



## A consumer attitude towards Havmor Ice Cream Pvt. Ltd. in Surat

Prinsa Maheshbhai Patel<sup>1</sup>, Deep Prafulbhai Malani<sup>2</sup>

<sup>1</sup> Teaching Assistant, B.V. Patel Institute of BMC & IT, Uka Tarsadia University, Maliba Campus, Bardoli, Gujarat, India

<sup>2</sup> Student of BBA, B.V. Patel Institute of BMC & IT, Uka Tarsadia University, Maliba Campus, Bardoli, Gujarat, India

### Abstract

**Introduction:** Consumer attitude is the study of how people buy? What they buy? When they buy? And why they buy? It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants.

**Methods:** It is a questionnaire-based study which was circulated among 100 people, and the result is discussed. All normal non-diseased individuals aged between 10 to 30 who would like to eat ice cream weather it is regular basis or may customer prefer selected flavour.

**Results:** The customer attitude towards Havmor ice cream is positive attitude. They prefer Havmor ice cream in compare to others ice cream company.

**Conclusion:** The most preferred ice cream by customers is strawberry and chocolate flavour in Havmor ice cream. Most of the customers are satisfied by Havmor ice cream. Most of consumers get to know about Havmor from newspaper advertisement.

**Keywords:** consumer attitude, demographics, psychographics, behavioral variables

### Introduction

The research project "An Empirical Study on customer's attitude towards of Havmor ice cream" This study helps to find out the strength, weakness, opportunity, and threats of Havmor ice cream with the help of consumer. I find out the attitude of Havmor ice cream it is a brand packaging and not gave good offers. Strength of Havmor ice cream is a more variety of ice cream. The penetration level for company product categories is very low especially in rural area and threats is Competitor The removal of import restrictions resulted in replacement of domestic brands. Have powerful player in the market Amul. And then at last worked with questionnaire a sample size of 100 respondents was taken for the study. The sampling design was used Random Sampling. The process of analysis was done through Spss software. The research is done by of primary data collection. The primary data are collected with the help of questionnaire.

Consume attitude is the study of how people buy? What they buy? When they buy? And why they buy? It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision processes/buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Attitude is a hypothetical construct that represents an individual's like or dislike for an item. Attitudes are positive, negative or neutral views of an "attitude object": i.e. a person, behavior or event. People can also be "ambivalent" towards a target, meaning that they

simultaneously possess a positive and a negative bias towards the attitude in question.

Attitudes are composed from various forms of judgments. Attitudes develop on the ABC model (affect, behavioral change and cognition). The affective response is a physiological response that expresses an individual's preference for an entity. The behavioral intention is a verbal indication of the intention of an individual. The cognitive response is a cognitive evaluation of the entity to form an attitude. Most attitudes in individuals are a result of observational learning from their environment.

### Literature Review

**1. Dr. Hannah Wanjiku Wambugu (2014): Customers' Attitude towards Milk packaging design and product in Kenya.**

The purpose of this paper is to analyze consumers' attitudes towards milk packaging designs available in Kenya. Based on Fishbein Multi-attribute Attitude Model, the study employed a survey design and a primary data set of 1000 consumers of fresh processed milk. The results indicate that, durability of the material, availability of the package in different sizes, shape for grip, information on the pack including the expiry date, the logo and slogan and functional attributes are very important to consumers of processed milk regardless of their favorite milk packaging design and products.

**2. Hinge Rashmi C. (1996): A Study on Consumer Attitude Towards Amul Ice-Cream Vis-A-Vis Different Brands in Anand and Nadiad Cities**

Amul is India's largest dairy in dairy sector in India. Amul has diversified their business in many food segments. Amul Ice-cream was launched on 10th March, 1996 in Gujarat.

The portfolio consisted of impulse products like sticks, cones, cups as well as take home packs and institutional/catering packs. To study the given objectives, 400 consumers (age above 18 year) were selected as the sample unit and data was collected from them. selected 200 from Anand city and 200 from Nadiad city. Sampling method is Non-probability sampling under which convenience sampling technique was used.

