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RESEARCH ARTICLE

**Consumer Choice of Ice Creams : A Binary Logit Model of Analysis**

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**ABSTRACT**

The most popular flavors of ice cream are vanilla, chocolate, butter pecan, strawberry, Neapolitan, chocolate chip, french vanilla, cookies, and cream, etc., Fruity ice cream includes vanilla, fresh fruits, etc. etc. The specific objective of this study is to investigate whether the socio-economic characteristics and the marketing mix(4P's) affect the consumer choice and preferences of ice creams (fruity and traditional) or not. The sample size in this research paper was 120. A binary logit model, was used to investigate factors affecting the consumer choices and preferences of ice creams. Results obtained that women prefer fruity ice cream to men. Likewise, men prefer traditional ice cream to women. Premium price affects the choice preferences towards both the ice cream. Product attributes like taste, quality, etc., and promotional activities like advertisement and sales promotion attracted the customers towards the ice cream.

**Keywords :** *Consumer choice; Dairy product; Place; Promotion ; Marketing mix*

**INTRODUCTION**

The main sectors comprising of the Indian food processing industry are fruits and vegetables, dairy products, marine and fish, meat and poultry, edible oils, staples, alcoholic and non-alcoholic beverages, bread and bakery, confectionery and packaged foods, among others. Trends in food consumption patterns obviously show the declining trend in cereals and increased consumption of vegetables, fruits, milk, meat, egg, fish, and edible oil (Balaji *etal*.,2019). Ice cream is the favorite dairy product for all, especially kids. It helps to relax the mind of human beings. Ice cream is a sweetened frozen food typically eaten as a snack or dessert. It may be made from dairy milk or cream and is flavored with a sweetener, either sugar or an alternative, and any spice, such as cocoa or vanilla. It can also be made by whisking a flavored cream base and liquid nitrogen together. Colorings are usually added, in addition to stabilizers. The mixture is stirred to incorporate airspaces and cooled below the freezing point of water to prevent detectable ice crystals from forming. The result is a smooth, semi-­solid foam that is solid at very low temperatures (below2 °C or 35°F). It becomes more malleable as its temperature increases. Ice cream may be served in dishes, for eating with a spoon or licked from edible cores. Ice cream may be served with other desserts, such as apple pie, or as an ingredient in ice cream floats, sundaes, milkshakes, ice

cream cakes, and even baked items, such as Baked Alaska. Fruity ice cream includes vanilla, fresh fruits, etc. The traditional ice cream here was from the olden days. Some of the benefits of ice cream are sources of vitamins, especially vitamin A, B-6, B-12, C, D, and K, sources of minerals such as calcium and phosphorous stimulates the brain, provides energy, etc., Most popular flavors of ice cream are vanilla, chocolate, butter pecan, strawberry, neapolitan, chocolate chip, french vanilla, cookies, and cream, etc., Understanding consumer choice is one of the complicated tasks because it involves a heterogeneous and critical type of individuals who may choose the products as per their own wishes. The marketing mix (4Ps) such *as* product, price, promotion, and place plays an effective role knowingly and unknowingly. The lack of marketing mix awareness in the market destroys the sales of the particular firm. Using the marketing mix concept will help increase sales in an effective manner. The specific objective of this paper is to investigate whether the socio-economic characteristics and the marketing mix (4P's) determinants will affect the consumer choice or not.

Guleria and Parmar. (2015) mentioned the definition of consumer preferences in article, such as measured by utility. Consumer preferences are defined as personal individual tastes of diverse