

A STUDY ON CUSTOMER PREFERENCE TOWARDS HATSUN AGRO LTD. WITH SPECIAL REFERENCE TO ARUN ICE CREAM IN - VILLUPURAM TOWN

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ABSTRACT

The most well-known hatsun Agro product ltd. brand is perhaps Arun ice cream. Arun made the decision to spread the ice cream throughout rural, suburban, and even urban areas. This study is based on 107 respondents' responses to a survey that was used to gather primary data. Furthermore, cross tabulation, percentage analysis, and chi square are employed as statistical methods. According to a poll, the majority prefers quality. Arun Ice Cream must therefore concentrate on growing. Design, flavour, and product quality of the product. So, we can boost output while pursuing brand image marketing.

KEYWORDS: arun ice cream , hatsun agro, preference, quality, consumer, taste, urban and suburban.

INTRODUCTION

Every young and old loves to take ice cream. Especially children love ice cream very much, whether returning from school or going to a park for playing, every child loves to buy ice cream. It was firstly made by the Persian in 500 BC. Let's see more about it. Ice cream is extremely popular across the world. Ice cream is cheap to buy, while some are very costly. Ice cream makes us happy & vanish the sadness, according to experts, there are various topping for ice cream like roasted nuts, chocolate chips, and sugar balls. In ice cream is available in cups and cones too. Some customer Store the ice cream in refrigerator for daily use.

Arun ice cream is probably the most well-known Hatsun Agro product ltd., brand. Arun decided to take to suburban and even rural areas, leading the ice cream into the hearts of millions. Arun caters to different people with different tastes with a whole range of ice cream bars exclusively for kids and novel ice cream flavours like

Indian sweets. The brand also consistently introduces new flavours every season, just to make sure customers have something fresh to look forward to every time they walk in to an Arun Ice creams parlour. “MORE THE SUN, MORE THE ICE CREAM” brand name Arun ice cream located in general provisional and departmental store with deep freezers, hotels and restaurant, educational institution and social event in 95% of implement of Arun ice cream .5% of old age population, patient of diabetes, monsoon influence in Arun ice cream.

REVIEW OF LITERATURE

Renuka, Ganesan, Urgamani, (2018), Customer Satisfaction with reference to ice cream a study – this article analyses the different brands of ice cream available in the market, motivating factor available and level of satisfaction among customer towards ice cream brand to felt that taste in factor influencing providing offers they should not reduce the taste of ice cream. the advertisement regard given not only in popular channel and also local cable to reach people to suggestion of manufacture their greetings on like new year day, deepavali, pongal etc., a particular brand of ice cream company. he concluded in new sale promotion method manufacture or dealers in various free offers methods and create highly demand for their brands in the market field level of ice cream would render to the companies in planning and implementing marketing strategies.

Gandhimathi, Vimalkumar, (2021), A Study on Consumer Preference and Satisfaction on towards Arun ice cream- in this articles explain the processes such as consumer use and services that satisfy their needs is flavoured with a sweetener either sugar or an alternative, and any spice, such as cocoa or vanilla made by whisking a flavored cream base and liquid nitrogen in desired attractive and quality brand. the researcher is finding to understand the changing needs and preference of consumer to give opportunity to shape and fulfill them formulated some strategies in long run to strengthen the company’s position

Selvalakshmi, Anurani, (2013), Consumer Taste and Preference towards ice cream with special reference to Arun ice cream – this article shows revealed relationship that factors such as quality of ice cream, number of variants and the availability reach of the showroom have towards customer satisfy needs only to extent they understand their customer use to select secure, use, dispose of product, goods, and services. he took survive with on 136 respondents only. the research used in chi-square, (spss17), cross tabulation and weighted average method is data analysis tools. he concluded through a light on behavioral aspects such as frequency usage rate. the quality and taste found strength of Arun ice cream availability Arun ice cream in able to impulse goods market for more than 40 years.

STATEMENT OF PROBLEM

Introduction of new commodities on Arun ice cream products are available only at urban & suburban stores and markets. Non-availability of these new commodities on a rural areas strike a discriminatory balance on their consumer based on their residing areas. The well developed divisibility on Arun ice cream commodities made to took a study customer preference towards HASTUN AGRO LTD. With special reference to Arun ice cream in Villupuram town.

