



A STUDY ON ARUN ICE CREAM'S MARKETING STRATEGIES AND IT'S INFLUENCE ON CONSUMER BEHAVIOUR IN COIMBATORE CITY

¹Ms. Priyadharshini P & ²Mr. R. ARUNPRAKASH

Student of Department of B.COM with Professional Accounting and Assistant Professor, Department of B.COM with Professional Accounting, Sri Ramakrishna College of Arts & Science Coimbatore. 641006

ABSTRACT:

This study focuses on Arun Ice Creams' branding strategy and its impact on customer behaviour in Coimbatore city. The study emphasises the importance of marketing techniques in determining consumer preferences and purchase decisions. The study conducts an in-depth study of several aspects of Arun Ice Creams' marketing strategy, such as product variety, branding, advertising, distribution, and pricing. Furthermore, the study investigates how these techniques influence customer behaviour, such as brand loyalty, purchasing decisions, psychological responses and social influence. By focusing on Coimbatore city, this study gives useful insights into the efficiency of Arun Ice Cream's marketing strategy and the impact on consumer behaviour in the local market.

KEY WORDS: Market strategy, Consumer behaviour and satisfaction level.

INTRODUCTION:

Market strategy is a detailed plan that businesses use to attract potential consumers and turn them into customers. It includes elements such as the value proposition, brand messaging and the fundamental pillars of marketing strategy known as the four P's: product, price, place, and promotion. The objective is to establish a sustainable competitive advantage. Customer behaviour significantly affects market strategy, influencing responses to promotions, purchase decisions, and brand engagement. Understanding customer behaviour helps customize strategies to match preferences, fostering brand loyalty and successful market positioning. Essentially, market strategy directs how a business interacts with customers, and the success of these strategies is determined by customer behaviour.

Arun Ice Cream, a popular Indian ice cream brand, originated in Tamil Nadu in 1970 through pushcarts. The brand has since expanded its presence with over 10000 outlets across India and exported to 42 countries in the world. Arun is recognized for its focus on unique flavours, quality, and affordability, resonating with people. It stands as the exclusive brand providing quality ice creams starting at just 5 INR in India, captivating both kids and adults with a variety of 180 plus different flavours presented in distinct packaging themes. This study seeks to analyse the Arun ice cream's marketing strategy and its potential influence on customers behaviour in Coimbatore city.

STATEMENT OF PROBLEM:

The primary challenge facing Arun ice cream is intense market competition, wherein rival ice cream brands offer similar high-quality products resulting in diminished visibility for Arun in certain regions. This study seeks to investigate consumer loyalty, analyse preferences, and examine the factors influencing customers to choose Arun ice cream over numerous competing brands. By gaining insights into these dynamics, the research aims to identify strategic opportunities of Arun to enhance its market presence and distinguish itself in the competitive landscape.

OBJECTIVES:

- ❖ To examine the Arun Ice Cream's marketing strategies and their influence on consumer behaviour.
- ❖ To identify the impact of promotional activities for new introduced products among consumer.
- ❖ To analyse the degree of customer loyalty towards Arun ice cream as a result of its marketing strategy.
- ❖ To know the overall satisfaction level of customers.

SCOPE OF STUDY:

Scope of study on Arun Ice Cream's marketing strategy and its impact on customer behaviour analyse various key aspects, start by examining the brand's diverse marketing channels, covering digital platforms, traditional media, and promotional events. Evaluate the consistency and effectiveness of Arun Ice Cream's messaging and promotional campaigns. Examine the pricing strategy and product positioning to identify their competitive advantage. Furthermore, assess customer feedback and reviews to gauge satisfaction and preferences. Explore how Arun Ice Cream's marketing initiatives impact consumer choices, loyalty, and overall purchasing behaviour. By concentrating on these aspects, the study aims to provide valuable insights to improve the appeal of Arun ice cream in a competitive market.

REVIEW OF LITERATURE:

M. selvalakshmi and R. R. Arunrani (2013) - "Consumer Tastes And Preference Towards Ice Creams With Special Reference To Arun Ice Creams". The descriptive research, conducted in Chennai, focuses on exploring problem characteristics and analysing factors that influence consumer preferences for Arun Ice Creams. Its primary goal is to gain insights into consumer behaviours by employing a structured questionnaire, the study involves a convenience sample of 316 participants. The data collection encompasses both primary and secondary sources, providing a thorough examination of the subject.

S. Priyadharshini & Dr. S. Gandhimathi (2021) – “A Study On Consumer Preference and Satisfaction Towards Arun Ice-Creams”. The research elucidates consumer opinions on the price, packaging, and advertising of Arun Ice Cream in the Coimbatore districts, based on 150 responses from a descriptive questionnaire. Percentage analysis, chi-square, rank analysis, and weighted average are the tools employed in this study. Through these analytical methods, the study recommends that Arun Ice Creams enhance the effectiveness of their advertising strategies.

