

**CHAPTER I**  
**INTRODUCTION**

## **INTRODUCTION**

Consumer behaviour is comparatively a new field of study which evolved just after the Second World War. The sellers' market has disappeared and buyer's market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behaviour. The evaluation of marketing concept from mere selling concept to consumer oriented marketing has resulted in buyer behaviour becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer. Consumer behaviour is a study of how individuals make decision to spend their available resources (time, money and effort) or consumption related aspects (What they buy? When they buy? How they buy?)

Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. Before business can develop marketing strategies, they must understand what factors influence buyer's behaviour and how they make purchase decisions to satisfy their needs and wants. At present ice cream industries are facing sensitive and dynamic customers in this industry. Therefore, this research is designed to investigate the key factors which customers consider most while choosing an ice cream. The important of these research is that focus on those factors which customer is considering when they buy an ice cream.

Consumer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.

The research work is carried out to highlight the important elements for customers in the household and let the service provider understand overall picture of customer behavior towards the meriiboy company with the help of understanding the factors affecting consumer behaviour for choosing a certain service provider. Better understanding of consumer behaviour would let the marketers make the service structure as desired and attractive for the household customer and maintain business activities according to customer demands. This research work would let the customer record their voice in understanding the companies what kind of service do they want which can improve their life quality with the tailored services by the service provider.

## **STATEMENT OF THE PROBLEM**

As we know that customer is the king of any business, it is essential to understand customer expectations their preferences towards the product and their needs and wants. Without understanding consumer behavior no companies can survive. The problem stated for the study is titled “A study on consumer buying behaviour towards meriiboy ice cream in Ernakulum district”.

## **SIGNIFICANCE OF THE STUDY**

This study helps the researcher to understand the consumer buying behaviour towards meriiboy icecream. The study is certainly very helpful to understand the position of meriiboy ice cream in the market compare to competitors. The study analyses the consumer behavior by specially focusing on who buy the product or services, how do they buy the product or service, where do they buy them, why do they buy them, how often they use them.

## **OBJECTIVES OF STUDY**

The main purpose of the study is to understand the consumer buying behaviour towards meriiboy ice cream.

Following are the main objectives of the study

1. To find out the awareness level of meriiboy ice cream product among the consumers
2. To find out the influence of marketing factors such as product design, price, promotion, packaging towards the product purchase
3. To find out the effectiveness of advertisement on consumers buying behavior
4. To find out the nature of purchase of meriiboy ice cream product among consumers

## **RESEARCH METHODOLOGY**

Sources of data;

### **Primary data**

In this method, a structured questionnaire has been prepared for customers who use meriiboy icecream and data was collected

### **Secondary data**

In this method, data has been collected from journals, newspapers, websites, social media, advertisements etc.

## **TOOLS AND TECHNIQUES**

### **Sampling technique**

Convenience sampling is used in the study

### **Sample size**

Study is related to a sample size of 50 customers of meriiboy ice-cream

### **Area of study**

The study is being conducted among the customers at Ernakulam

### **Tools for analysis**

1. Table
2. Pie Chart
3. Percentage

## **PERIOD OF STUDY**

The study is carried out for a period of 3 months. It commenced from January to march

## **LIMITATIONS**

- Total coverage of study is limited to 50 customers of Ernakulam
- Information provided by the customers may not be correct
- The reserved nature of many consumers was the other limited factor

## **CHAPTER II**

### **REVIEW OF LITERATURE**

#### **REVIEW OF LITERATURE**

The topic of consumer behaviour is one of the massively studied topics by the researchers and marketers in the past and still being studied. (**JOHN DUDOVSKIY, 2021**)

The topic of consumer behavior is one of the massively studied topics by the research and marketers in the past and still being studied. Researchers show different reasons as to why consumer behavior has been the many academics and researchers. One of the common views is that understanding consumer behavior has become a factor that has a direct impact on the overall performance of the businesses (**KOTLER AND KELLER, 2020**)

There is a wide range of factors that can affect consumer behavior different ways. These factors are divided by **HOYER ET AL (2019)** into four broad categories: Situational, personal, social and cultural factors.

Another study conducted by **VARIAWA (2010)** analyses the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyse the impact of packaging decision making processes of low income consumers in retail shopping.