**3. Dr. V. Kannan (2017): Customers Preference and Attitude Towards Britannia Products – A Study with Special Reference to Theni District – Tamil Nadu**

Britannia products are liked by all individuals irrespective of age and sex. So from childhood to retirement age everyone is used to take Britannia biscuits as a delicious food during morning and evening for tea breaks. To analyse the relationship between the selected socio economic factors and their level of satisfaction. The study covered 300 respondents belonging to Theni district. The present study is both descriptive and analytical in nature mainly based on survey method. It employs both primary and secondary data. By following a systematic methodology, the problem taken for the research is analyzed and the results are presented.

**4. Leslie J. Butler, Marianne McGarry Wolf, and Stacey Bandoni (2006): Consumer Attitudes toward Milk Products Produced from Cloned Cows**

The use of simulated test-marketing technology and concept exposure for a branded and priced milk product shows that consumers had similar purchase interest for the full-priced product and the product offered at a 25-percent discount when they were told that the reason for the discount was that the product was produced using biotechnology. This research examines 230 milk consumers in San Luis Obispo County, California. The data were collected through personal interviews using a consumer-survey instrument during February, 2006.

**5. Ramona Weinricha, Sarah Kühlb, Anke Zühlsdorfc, and Achim Spiller (2014): Consumer Attitudes in Germany towards Different Dairy Housing Systems and Their Implications for the Marketing of Pasture Raised Milk**

There is currently much debate surrounding the housing systems for dairy cattle. Large farms, which represent a growing share of the dairy farms, prefer indoor housing systems whereas smaller farms concentrate on low-input systems by giving extended pasture access to milk cows. A consumer survey from 2013 with 100 German consumers dealt with consumers’ attitudes towards outdoor and indoor systems as well as quality aspects of food. A factor and a cluster analysis are used to reduce the complexity and identify different consumer clusters. The results give recommendations for farmers, constructors of animal sheds, agricultural technology and the processing dairy industry concerning strategic decisions.

**Method**

About 100 individuals participated in the survey. The questions were published in an online survey site named the Survey Planet. Moreover, the link was transferred through social media. In this project I us descriptive design to find out customer attitude weather it is flavour, test and preferences, which age group can eat ice cream so I can find

out this and method of the project.

- **Primary objective:** To find out the Customer attitude towards Havmor ice cream.
- **Secondary objective:** To study how demographic factors affect consumer buying behaviours. To find out customer flavour preference.
- **Research Instrument:** Questionnaire is used for the purpose of data collection as the research instrument.
- **Sample Size:** 100 Questionnaires paper filled from Varachha and Adajan area.
- **Sampling Technique:** Non-Probability Sampling
- **Primary data:** Primary Data through questionnaires for consumer.
- **Secondary data:** Magazine, websites, Internet, Article.

**Data analysis and Interpretation**

**1. Have you ever tasted Havmor ice cream?**

**Table 1**

Q1					
		Frequency	present	Valid present	Cumulative present
Valid	Yes	83	83.0	83.0	83.0
	No	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

**Interpretation**

This chart shows 83% respondents are agree to test a Havmor ice cream in life and other 17% respondents are not testing Havmor ice cream this people are not affordably or not prefer Havmor ice cream. So in conclude majority of respondent are test Havmor ice cream.

**2. Which flavours do you like the most of Havmor ice-cream?**

**Table 2**

Q3					
		Frequency	Present	Valid present	Cumulative present
Valid	Chocolate	23	23.0	23.0	23.0
	Vanilla	20	20.0	20.0	43.0
	Strawberry	39	39.0	39.0	82.0
	Others	18	18.0	18.0	100.0
	Total	100	100.0	100.0	

**Interpretation**

This chart shows 39% respondents are prefer strawberry flavour, 23% respondents are prefer chocolate flavour, 20% respondents are prefer vanilla and 18% respondents are prefer other flavour in Havmor ice cream. This chart concludes majority of respondent prefers strawberry flavour.

**3. Would you like to change your ice cream flavour every time?**

**Table 3**

Q4					
		Frequency	present	Valid present	Cumulative present
Valid	Yes	73	73.0	73.0	73.0
	No	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

**Interpretation**

This chart shows 73% respondents are changer flavour every time and 27% respondents are not change flavour is

continue to eat same ice cream flavour. So the majority of respondent are not change flavour every time.

