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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 consumers are analyzed through a 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.

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.Blainey (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 Kwality 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 Kwality 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 Kwaliti 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 quality wall's Ice Cream of the company.

REFERENCE

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