

Contribution of Different Attributes Towards Ice Cream Purchase Decision Among Male Consumer

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Abstract: Impulsive nature of male consumer in selecting ice cream creates a great challenge for Ice Cream Company to attract them and retain them. There is huge opportunity for organized as well as unorganized player in the industry. The purpose of this paper is to analyze the various attribute that different male buyer seeks while making purchase of ice cream of different flavor and quality for different purposes altogether with significant differences in favorite brand, color, taste, price and place of buying etc. The present study made an attempt to analyze the attributes contributes towards buying behavior for Ice-Cream by individual person of Bhubaneswar city in Odisha. Present study is based on both primary data and secondary data. Samples are collected through convenience sampling technique. From this study it is found that price, news papers are contributing more to influence consumer purchase decision towards ice cream.

Keywords: Consumer behavior, Ice cream, brand name, price.

1. Introduction

Indian consumers are very impulsive in their food habits specially in consuming the street foods and sweets; particularly in the case of ice-cream. Impulsive nature of male consumer in selecting ice cream creates a great challenge for Ice cream Company to attract them and retain them. Consumer awareness is the extent to which a brand is recognized by potential customers, and is correctly associated with a particular product. Since brand awareness plays a major role in consumer buying decisions, brand awareness influences company sales and profits. Ice cream serves as an indulgence product favored by children and adults in India, with a higher degree of brand loyalty visible among adults. The entry of new international Ice cream brands provides high quality ice cream with fantastic taste to consumer. India's current Ice cream market is worth Rs 3,000cr, including the unorganized sector which estimated to be approximately Rs 2000cr. It is expected that this market would grow at a compound annual growth rate (CAGR) of 17% between 2012 and 2017. Although, the unorganized sector enjoys a bigger share in the Indian Ice cream market and has deeper penetration in the rural and semi-rural areas in India. India is the most rapid growing ice cream market globally, with ice cream treats fast becoming a part of Indian culture. Indian consumers are turning into regular patrons of ice cream parlours, helping to fuel greater interest in packaged offerings

in the country. According to a new report by Canadean, consumption of ice cream for each person in India was the lowest across major global markets in 2013, but is set to rise fast as consumers come to associate ice cream with fun experiences shared with friends and family.

2. Literature Review

One authoritative and comprehensive definition of a psychological impulse describes it as: a strong, sometimes irresistible urge: a sudden inclination to act without deliberation" (Goldenson, 1984, p 37.). Traditionally the Indian ice cream market has been dominated by the impulse category, with consumers seeing ice cream as an occasional treat for the hot summer season. However, the growth of ice cream parlour culture in India is causing this perception to change, which leads to more Indians enjoying their ice cream throughout the year and a greater demand for take-home products. As a result, Indian consumers' desire for fun sharing occasions will cause sales of take-home ice cream to rocket, growing at a compound annual growth rate of 15.5% from 2013-2018. According to Catherine O'Connor, Senior Analyst at Canadean: "Buoyed by rising disposable incomes, increasing home-freezer ownership, and the growing reach of cold-chain distribution pathways in the country, the time is now for the Indian ice cream market.

The ice-cream industry in India has traditionally been heavily fragmented and dominated by local players selling unbranded ice-creams. Over the years, organized players have tried to counter them by focusing on promotional campaigns and aggressive brand-building exercises. However, for an organized player to capture a significant market share in this extremely fragmented and competitive industry, the other three Ps — product, price and place — of its strategy are perhaps equally or even more important than promotion alone. While aggressive promotion can help to create a mind share, especially in the urban market, it is the availability of the right mix of products at the right price that can help players secure a significant share of customer spend, particularly impulse spend on products such as ice-creams. On the flip side, as competition intensifies in the ice-cream industry, players that do not focus on these three Ps risk losing even their well-established mind share with their customers.

The major players of Indian ice-cream market are Gujarat Co-operative Milk Marketing Federation's (GCMMF) Amul, HUL's Kwality Walls, Mother Dairy, Baskin Robbins and a number of regional brands. Amul has made its position through the brand proposition "ice creams made of natural milk at reasonable prices". Kwality Walls positioned itself through the proposition "ice creams for pleasure and bonding". Baskin Robbins is positioned as offering high quality premium ice creams with a lots of exotic flavours.

The PHD Chamber of Commerce and Industry has projected that the size of ice cream industry, estimated at Rs. 4500 crore in 2013 is likely to jump at about Rs.7000 crore by 2018 with its growing institutional sales coupled with youngsters spending habits on it as well as increasing disposable income of middle and lower middle class Indians in the recent times, which has developed its penchant for the frozen product.