Mr. R. Thirumoorthy & Mr. S. Balasubramani (2022) – “A Study on Consumer Preferences towards Arun Ice Cream in Coimbatore City”. The study focuses on Investigating consumer preferences and satisfaction regarding Arun Ice-Cream, this study reveals correlations with variables like age and purchase frequency. As a nationally competitive natural brand, Arun Ice-Cream stands out, especially attracting customers who prefer homemade products. The study highlights the pivotal role of quality in shaping consumer decisions.

Dr. A. Jayanthi and P. Dhinakaran (2023) – “A Study on Consumer Tastes and Preferences towards Arun Ice Creams in Coimbatore Region”. The aim of this study was to examine consumer tastes and preferences for Arun Ice cream, a renowned brand in India. Conducted with 100 participants from various demographics, the research identified key factors influencing purchases, flavour preferences, and satisfaction levels. The findings emphasized the importance of quality, taste, packaging, and price in shaping consumer decisions and also the research provides valuable insights for the company to refine marketing strategies and products, facilitating customer growth and boosting profitability.

LIMITATIONS:

- The study is limited by a sample size of only 125 respondents.
- The study questionnaire was only collected through Google Forms, so data couldn't be gathered from non-mobile users.
- The questionnaire for this study is in English only. so, some people may face difficulty understanding the questions due to limited proficiency in the English language.

RESEARCH METHODOLOGY:

Research methodology involves systematically planning, executing, and analysing research, utilizing methods like study design, data collection, sampling, and statistical analysis to address particular research questions.

RESEARCH DESIGN:

This research adopts a descriptive approach and the main purpose of the study is concentrating on analysing objectives and customer behaviours through the utilization of both primary and secondary data sources.

METHODS OF DATA COLLECTIONS:

Data for this study is obtained through primary and secondary source

Primary data: source of primary data for this study is questionnaire and interview from Arun ice cream franchise owner

Secondary data: source of secondary data is collected from magazines, websites and articles.

SAMPLING:

This research used convenience sampling method for analysing objectives

SAMPLING SIZE:

The sampling space for this study is 125 respondents for the descriptive questionnaire and it's collected through g-forms.

TOOLS:

Tools are the techniques and strategies we employ for gathering, processing, and understanding information. This involves using statistical methods, software applications, and specific steps to analyse data and draw significant conclusions from the collected information.

Tools used in this study to analyse are

- Simple percentage
- Chi test
- Rank
- Analysis of variance (ANOVA).

ANALYSIS:**DEMOGRAPHIC PROFILE:****TABLE :1**

Categories	High respondents' area	No of respondents	Percentage
Gender	Female	69	52%
Age	20 to 30	39	31%
Area of residence	Rural	74	59%
Occupation	Student	55	44%
Family monthly income	Below 15000	33	26%

INTERPRETATION:

The above table indicates that among the high respondents, 52% are categorized by female, 31% by age group of 20 to 30 years , 59% of response are residing in rural area, 44% by student and 26% by family monthly income of below 15,000.

OBJECTIVE 1:**TO EXAMINE THE ARUN ICE CREAM'S MARKETING STRATEGIES AND THEIR INFLUENCE ON CONSUMER BEHAVIOUR****SIMPLE PERCENTAGE ANALYSIS:****TABLE :2**

CATEGORY	HIGH RESPONDANCE AREA	NO OF RESPONSES	PERCENTAGE
Attracting marketing strategies	Quality Assurance	54	43%
Factor influenced for choosing the brand	Quality	53	42%
Frequent customer of Arun ice cream	Yes	102	82%
Repeated preference of the brand	Easy availability	41	34%

INTERPRETATION:

The above table shows that the among these strategies 43% of 125 response are mostly attracted to quality assurance. Quality is most influenced factor by 41% of respondents . Arun Ice Cream's effective marketing strategies lead to an 82% customer retention rate among its 125 respondents and 34% of response makes sure that Arun creams are easily available in both rural and urban areas.

OBJECTIVE 2:**TO IDENTIFY THE IMPACT OF PROMOTIONAL ACTIVITES FOR NEW INTRODUCED PRODUCTS AMONG CONSUMERS****RANKING ANALYSIS:**

1) Occasion for trying new Arun Ice Cream products.

TABLE: 2.1

Particulars	Total no of respondents	Rank
Celebration	65	1
Dessert after a meal	33	2
Social gathering	15	3
Stress relief	8	4
Others	5	5

INTERPRETATION:

The table shows consumer preferences for trying new Arun ice cream flavours. usually, consumers prefer to try new products during celebrations with family and friends. This suggests that special occasions are prime times for Arun Ice Cream to introduce new flavours, as people enjoy sharing the experience with loved ones.

