

# Study on customer satisfaction of Natural Fresh Ice Cream in Nagpur city.

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## Abstract:

The present research attempts to find out the customer satisfaction of one of the prominent ice cream manufacturing company NaturalFresh Ice Cream Brand has launched their franchise in the year 2015 in Nagpur city of Maharashtra, India. The objective of the company is to serve customers with the best quality and taste to bring the change in the ice cream slowly as company want to change the entire brand experience and to serve the customers as the way they love it. It is a found that the more a business gives to customers, the more it also gets in return. That is why the companies of today are making sure that their customers are satisfied. Customers and businesses know that a high customer satisfaction can show not only the quality of their products. It also highlights the great experience that they provide. In short customers' satisfaction to a brand leads to more purchases and recommendations. Customer satisfaction drives revenue. It contributes to a company's growth and stability. It has been found that the company is offering various products/ice creams with natural fruits flavor in it. Primary data was collected with the help of questionnaire from 130respondents. Questions were asked to the respondents from different area of Nagpur. (25%East, 25% West, 25%North,25%South). After this data analysis, the researcher found that the objective tostudy the customer satisfaction of Natural Fresh Ice cream is fulfilled. From the research it is concluded thatthe brand should continue with their slow philosophy which leads company the customer satisfaction.

KEYWORDS: marketingmanagement, customer,customer satisfaction,Natural Fresh ice cream.

## Full Research Paper:

Natural Fresh Ice Cream: They started making the mouth watering and refreshing ice creams in 1996. Since then the journey has been more exciting and challenging with the passion of creating the best natural flavored ice creams in the country. We are committed in serving our customers with the best quality and taste. Natural Fresh Ice cream make 100% natural (veg) ice-cream with no fruit essence or artificial colors. Our products are made only by the finest ingredients and are

selected with great care. Natural Fresh Ice cream have 5 outlets across India and are fast growing our network. They also take party orders and special orders and promise you a great treat.

Natural Fresh Ice cream is growing! They have created an exceptional strong connection with their customers. With our outlets in Mumbai, NaturalFresh is looking to grow further to win over many more smiles with a strong franchise network. They plan to grow and partner with experienced business people with a passion for the brand.

**Introduction of the topic:** Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company-environment-product-service. Satisfaction involves one of the following three psychological elements: cognitive (thinking/evaluation), affective (emotional/feeling), and behavioral. "Satisfaction" itself can refer to a number of different facts of the relationship with a customer. For example, it can refer to any or all of the following: Satisfaction with the quality of a particular product or service Satisfaction with an ongoing business relationship. Satisfaction with the price-performance ratio of a product or service Satisfaction because a product/service met or exceeded the customer's expectations The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition:

Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis. Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.

There should be some connection between customer satisfaction measurement and bottom-line results. Customer satisfaction is influenced by perceived quality of product and service attributes, features and benefits, and is moderated by customer expectations regarding the product or service. Each of these constructs that influence customer satisfaction need to be defined by the researcher.

**Expectations & Consumer Satisfaction:**

Expectations are beliefs (likelihood or probability) that a product/service (containing certain attributes, features or characteristics) will produce certain outcomes (benefits-values) given certain anticipated levels of performance based on previous affective, cognitive, and behavioral experiences. Expectations are often seen as related to satisfaction and can be measured as follows:

This research work is carried out to study the customer satisfaction of NaturalFresh Ice Cream in Nagpur. Nagpur is the third largest city and winter capital of the Indian state of Maharashtra. It is the 13th largest Indian city by population. According to an Oxford Economics report, Nagpur is projected to be the fifth fastest growing city in the world from 2019-2035 with an average growth of 8.41%. It has been proposed as one of the Smart Cities in Maharashtra. (<https://en.wikipedia.org/wiki/Nagpur>).

## Literature Review:

(L-R) Kunal, Anuvrat and Nishant Pabrai (Untitled – 15)

(<https://www.business-standard.com › Companies › News>)

For the Kamaths, repositioning Natural's was becoming a necessity to woo millennials. They convinced their father to go for a pictorial mnemonic like an inverted 'A' with an ice cream scoop on top to increase brand recall. The green colored font also went with their 'natural' philosophy. With the widest range of fruits ice cream in the world, the brand has gone international. After all, if food is familial, why can't ice creams be too?

2) MR Prajapati - 2012 - [krishikosh.egranth.ac.in](http://krishikosh.egranth.ac.in), A study on consumer perception towards amul ice cream vis-à-vis different brands in Anand and Nadiad cities.