The domestic ice cream industry would grow at the compounded growth rate (CAGR) of about 25 per cent in future with high profit margins ranging between 15 to 20 per cent to reach the projected level since its per capita consumption has gone up at 300 ml against world average of 2.3 litre, said the President of the Chamber Mr. Sharad Jaipuria while quoting findings of its projections.

The projections of the ice cream industry are based on the presentation made to the Chamber at its recent Seminar on Supply Chain titled Quick Review of Ice Cream Industry in which prognosis has been made that the market size of Indian frozen food industry could exceed many fold from its anticipated estimates of Rs.12500 crore by of 2014-15.

The trends responsible for the growth of ice cream industry in India in particular and that of frozen food industry follow large investments in advertising and infrastructure development, diversification of product portfolio targeting specific consumer segments and entry of multinationals into this business.

Other factors that are credited to fuel the growth of ice cream industry consist of partnership and franchises pursued to boost distribution and increasing cost of raw materials offsetting the higher margins, pointed out Mr. Jaipuria.

Referring to challenges of this industry, the PHD Chamber is of the view that though the ice cream industry confronts competition mainly from unorganized sector on price and quality, its consumer is growing quality conscious to fuel and stoke its sales. Another challenge arise from lack of well-developed cold chain facilities in the country but in course of time, this challenge would be overcome. (source: business standard)

In spite of largely favorable climatic conditions, per capita consumption of ice-cream in India is significantly lower than the world average as well as that of smaller neighboring countries such as Pakistan.

However, per capita consumption of ice-cream is expected to grow at least two-fold in the next decade due to improving hygiene and rising disposable income levels in the country.

Ice cream is expected to perform well during the forecast period in both retail volume and constant value sales with CAGRs of 10% and 8%, respectively. Rising purchasing power, the high quality of leading brands, and new product developments in terms of flavours and types of ice cream products will support this strong performance of ice creams over the forecast period.

Indian ice cream market = Rs 2,000 crore. Per capita consumption of Ice cream per year U.S = 23 L Australia = 18 L Sweden = 14 L India = 0.35 L

The Rs. 2,500 crore ice cream industry in India is expected to grow by 25 per cent this fiscal despite a lesser profit margin. Per capita consumption of ice cream in India was 250 ML particularly attracting the younger generation. The North and West contribute 70 to 75 per cent of the total market size while south stood at 20 per cent and East 10 per cent.

It is found that still in India ice cream is treated as a luxury product and the market is yet to be explored fully.

A. Challenges for Ice cream sector in India

1. Lack of cold storage logistic chains.
2. Irregular supply of electricity.
3. Poor infrastructure for storage and transportation
4. Perceived as luxury food and levied high tax (VAT)
5. Competition with unorganized, cheaper, low quality product.
6. Increasing price of milk and allied products.

B. Opportunities for Ice cream sector in India

1. Indian consumer driven by impulsive purchasing behavior.
2. Indian consumer are interested to have ice-cream with family at home or at Ice cream parlour.
3. Many brands are coming out with pro-biotic and low fat ice creams for health conscious consumer.
4. Adding new flavor
5. Increasing urbanization
6. Rising income
7. Growing deep freezer penetration
8. Growth of modern format retail facilities.

C. Objective of this paper:

1. To identify different sources of information used by the buyers in purchasing decisions.
2. To evaluate motivational factors of the consumers which influence them most to purchase ice cream.
3. To examine the factors which consumers consider most before purchase ice cream.

3. Research methodology

Descriptive research design has adopted for this research and research is completely based on both primary data and secondary data. Entire research process divided into two parts primary research and secondary research. For primary research survey method has been considered. All the respondents are

belongs to Bhubaneswar. Convenience sampling technique is used to select the respondents. To carry on the survey a questionnaire administered personal-contact approach has been used. The statistical populations of this study are all who loves to have Ice cream. A convenience sample of 100 customers of Bhubaneswar, Odisha had been chosen for the research. No restrictions were made on the background or location of respondents. All the respondents are male and belong to their early twenties and late twenties. Secondary data are collected from available literature, print media like books, magazines, research articles on Google scholars and such other websites other relevant publications to find out the theoretical framework and also to know what early research mentioned regarding selected topic. In order to analyze the data descriptive statistics were employed.