OBJECTIVES OF THE STUDY

1. To assess the customers, taste & preference with reference to Arun ice cream products in Villupuram town.
2. To identify the predominant factors that influence the customers to buy Arun ice cream products.
3. To find the priority of Arun ice cream products among customers.
4. To analyze and evaluate the effectiveness of Arun ice cream products in Villupuram town.
5. To offer suitable suggestion based findings.

SCOPE OF STUDY

Arun ice cream is one of the familiar product in among Indian consumers. The study on consumer influential factors on Arun ice cream in Villupuram town reflect the consumer behaviour and their buying patterns. The tools can easily identify the individual's decision towards Arun ice cream consumption and its recent trends which will also limelight their past consumption data.

LIMITATION OF STUDY

- ✓ The research restricted in Villupuram town only.
- ✓ This research is completed in short period.
- ✓ Decision of my response will be biased.

RESEARCH GAP

It is identified that customer's prefer dairy products in Arun ice cream because of its taste, brand, quality, quantity, price etc., many researchers analyzed the specific factors which influence the Arun ice cream products but this study covers all the factors in general and also prioritize the most predominant factors which attract the customer in particular.

RESEARCH METHODOLOGY

The process involves gathering observations and measurement on customer preference towards on Hatsun Agro Ltd. With special reference Arun ice cream in Villupuram town. The data collected in this study approaches in qualitative methods which includes survey in person. The study conducted earlier would be the primary data with questionnaire to consumer on selected geographic location. The questionnaire were developed on objectives of study to narrow down the relevant data. The non-probability convenience method used for collecting data from population to avoid the bias on selective the samples collected would be almost 107.

DATA ANALYSIS

TABLE 1 : CHI-SQUARE

RELATIONSHIP BETWEEN AGE AND PREFERENCE TOWARDS ARUN ICE CREAM

AGE / PEFER IN ARUN ICE CREAM	TASTE	PRICE	FLAVOURS	OFFERS	TOTAL
15 – 20	13	3	6	0	22
21 – 30	43	7	12	6	68

31 – 40	4	0	3	0	7
Above - 40	5	2	1	2	10
TOTAL	65	12	22	8	107

NULL HYPOTHESIS (H_0)

H_0 - There is no significant relationship between age and preference towards Arun ice cream product.

ALTERNATIVE HYPOTHEIS (H_a)

H_a - There is significant relationship between gender and preference towards Arun ice cream product.

O	E	O – E	(O – E)²	(O - E)² / E
13	13.36	-0.36	0.1296	0.0097
3	2.46	0.54	0.2916	0.1185
6	4.25	1.48	2.1904	0.4846
0	1.64	-1.64	2.6896	1.64
43	41.30	1.7	2.89	0.0699
7	7.62	-0.62	0.3844	0.0504
12	13.98	-1.98	3.9204	0.2804
6	5.08	0.92	0.8464	0.1666
4	4.17	-0.17	0.0289	0.0069
0	0.78	-0.78	0.6084	0.78
3	1.43	1.57	2.4649	1.7237
0	0.52	-0.52	0.2704	0.52
5	6.07	-1.07	1.1449	0.1886

2	1.12	0.88	0.7744	0.6914
1	2.05	-1.05	1.1025	0.5376
2	0.74	1.26	1.5876	2.1454
TOTAL				9.4139

THE CALCULATE VALUE =9.4139

degree of freedom = (C - 1) (R - 1)

= (5 - 1) (4 - 1)

= (4) (3)

= 12

For 9 degree of the table value of the chi square is 21.026 at 5% level of significant.

INFERENCE :

Since the calculated value is less than the table value . The null hypothesis has been accepted. There is a significant relationship between Age and Preference towards the Arun Ice Cream product.

TABLE 2 :

RELATIONSHIP BETWEEN GENDER AND CONSUMING TOWARDS ARUN ICE CREAM

GENDER / PEFER PARTICULAR IN ARUN ICE CREAM	TOPPING	NUTS	CREAM SEALING	QUANTITY	TOTAL
MALE	9	14	7	5	35
FEMALE	24	15	16	17	72
TOTAL	33	29	23	22	107

NULL HYPOTHESIS (H_0)

H_0 - There is no significant relationship between gender and consuming towards Arun ice cream product.