According to **PANKAJ PRIYA ET AL (2010)**, the demand for the demand for the advertised products is influenced by the children's attitude towards advertisement. The cognitive changes among different age groups lead to the formation of varying attitudes towards the advertisements. Yet there are other strong factors apart from advertisements, which result in the requests for the product or brand

On the other hand, **WINER (2009)** divided them into social, personal and psychological factors. Despite the fact that they have been classified into different groups by different authors they are similar in scope and purpose.

Health concerns, Education exposure to advertisements and promotions contribute to the household's perception of the benefits from consuming dairy products and tend to increase the likelihood of purchases (**FULLER ET AL., 2007**).

Ice cream will always remain a children's favourite, but today's trends denote that teenagers, young professionals and whole families hang out at ice cream shops like they would at cafes. And the fact that ice cream shops have taken on the culture of

cafes denotes that people go to these shops not just to enjoy ice cream, but also to socialize or “hang out.” **(KOAY ALLAN, 2005)**

The changing Indian family structure with families becoming smaller and nuclear and the increasing number of working women has forced the Indian consumer to eat outside giving a Philip to consumption of processed foods **(PATIL G. AND SINGH R., 2005).**

Product innovation and changes in consumer habits have paved the way for yearround consumption of ice cream in Western Europe **(BENKOUIDER C., 2004)**

Most people eat ice-cream at a temperature of about 5 degrees above zero **(GURCHIEK KATHY,2003).** Joao Pedro Dias Fontes ba Costa argues that the icecreams consumption is not limited to summers only but has become year round phenomenon and consumption at home is on rise pushing ice-cream, which is used to be a party product, into indulgence category.

Another view suggests that understanding consumer behaviour has become crucial especially due to fierce competition, in retail industry in the UK and worldwide **(LANCASTER ET AL, 2002)** this chapter will introduce some other areas of research background of consumer behavior addressing the works of researchers and marketers. Moreover, consumer decision making process five stages of consumer decision making process will be discussed in detail.

‘Taste’ is colored not just by the gustatory properties of the food itself, but its smell, sound and appearance as well as by expectations generated by marketing communications and even country of origin **(JACOBY ET AL., 1971& LECLERC ET AL., 1994 AS QUOTED IN WRIGHT ET AL., 2001).**

### **CHAPTER III**



# DATA ANALYSIS

**CHAPTER IV**  
**FINDINGS, SUGGESTIONS AND CONCLUSION**

## **FINDINGS**

- 40% of the customers aware about the product of the ice cream from the Television media.
- 43 % of Consumers buying ice cream from supermarket and they prefer to buy the ice cream occasionally
- 70 % of customers the price of meriiboy is reasonable .
- 50% of consumers are watching the meriiboy adverticement.
- 44 % of the customers agree that packing of meriiboy ice cream is good and they think the advertisement of meriiboy increases sales of it and the customers say that advertisement aims to generate sales in order to remind.
- 48% of customers agree that the quality of meriiboy is better compared to others and ii is ethical. Then the customers rank the ice cream of meriiboy is the next best.

## **SUGGESTIONS**

- O More schemes should be launched to boost the awareness of the meriiboy ice cream and remain in competition with the foreign players.
- O To enhance the consumer buying and consuming habit, company should apply new promotional tools like mass marketing and customization of the product.
- O Company should target youth and children for the product like ice cream and should know what exactly consumer wants.
- O To introduce the product into two different ranges like one to compete the local players which should be comparatively low price segment and other should be quality product having slightly high price.
- O Advertisement regarding the ice creams may be given not only in popular channel but also in the local cable to reach the people.
- O The company should introduce various promotion schemes for brand building.

## **CONCLUSION**

In modern world people desired attractive and quality brand. They need quality, taste with reasonable price. Therefore the concern must follow the new sales promotion methods. Manufacture or dealers provide various free offers method and create highly demand for their brand in the market field. The knowledge of satisfaction level of meriiboy ice cream would render immense help to the companies in planning and implementing marketing strategies.

As per the study done towards the meriiboy product, the consumption of the meriiboy products are high when compared to other products. The buying of the consumers is high. The promotional strategies of the product can be improved to increase the sale of the company as much. Thus the project conclude that the buying behaviour of the consumer are positive. So the product has a good reach.

## **APPENDIX**