A. Data Analysis and interpretations

1) Respondents profile

Sample size for this survey is 100 and all the respondents are falling between age group between 20-30. All the respondents are male. The minimum educational qualification of all respondents are graduate and maximum post graduate. Out of 100 respondents 52.5% are post graduate while rest 47.4 respondents are graduate. Each and every sample loves to have Ice cream irrespective of any brand.

2) Result

1. 90% respondents would like to purchase branded ice cream where as only 10% are going for unbranded ice cream.
2. Many ice cream brands are available in Bhubaneswar city and from all the respondents 92.5% respondents are aware about Amul brand ice cream most. From total sample size 55% respondents are aware about mother dairy ice cream. 47.5% out of total sample size is aware about top and town branded ice cream and vadilal ice-cream. 42.5% respondents out of total sample size aware about cream bell ice cream.
3. Variety seeking for ice cream by respondents
92.5% respondents are interested for looking variety ice cream available with the shop keeper.
4. *Sources of information:* 62.5% respondents would like to have to get updates about their favorite brand ice creams through television. Television advertisements are providing new information about ice creams. 50% respondents are getting information from their friends while they are hangout with them friends are bigger influence while choosing ice cream. 45% respondents of total sample size are getting updates about their favorite ice cream through the internet while watching video or browsing internet. 32.5% respondents are getting updated information while reading newspaper. Only 22% respondents are preferring to ask shopkeeper to know about any updated information regarding their favorite ice cream.
5. Factors influencing to choose a particular brand

There are various factors which can influence a person to choose a particular brand while choosing ice cream at the shop. Factors are price of ice cream, taste, quality, brand name, availability, advertisement, preservation of ice cream, packaging design, friends, labeling, offers like buy 1 get 1, retailer influence, and availability of different brands with shop keeper. In this study all above factor have taken in the survey to know which one is the most influencing factor to purchase ice cream. From this study it has been found that reasonable price is most influencing factor to purchase a particular branded ice cream among all above mentioned factors. Out of total respondents 77.5% are highly influenced by price of ice cream at the shop. 75% respondents out of total respondents are considering quality while purchase a ice cream. 72.5% out of total respondents are considering taste is the influencing factor while purchasing ice-cream. 65% respondents are influence by brand image of ice cream while 62.5% respondents are influenced by availability of ice-cream at the shop.

6. Flavor Preferred by respondents

Out of various flavors which are available in market vanilla flavor is most preferred flavor by most of respondents.

7. Form of ice cream

In this survey it has been found that maximum respondents want to consume their ice cream in cone form followed by scoop, cup, and candy bar and in other form which are available for local made ice cream

8. Frequency of purchasing ice cream in a week

57% respondents frequently purchase ice cream.

9. Season likes most to consume ice cream

62.5% respondents like to have ice cream at summer season, where as only 37.5% are love to have ice cream throughout the year.

10. Reasons for having ice cream

72.5% respondents are consuming ice cream for enjoyment purpose while rest of respondents are enjoying their ice cream on the occasion of celebration and refreshment form.

3) Findings

1. Out of all male respondents maximum respondents would like to have branded ice cream, which shows they are brand conscious and prefer to have anything healthy.
2. Maximum respondents are known to AMUL ice cream followed by Mother Dairy, Vadilal.
3. Maximum respondents are interested to see variety of ice cream available with the shop keeper.
4. Maximum respondents are getting information about ice cream from newspaper.
5. Price is the most influential factor to choose a brand for respondents.
6. Vanilla flavor is the most preferred flavor by respondents.
7. Maximum respondents prefer to consume their ice cream in the form of cone.
8. Maximum respondents frequently buy ice cream in a week.
9. Maximum respondents prefer to consume ice cream in

summer season.

10. Enjoyment is the main reason behind the consumption of ice cream by maximum respondents.

4) *Limitations*

1. Research study is confined to Bhubaneswar city only.
2. Study is limited to 100 respondents of Bhubaneswar only.
3. Study is limited to male respondents only.
4. Time constraint is one of the limitations for this research.
5. The study is solely depends upon reliability of the data and information collected from primary sources.
6. Difficult to get exact consumer response.
7. Other limitations includes such as financial, physical facilities in conducting this study.

4. Conclusion

In spite of these limitations this research provides valuable information related to consumer behavior. The behavior of

consumers is affected by various factors like price of product, taste, quality and brand image, advertisement, packaging, design etc. This study opens up new grounds for further research in the area of ice cream industry. Further studies can be done to find out implications of other marketing concepts in ice cream sector.

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