ALTERNATIVE HYPOTHEIS (H_a)

H_a – There is significant relationship between gender and consuming towards Arun ice cream product.

O	E	O- E	(O-E) ²	(O-E) ² / E
9	10.79	-1.79	3.2041	0.2969
14	9.48	4.52	20.4304	2.1551
7	7.52	-0.52	0.2704	0.0359
5	7.19	-0.03	0.0009	0
24	22.20	1.8	3.24	0.1459
15	19.51	-4.51	20.3401	1.0425
16	15.47	0.53	0.2809	0.0181
17	14.80	0.02	0.0004	0
TOTAL				3.6944

THE CALCULATION VALUE IS 3.6944

Degree of the freedom = (C - 1) (R - 1)

$$= (5 - 1) (2 - 1)$$

$$= (4) (1)$$

$$= 4$$

For the degree of the table value of the chi square is 9.488 at 5% level of significant.

INFERENCE :

Since the calculated value is less than the table value . The null hypothesis has been accepted. There is a significant relationship between Gender and Consuming towards the Arun Ice Cream product.

TABLE – 3 : CROSS TABULATION

RELATIONSHIP BETWEEN GENDER AND SATISFACTION OF ARUN ICE CREAM OF THE RESPONDENT.

GENDER/ SATISFACTION OF ARUN ICE CREAM OF THE RESPONDENT	QUANTITY	QUALITY	INGREDIENT	TOPPING	TOTAL	PERCENTAGE
MALE	8	19	7	1	35	
PERCENTAGE	7.4 %	17.7%	6.5%	0.9%	32.7%	32.7%
FEMALE	16	37	12	7	72	
PERCENTAGE	14.9%	34.5%	11.2%	6.5%	67.5%	67.5%
TOTAL	24	56	19	8	107	100%
PERCENTAGE	22.4%	52.3%	17.7%	7.4%	100%	100%

INFERENCE :

It is interpreted that the cross tabulation was done between the two variable namely Gender and satisfaction of Arun Ice Cream of the respondent. As per marginal distribution 67.5% in the female make decision purchase on Arun Ice Cream. 34.5% was preferred only Quality.

As per conditional distribution 52.3% of the respondent prefer Quality of Arun Ice Cream. The P value is Positive and strong. So, there is a significant relationship between Gender and satisfaction of Arun Ice Cream of the respondent.

FINDING

- 63.55% of the respondents are under the age group 21- 30 year of age.
- 67.28% of the respondents genders are female.
- 60.74% of the respondents are prefer Arun ice cream.
- 30.84% of the respondents are usage of topping.
- 52.33% of the respondents are giving preference for quality.

SUGGESTION

- Arun Ice cream has to made child-friendly (which can cause less/minimal cold effect) which can incentivise production as well as a priority for adult consumers to advise children to buy Arun ice cream.
- Sugar-free, less fat content Arun ice creams would become a deputation among the diabetes patients and care friendly nature which can promote the Arun ice cream products even to the unconsumable sections of consumers/society.
- Packings/ rafers of Arun ice cream product can be made eco-friendly method which could make the economic cost of Arun ice cream @ lower cost and made the supply chain extended producer responsibility more reliable on recent government norms.

CONCLUSION

- ✓ Ice cream is also a dietary source of two important minerals. It is particularly rich in calcium and phosphorus, with about 10 percent of the adult recommended dietary allowance, or RDA, of these minerals in a single, one-half-cup serving. Both calcium and phosphorus promote strong, healthy bones. In fact, consuming plenty of calcium, but not phosphorus, wouldn't do your bones much good.
- ✓ Ice cream is the most popular dessert in the world. Our fascination with ice cream seems to just get stronger as technology improves. It is a part of almost all cultures in some way, which is not common for foods. Ice cream is a universal dessert enjoyed by many.
- ✓ This study reveals that rise in awareness of Arun ice cream product among women. This market shows a positive sign in quality of the product.

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