

## A STUDY ON CUSTOMER PREFERENCES AND PERCEPTUAL MAPPING OF ICE CREAM INDUSTRY IN AHMEDABAD CITY

**DR. VASUDEV MODI**

ASSISTANT PROFESSOR,  
B.K. SCHOOL OF BUSINESS MANAGEMENT,  
GUJARAT UNIVERSITY, AHMEDABAD-380 009  
GUJARAT, INDIA.

---

### ABSTRACT:

The average ice cream consumption of the world is 2.3 liters per annum. With ice cream treats becoming a part of Indian culture, Indian ice cream market is rapidly growing globally. Indian customers are visiting ice cream parlors frequently, helping to fuel greater interest in packaged offerings in the country. The current Ice Cream market of India is worth Rs. 3000 Cr, including the unorganized sector. According to PHD Chamber of Commerce With its growing institutional sales coupled with youngsters spending habits on it as well as increasing disposable income of middle and lower middle class Indians in the recent times, which has developed its penchant for the frozen product, the size of the ice cream industry is likely to jump at about Rs.7000 crore by 2018.

The branded market has a host of homegrown and international players, namely, Amul, Kwality Walls, Mother Dairy, Vadilal, Cream Bell, Baskin-Robbins etc. Lately, the imported concepts such as frozen yogurt and gelatos are gaining popularity. So there is a need to do study brand awareness and customer preferences about different brands available in the Indian market especially market like Ahmedabad City. The study tries to focus on factors considered while the selection of a particular brand of ice cream and strategies adopted by ice cream serving firms for to fulfill the need of end users.

**KEYWORDS :** Brand awareness, Customer preferences, Ice Cream, Perceptual mapping.

---

### REFERENCES

- Acebron, L.B., Levy Mangin, J-P. And Calvo Dopico, D. (2000), "A proposal of the buying model for fresh food products: the case of fresh mussels", *Journal of International Food & Agribusiness Marketing*, Vol. 11 No. 3, pp. 75-96.
- Antti Haahti and Ugur Yavas, (2004), "A multi-attribute approach of understanding image of a theme park", *European business review*.
- Arnould, E., Price, L. And Zinkhan, G. (2002), *Consumers*, 2nd ed., McGraw-Hill/Irwin, New York, NY.
- Athanasios Krystallis (2013), "Uncovering attribute-based determinants of loyalty in cigarette brands", *Journal Of Product and Brand Management*.
- Bedman Narteh et al., (2012), "Key drivers of automobile brand choice in sub-Saharan Africa: the case of Ghana", *Journal of Product and Brand Management*.

- Bikram Jit Singh Mann and Mandeep Kaur(2013). “Exploring branding strategies of FMCG, services and durables brands: evidence from India”, *Journal of Product and Brand Management*.
- Bisogni, C.A., Winter Falk, L., Madore, E., Blake, C.E., Jastran, M., Sobal, J. and Devine, C.M. (2007), “Dimensions of everyday eating and drinking episodes”, *Appetite*, Vol. 48 No. 2, pp. 218-31.
- Chengappa, P.G., Lalith, A., Prasanna, R.K.K., Vijayalakshmi, D., Reddy, B.M.R. and Joshi, P.K. (2005), “Emergence of organised retail chains in India during post liberalization era”, paper presented at the South Asia Regional Conference of International Association of Agricultural Economists, Globalisation of Agriculture in South Asia, Hyderabad.
- Cova, B. and Pace, S. (2006), “Brand community of convenience products: new forms of customer empowerment – the case ‘my Nutella the community’”, *European Journal of Marketing*, Vol. 40 Nos 9/10, pp. 1087-105.
- Dennis Pitta and Elizabeth Pitta (2012), “Transforming the nature and scope of new product development”, *Journal of Product and Brand Management*.
- Don O’Sullivan and John McCallig (2009), “Customer satisfaction, earnings and firm value”, *European Journal of Marketing*.
- Gianluca Marzocchi ,at .el (2010), “Brand communities: loyal to the community or the brand?”, *European Journal of Marketing*.
- Goyal, A. and Singh, N.P. (2007), “Consumer perception about fast food in India: an exploratory study”, *British Food Journal*, Vol. 109 No. 2, pp. 182-95.
- Gunnvald B. Svendsen and Nina K. Prebensen(2011), “The effect of brand on churn in the telecommunications sector”, *European Journal of Marketing*.
- Gustav Puth. et. al.,(1999), “Consumer perceptions of mentioned product and brand attributes in magazine advertising:”, *Journal Of Product and Brand Management*.
- Harvard Hansen, at .el(2011), “The moderating effects of need for cognition on drivers of customer loyalty”, *European Journal of Marketing*.
- Hamed M. Shamma and (2009), “Customer and non-customer perspectives for examining corporate reputation”,*Journal of Product and Brand Management*.
- Helle Alsted Sondergaard and Hanne Harmsen (2007), “Using market information in product Development”, *Journal of Consumer Marketing*.
- Hirschman, E.C., Carscadden, N., Fleischauer, L., Hasak, M. and Mitchell, M. (2004), “Exploring the architecture of contemporary American foodways”, in Kahn, B.E. and Luce, M.F. (Eds), *Advances in Consumer Research*, Vol. 31, Association for Consumer Research, Valdosta, GA, pp. 533-48.
- Pedro S. Coelho and Jorg Henseler (2009), “Creating customer loyalty through service customization”, *European Journal of Marketing*.
- Quagraine, K.K., Unter - schultz, J. and Veeman, M. (1998), “Effects of product origin and selected demographics on consumer choice of red meats”, *Canadian Journal of Agricultural Economics*, Vol. 46 No. 2, pp. 201-19.
- Ruth, M.W. and Yeung, J.M. (2001), “Food safety risk: consumer perception and purchase behaviour”, *British Food Journal*, Vol. 103 No. 3, pp. 170-87.
- Sara Spear and Stuart Roper(2013), “Using corporate stories to build the corporate brand: an impression management perspective”, *Journal of Product and Brand Management*.