2) Awareness of innovative product launches.

TABLE: 2.2

Particulars	No of response	Rank
Tv ads	52	1
In-store promotion	30	2
Personal suggestions	25	3
Social media	9	4
Others	9	4
Grand total	125	4

INTERPRETATION:

The above table represents the ranking of how customers become aware of new launches of innovative products.

OBJECTIVE 3:

TO ANALYSE THE DEGREE OF CUSTOMER LOYALTY TOWARDS ARUN ICE CREAM AS A RESULT OF ITS MARKETING STRATEGY

CHI SQUARE ANALYSIS: 1**ACTUAL DATA TABLE**

Frequent customer of Arun ice cream	20 to 30 years	31 to 40 years	41 to 50 years	above 50 years	Under 20 years	Grand Total
No	4	5	4	1	9	23
yes	35	25	11	3	28	102
Grand Total	39	30	15	4	37	125

EXPECTED DATA TABLE

Frequent customer of Arun ice cream	20 to 30 years	31 to 40 years	41 to 50 years	Above 50 years	Under 20 years	Grand total
No	7.176	5.52	2.76	0.736	6.808	23
Yes	39.78	24.48	12.24	3.264	30.192	102
Grand total	39	30	15	4	37	125

p value = 0.447583

INTERPRETATION:

The above actual and expected data of chi quare analysis the relationship of age and frequent consumer of the Arun ice cream. The analysis results the p value which is greater than 0.05 and there doesn't seem to be a strong relationship with demographic factors like age. This implies that people of all ages from young to old are equally likely to be regular consumers of the ice cream.

CHI QUARE ANALYSIS: 1.2

ACTUAL DATA TABLE

Frequent customer of Arun ice cream	Female	Male	Grand total
No	7	16	23
Yes	50	52	102
Grand Total	57	68	125

EXPECTED DATA TABLE

Frequent customer of Arun ice cream	Female	Male	Grand total
No	10.488	12.512	23
Yes	46.512	55.488	102
Grand total	57	68	125

p value = 0.270740174

INTERPRETATION:

The chi-square analysis conducted on the relationship between gender and being a frequent consumer of Arun Ice Cream indicates that the p-value is greater than 0.05. This suggests that there is no significant relationship between gender and being a regular consumer of Arun Ice Cream. In other words, both genders are equally likely to be regular customers of Arun Ice Cream.

CHI QUARE ANALYSIS: 2

ACTUAL DATA TABLE

Consumer interest in recommending Arun ice cream	20 to 30 years	31 to 40 years	41 to 50 years	Above 50	Under 20 years	Grand total
No	2	1				3
Yes	37	29	15	4	37	122
Grand total	39	30	15	4	37	125

EXPECTED DATA TABLE

Consumer interest in recommending Arun Ice Cream	20 to 30 years	31 to 40 years	41 to 50 years	above 50	Under 20 years	Grand Total
No	0.94	0.72	0.36	0.096	0.888	3
Yes	38.06	29.28	14.64	3.904	36.112	122
Grand Total	39	30	15	4	37	125

p value = 0.846995

INTERPRETATION:

The chi-square analysis on how age influences customers' recommendations of Arun Ice Cream represent a p-value above 0.05. This indicates that there is no significant relationship between age and the likelihood of recommending the ice cream to others.

RANKING ANALYSIS:

Suggestion of Arun ice cream

TABLE: 3

Particulars	Total no of respondents	Rank
All of the above	72	1
Friends and family	45	2
Local influencers	.6	3
Colleagues	2	4
Grand total	125	4

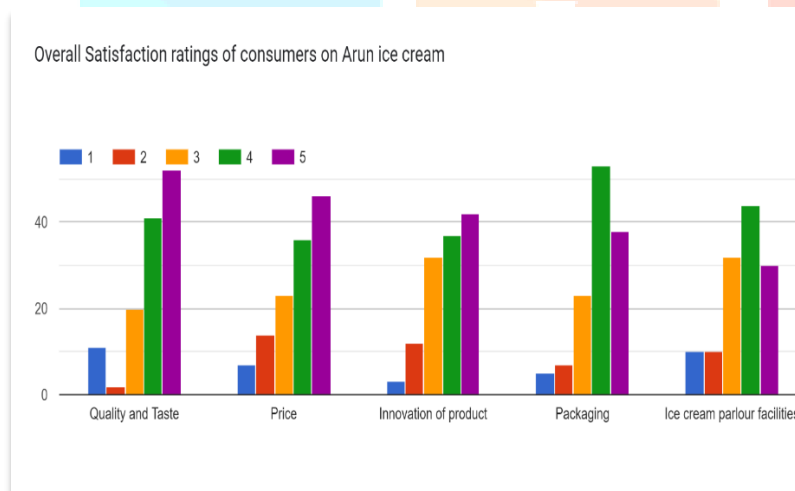
INTERPETATION:

The above table shows that "all of the above" is scored first, followed by "friends and family" in second place, "local influencers" in third place, and "colleagues" in fourth place.