3) Consumer awareness and preference towards variants (flavors) of butter milk lassi at Rajkot, Ahmedabad, surat, Godhra, B Daisy - 2016 - [krishikosh.egranth.ac.in](http://krishikosh.egranth.ac.in)

4) Top Ice Cream Brands of Bangladesh Top Ice Cream Brands of Bangladesh Prepared For ,

By mahadihasan, The initial concern of this paper work is to acquire knowledge about the Marketing Strategy of top ice-cream brands of Bangladesh. A marketing strategy, in broad terms, is the business approach for marketing its products/ services which forms the basis for developing marketing plan. Specific strategies of these companies for target markets, positioning, the marketing mix, and marketing expenditure levels. Comparing to the market and other industries, Ice Cream industry is a small issue but a place where there is a scope to exercise marketing policies in a new and innovative manner. There are many Ice Cream Factories in our country. Igloo, Polar, Kwality and Bellissimo is top level ice cream brands. But from our findings Igloo is the most famous brands and its sections is better than others. So other brands should develop their marketing strategy.

**Shomnath Dutta (2015)**, in the “Study on Product Awareness and Brand Image of Amul Ice-Creams in and around Siliguri Subdivision of North Bengal” studied marketing and promotion strategies adopted by Amul for its ice-creams and understand the perception of the customers regarding brand Amul and evaluating its image. The findings of the study indicated satisfied customer also plays an important role in brand awareness as they recommend others to purchase and such referral brings new customers and promotes positive brand image whereas dissatisfied customers may lead negative brand image which hinders successful brand awareness activity.

**I. J. Patel & C. N. Dharaiya & S. V. Pinto (2014)**, in the study “Development of technology for manufacture of ragi ice cream” studied the development and commercially manufacturing of reduced fat ice cream that can fit easily into the dietary guidelines for persons suffering from CVDs. It was found that acceptable quality medium fat (6 % milk fat) ragi ice cream can be prepared using pretreated malted ragi flour.

**M. Selvalakshmi, Anurani R R (2013)** in the study “Customer tastes and preferences towards ice cream with special reference to arunicecream”, studied preferences and loyalty of customers towards Arunicecreams and the factors influencing the satisfaction. Cross tabulation, weighted average method, chi-square analysis and regression analysis was used. It was found that Factors such as television advertisement and word of mouth are the major influences in the purchasing decision

of Arun ice creams. Consumers prefer to buy ice cream during evenings and majority of them are found to buy ice creams once in a month with an average spending of about Rs.30-70.

**William J. Allender\*, Timothy J. Richards (2012)**, in the study “Brand Loyalty and Price Promotion Strategies: An Empirical Analysis” studied how brand loyalty influences retail price-promotion decisions in two highly differentiated, frequently-purchased CPG categories: carbonated soft drinks (CSD) and ice cream. The results showed retail price promotion model are consistent with existing theory on the relationships between brand loyalty and the depth and frequency of price promotion.

**Yavuz TOPCU\* and Ahmet Semih UZUNDUMLU (2011)**, titled “Turkish consumers’ purchase attitude and behaviors towards Kahramanmaraş type ice cream as a local branded product” focused on the sensorial food attributes with regard to how the consumers perceive common ice creams. Using standardized coefficients, Chi-square found intrinsic and extrinsic product attributes play a major role.

**Philippe Aurier and Gilles Se´re´ de Lanauze (2010)**, in the study “**Impacts** of perceived brand relationship orientation on attitudinal loyalty” using Standardized coefficients, using exploratory and confirmatory factor analyses and R-squares, model and hypotheses validated the relationship marketing model in the case of strong national brands positioned in the frequently purchased packaged goods sector. The authors proved that perceived quality impacts relationship quality (trust and affective commitment), which in turn influences attitudinal loyalty. Second, in addition to the effects of perceived quality, the authors proved that perceived brand relationship orientation has direct positive impacts on trust and affective commitment and, in turn, has an indirect impact on attitudinal loyalty.

**Ying Huang, Patricia Huddleston (2009)**, titled “Retailer premium own-brands: creating customer loyalty through own-brand products advantage”, found retailers who have higher degree of customer participation, innovation, and brand orientations are likely to have a stronger own-brand product advantage. In turn, those retailers are more likely to have loyal customers and superior own-brand financial performance.

Factors influencing consumer satisfaction and their preferences Ice creams, Anupama Sundar D, JSS Sciences & technology Mysore & Dr. D G Kantharaj Prof, Nagarjuna Coll of Engg, Bangalore

**J. Grobler and V.S.S. Yadavall (2008)**, titled “MANAGING THE COLD CHAIN: A CASE STUDY AT A SOUTH AFRICAN ICE CREAM COMPANY”, investigated the effect of different distribution scenarios. The paper concluded with an investigation into information technology (IT) as the enabler for improved supply chain performance.

**Eugene Y. Roh, Ji-Hwan Yoon (2008)**, in the study “Franchisor’s ongoing support and franchisee’s satisfaction: a case of ice cream franchising in Korea” identified franchisees’ satisfaction and their intention to renew their contracts utilizing the ice cream franchise in South Korea. It was found the franchisees learned about their business opportunities through friends and relatives. The brand recognition by the consumer is the major motive for franchisees to engage in franchising. While franchisees are least satisfied with their franchisors’ ongoing business support, they are most satisfied with central purchasing support from the franchisor.

