDGET	Equal variances assumed	1.72 4	.192	.01 2	118	.990	.004	.333	-.655	.662
	Equal variances not assumed			.01 2	55.0 23	.990	.004	.324	-.645	.653

Inference:

Since 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.

Since 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.

CHAPTER - 5

5.1 FINDINGS

- 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 kwallity wall's ice-cream in television.
- It founded that the (45.8%) majority of the respondent are tasted kwallity wall's 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 kwality wall's ice-cream.
- It founded that the (43.3%) majority of the respondent says agree to buy kwality wall's 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 Kwaliti Wall's ice-cream and availability of all flavours in the markets.
- Try to add some more layers in it because people mostly choose Kwaliti Wall's 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 Kwality Wall’s 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 Hindustan Unilever Ltd in giving him the job of critically examining customer satisfaction towards kwality wall’s Ice Cream of the company.

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- C.G.Blayne (2009), Discussed with demand on ice-cream at home in united states.To determine the retail price and the consumer income towards ice-cream consumption.

APPENDIX - I (QUESTIONNAIRE)

A study on consumer satisfaction towards Kwaliti walls

(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 KWALITY WALL'S 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 KWALITY WALLS 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 KWALITY WALLS ICE-CREAM

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

19. HAVE YOU EVER TASTED ANY KWALITY WALL'S ICE CREAMS

- a. 1-2 time

- b. 3-4 times
- c. Above 4 time

20.FACTORS INFLUENCING DURING PURCHASE KWALITY WALL'S ICECREAM

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

21.ARE YOU SATISFIED WITH KWALITY WALL'S ICE CREAM

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

22.WILL YOU REFER OTHER TO BUY KWALITY WALL'S ICE CREAM

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

APPENDIX-II (ARTICLE)

A STUDY ON CONSUMER SATISFACTION TOWARDS KWALITY WALL'S (ICE-CREAM)

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ABSTRACT

Kwality wall's (Ice-Cream) the original Indian company was found in 1956. Hindustan Unilever Limited (HUL) is a consumer goods company based In Mumbai, Maharashtra. 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. A study is conducted on kwality wall's ice cream towards consumer satisfaction. In this study the preference and taste of consumer are analyzed through questioner. The research is descriptive in nature. Convenient sampling technique has been used. Data has been collected from 120 respondents. Statistical analysis tools such as One-way ANOVA, Independent Sample T test, Correlation have been used to interpret data. The result found that most of the consumers are satisfied with taste and preference of the kwality wall's ice cream.

Key Words: Kwality Wall's (Ice-Cream), consumer, taste and preference, Food.

STATEMENT OF THE PROBLEM

There is no person who dislikes Ice-Cream. But for every individual has their own preference towards the brand and quality. In this study, to show what basis the customer satisfaction and preference to buy the kwality wall's (ice-cream).

NEED FOR THE STUDY

I choose the product Kwality Wall's, because it is one of the famous Ice-Cream brands in India, which is owned by Hindustan Unilever Limited. Kwality Wall's

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. It is also easily available in Shops, Supermarkets, Malls, and also easily available in localities, kids prefer more towards Kwality Wall's because of the different varieties of flavours, taste in it.

OBJECTIVES OF THE STUDY

- To study on consumer satisfaction towards Kwality walls ice cream.
- To identify the factors influencing the consumers to purchases the Kwality Wall's Ice-cream.
- To propose suggestion to improve consumer satisfaction towards Kwality walls ice cream.

REVIEW OF LITERATURE

Joel R. Evans and Barry Berman (1984) focused on study of product positioning of ice cream in New York. Product positioning tell about the number of brands of ice cream are rated by customer on the basis of price. They take the consumers product track three times a year.

P.R.S. Moorthy (1992), Discussed about the study to improve the stock supply of the ice cream industry in india. To improve the market potential of the company by view of the competitors.

Rees (1992), Discussed on study factors influencing consumer choice of food. Rees (1992), study Flavour, texture, advertising, ect are influencing the buying behaviour. The household role of cooking in microwave ovens production changes the eating habits.

Robert Marshall (2003), Focused on features of ice-cream industry which has been well developed market. The study also analyses the production and consumption pattern of ice-cream in the country.

C.G.Blayney (2009), Discussed with demand on ice-cream at home in united states.To determine the retail price and the consumer income towards ice-cream consumption.

RESEARCH METHODOLOGY

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.

SAMPLING TECHNIQUE

The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on consumer satisfaction towards Kwaliti walls (ice cream).

SOURCES OF DATA

Primary Data

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

Secondary Data

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

STRUCTURE OF QUESTIONNAIRE

Multiple choice questions

3.3 SAMPLE SIZE

Sample Size of 120 on consumer satisfaction towards Kwaliti walls (ice cream).

3.6 PERIOD OF STUDY

The period of study is carried out from January 2021 to March 2021 which is three months of study.

ANALYTICAL TOOLS

- Correlation.
- ANOVA.
- Independent T.test.

RESULT ANALYSIS AND DISCUSSION

CORRELATION

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant relationship between Frequency of purchase and Satisfaction level.

H1 (Alternate Hypothesis): There is a significant relationship between Frequency of purchase and Satisfaction level.

Showing Correlation of Frequency of purchase and Satisfaction level.

Correlations			
		Frequency of purchase	Satisfaction level
Frequency of purchase	Pearson Correlation	1	.087
	Sig. (2-tailed)		.346
	N	120	120
Satisfaction level	Pearson Correlation	.087	1
	Sig. (2-tailed)	.346	
	N	120	120

Inference:

Since 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.

ANOVA

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Age with reference to purchase preference based on Brand.

H1 (Alternate Hypothesis): There is a significant difference between Age with reference to purchase preference based on Brand.

Showing ANOVA of Age with reference to purchase preference based on Brand.

ANOVA					
BRAND					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12.451	3	4.150	2.158	.097
Within Groups	223.141	116	1.924		
Total	235.592	119			

Inference:

Since 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.

4.4 T-TEST

HYPOTHESIS:

H0 (Null Hypothesis): There is no significant difference between Gender and Quantity, Budget.

H1 (Alternate Hypothesis): There is a significant difference between Gender and Quantity, Budget.

Showing Independent Samples Test Gender and Quantity, Budget.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
QUANTITY	Equal variances assumed	.047	.829	.288	118	.773	.083	.286	-.485	.650
	Equal variances not assumed			.293	53.737	.771	.083	.282	-.484	.649
BUDGET	Equal variances assumed	1.724	.192	.012	118	.990	.004	.333	-.655	.662
	Equal variances not assumed			.012	55.023	.990	.004	.324	-.645	.653

Inference:

Since 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.

Since 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.

CONCLUSION

This project entitled “A Study on Consumer Satisfaction towards Kwality Wall’s 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 Hindustan Unilever Ltd in giving him the job of critically examining customer satisfaction towards kwality wall’s Ice Cream of the company.

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