OBJECTIVE 4:

TO KNOW THE OVER ALL SATISFICATION LEVEL OF CUSTOMER

CHART: 1



INTERPRETATION:

This chart illustrates consumer satisfaction ratings, where 1 represents highest level of dissatisfaction, 2 indicates significant dissatisfaction, 3 is neutral, 4 represents satisfaction, and 5 indicates the highest level of satisfaction.

ANOVA ANALYSIS – SINGLE FACTOR ANOVA**TABLE : 4**

SUMMARY				
Groups	Count	Sum	Average	Variance
Taste & Quality	5	125	25	447
Price	5	12	25	258.5
Innovation of product	5	125	25	280.5
Packaging	5	125	25	406.5
ice cream parlour facilities	5	125	25	219

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	0	4	0	0	1	2.866081402
Within Groups	6446	20	322.3			
	6446	24				

INTERPRETATION:

The above table elucidates the significant relationship of consumer satisfaction levels using single-factor ANOVA. p value is greater than 0.05 So, there is no significant difference in consumer satisfaction level to different factors.

FINDINGS:**PERCENTAGE ANALYSIS:**

- 1) 43% of respondents are attracted to marketing strategy of quality assurance , Arun Ice Cream offers quality assurance to customers at an affordable price this strategy leading consumer to believe that they can enjoy high-quality ice cream at a reasonable cost.
- 2) According to research, 42% of consumers are influenced by the quality factor, establishing it as the primary determinant shaping consumer purchasing choices.
- 3) 43% of consumers consistently choose Arun Ice Cream for its availability and accessibility. Arun Ice Cream aims to enhance accessibility and become a respected choice among consumers in every corner of the city.

RANK ANALYSIS:

- 1) 65 respondents express their interest in trying newly introduced products by Arun Ice Cream in celebration. Specifically, 52 respondents become aware of newly launched products through TV ads.
- 2) 72 respondents expressing a willingness to recommend Arun Ice Cream to Friend and family, local influencers and Colleagues . It highlights the loyalty and satisfaction of consumers towards the brand.

CHI-SQUARE ANALYSIS:

- 1) 82% of respondents are regular consumers of Arun Ice Cream. A chi-square test suggests no significant relationship with demographic factors like age and gender. This indicating that these variables don't strongly influence consumption patterns.
- 2) There appears to be no significant relationship between expressing a willingness to recommend Arun Ice Cream to others and age. In simpler terms, consumer of all ages seems equally likely to suggest Arun Ice Cream to friends and family.

ANOVA ANALYSIS:

1) Consumer satisfaction levels are consistent across several factors, including taste, price, quality, quantity, variety of flavours, and the facilities provided by ice cream parlours.

SUGGESTION:

Arun Ice Cream must prioritise ongoing innovation and flavour elegance to adapt to its consumer's different tastes and preferences. Arun Ice Cream may reach a wider range of customers by providing a diverse range of flavours, such as traditional, unique, and innovative selections. Continually presenting interesting new flavours and seasonal specials will keep customers interested and promote future engagements. Market research and feedback collection will yield insightful information about new flavour trends, allowing Arun Ice Cream to tailor its product line appropriately. With all factors taken into account, concentrating on flavour innovation is essential for attracting in and retaining consumers from all demographics. Furthermore, enhancing the ice cream parlours layout and atmosphere with eye-catching themes and engaging activities can improve the whole experience for customers. It leads to higher levels satisfaction and loyalty. The combination of enhanced ambience and unique flavours has the potential to drive Arun Ice Cream's commercial expansion.

CONCLUSION:

This study concluded that Arun Ice Cream's marketing strategy and its impact on consumer behaviour emphasises the importance of well-designed marketing campaigns in influencing consumer preferences and purchasing decisions. A complete examination of Arun Ice Cream's branding, product positioning, pricing tactics, and promotional activities indicates that the company has effectively handled its life cycle of marketing strategy in the competitive landscape and cultivated a positive reputation among consumers. This had led to higher brand loyalty and an increased desire to purchase Arun ice cream. Furthermore, the study states the significance of ongoing market analysis and adaptability to changing consumer preferences in order to stay competitive in the dynamic ice cream sector.

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