**4. How many times you like to have ice cream?**

**Table 4**

Q6					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once in a week	24	24.0	24.0	24.0
	Twice in a week	21	21.0	21.0	45.0
	Once in a month	40	40.0	40.0	85.0
	Twice in a month	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

**Interpretation**

This chart shows 40% respondents are like to have ice cream in once in a month, 24% respondents are like to have ice cream in once in a week, 21% respondents are like to

have ice cream in twice in a week and 15% respondents are like to have ice cream in twice in a month. This chart shows majority of respondent are like to have ice cream in a once in a month.

**5. How does it taste?**

**Table 5**

Q2					
		Frequency	Present	Valid present	Cumulative present
Valid	Excellent	18	18.0	18.0	18.0
	Very good	21	21.0	21.0	39.0
	Good	27	27.0	27.0	66.0
	Neutral	23	23.0	23.0	89.0
	Poor	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

**Interpretation**

This chart shows 27% respondents are answer is good, 23% respondents are answer is neutral, 21% respondents are answer is very good, 18% respondents are answer is

excellent and other remaining 11% respondents are answer is poor so this chart shows clearly majority of respondent are satisfied in test.

**6. T- Test**

**Table 6**

One-Sample Test						
Test Value = 0						
	T	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q2	22.757	99	.000	2.88000	2.6289	3.1311

H0: Quality is the attribute which is not mostly liked by the people to purchase a particular Flavour of Havmor ice cream.

H1: Quality is the attribute which is mostly liked by the people to purchase a particular flavour of Havmor ice cream.

Significant value is 0.000 which is lesser than 0.5. it means null hypotheses are rejected and alternative hypotheses are accepted it means Flavour is the attribute which is mostly liked by the people to purchase a particular flavour of Havmor ice cream.

**Conclusion**

The customer attitude towards havmor ice cream is positive attitude. They prefer havmor ice cream in compare to others ice cream company. The most preferred ice cream by customers is strawberry and chocolate flavour in havmor ice cream. Most of the customers are satisfied by havmor ice

cream. Most of consumers get to know about havmor from newspaper advertisement.

**Reference**

1. <https://www.google.com/search?q=havemor+ice+cream&oq=havemor+ice+cream&aqs=chrome..69i57j0l5.718lj0j7&sourceid=chrome&ie=UTF-8>
2. Havmor Ice Cream Limited (N.D.), Retrieved November 16, 2011, From [www.havmore.com](http://www.havmore.com)
3. Paul Thachil. Ice Cream Industry in India, 2009. Retrieved November 16, 2011, from <http://www.dare.co.in/opportunities/other-business-opportunities/ice-cream-industry-in-india.htm>
4. Indial AGRO Industry (N. D.). Agricultural Commodities. Retrieved November 16, 2011, from <http://agro.indiamart.com/agricultural-commodities/icecream.html>

5. Yogesh Gupta. Innova Systems implements ERP at Havmor Ice Cream, 2010. Retrieved November 16, 2011, from <http://www.channelworld.in/case-study/erp-global-ingredients-local-flavor>
6. Pandian Keerthi, Ramachandran KK. Brand Awareness: Baby Food Products. SCMS Journal of Indian Management, 2010, 7.2.
7. Ghafoor, Muhammad Mudasar, *et al.* Impact of customer satisfaction and brand image on brand loyalty. Progress in Business Innovation & Technology Management. 2012; 2(2):69-77.
8. Product, parag. Consumer awareness and buying pattern of. diss. Babasaheb bhimrao ambedkar university lucknow, india.
9. Tadhani, Manishkumar B, *et al.* Consumers' perceptions and awareness towards ice cream as functional food with respect to Ahmedabad City, India.
10. De Chernatony, Leslie, and Francesca Dall'Olmo Riley. "Defining a "brand": Beyond the literature with experts' interpretations. Journal of Marketing Management. 1998; 14(5):417-443.
11. Pitta Dennis A, Lea Prevel Katsanis. Understanding brand equity for successful brand extension. Journal of consumer marketing. 1995; 12(4):51-64.
12. Khatri Puja. Celebrity endorsement: A strategic promotion perspective. Indian Media Studies Journal. 2006; 1(1):25-37.
13. Sargara, Ketan Chhotaji. The comparative study of amul vis-avis other brands ice cream of nadiad city. Diss. Aau, Anand, 2014.
14. Blain Carmen, Stuart E Levy, Brent Ritchie JR. Destination branding: Insights and practices from destination management organizations. Journal of travel research.