**Patrali Chatterjee (2007)**, in the study “Advertised versus unexpected next purchase coupons: consumer satisfaction, perceptions of value, and fairness” studied how consumers differ in their interpretation of advertised and “surprise” (or unexpected) next-purchase coupons as delayed rewards or immediate losses based on promotion context and coupon start date restrictions. Findings indicate that unexpected next-purchase coupons lead to higher purchase satisfaction but lower perceptions of retailer fairness compared to advertised coupons. Study 2 indicates that consumer predisposition toward effortful thought (NFC) amplifies the impact of unrestricted start date on perceptions of retailer unfairness.

**GüldenBaoyifit · HakanKuleaoan · Aynur G. Karahan. (2006)** in the study “Viability of human-derived probiotic lactobacilli in ice cream” investigated the survival of probiotic bacteria in ice cream during 6 months of storage. Found the survival rate of added human-derived probiotic cultures during storage of ice cream manufactured with sucrose and aspartame was high.

**Paurav Shukla, (2004)** in the study titled “Effect of Product Usage, Satisfaction and Involvement on Brand Switching Behavior”, studied the effect of product usage, satisfaction and involvement level on the brand switching behavior in several categories of products associated with different product usage, performance and satisfaction levels. The results of the study lend some support to previous findings that a moderate relationship exists between product satisfaction, involvement and brand switching. The study did find common ground with the findings of Iwasaki and Havitz(1998) who argued that highly loyal people tended to exhibit high levels of involvement. Findings of a study by Traylor (1983) stated that brand commitment is generally not directly related to product involvement

### **Research Methodology:**

Objectives of the Study: Study of customer satisfaction of NaturalFresh Ice cream in Nagpur City.

Hypothesis: Natural Fresh Ice Cream customers are highly satisfied.

Sample Size: 130 customers, Nagpur

Competitor: Baskin & Robbins, Dinshaws, Quality Walls, Have more, Ice Craft.

Sampling Techniques: Random Sampling.

This research is based on the descriptive approach. Study is limited to Nagpur city only.

It based on a survey with a random method the sample size of 100 customers that are used through using structured questionnaires to study the customer satisfaction of Natural Fresh Ice cream in Nagpur Secondary data is taken through websites, newspaper, journal and books.

### **Data Collection**

Primary Data:

Questionnaire method filled from Natural Fresh ice cream customers of all the age group.

Secondary Data

The sources of Secondary Data are websites, newspaper, journal and books.

## Analysis & Interpretation of Data with Findings.:

The data was collected from different areas of Nagpur in the form of questionnaire.

As we wanted to know the top of the mind recall of the respondents the researchers have asked them that when they think of Natural Fresh Ice cream? Which Ice cream brand comes into their mind? Are they the core lovers/loyal customers of Natural Fresh Ice creams? Does they have tried all the flavors of Natural Ice creams? Are they satisfied with the quality of Ice creams? From the research it is inferred that Natural Fresh Ice cream has the highest top of the mind recall among the respondents with 62% and second comes Dinshaw's with 23% of recall & 15% others.

From this research it can be inferred, when the respondents were asked that whether they know any popular Ice cream Brands of Nagpur that have recently launched and experienced their Ice cream responses, where 82% had an idea or experience about Natural Fresh Ice cream, rest 18% are keep changing the other brands. Although the respondents found the customers were Dinshaw's customer & other brands too since years thus we have asked them another question that what influenced most them to switch into Natural Fresh Ice creams?, 82% answered that they like the Natural fruit flavors the most. 18% liked the overall quality & services.

Hence a clear hint was given by the researcher with the help of a direct question that are they satisfied with the Natural Fresh Ice cream? Surprisingly it was noticed that there was a rise in number of affirmative responses 86% of respondents have never experienced such best Ice creams ever before and rest 14% gave different opinions. Then the respondents were asked a simple customer satisfaction related question on do they really satisfied with Natural Fresh Ice cream? Or do they like to visit Natural Fresh Ice Cream shop in future? So 91% of respondents have answered yes that means out of 130 respondents 118 respondents agreed that they are highly satisfied with Natural Fresh Ice Cream, Rest 12% are accepted the brand and happy with it, but they cannot be called as loyal customers.

As from the data collected from the questionnaire the researcher have asked the respondents to rank what they like the most about the Ice cream brand. The option given to respondents were 1- Natural Fresh Ice cream, 2 - Dinshaws, 3 - Baskin & Robbins, 4 – Other. From the above four options they have ranked highest to Natural Fresh Ice cream then Dinshaws followed by Baskin & Robbins and others. The researcher had to check whether the customer satisfaction objective of the brand, hence a question on buying behavior was asked that rank the factors / attributes of an ice cream you consider buying any Ice cream?, so they answered as 1st they want taste, 2nd they want quality, 3rd they want service, 4th is price and 5th will be brand name/. While conducting

the research the respondents were asked, if they have considered any taste, quality, service price & brand factor, at the time of buying the NaturalFresh Ice cream? So the highest ranking was given for the product taste, quality, services then price and brand, so the respondents are really happy and satisfied with all the factors of Natural Fresh Ice cream.

While conducting the research the respondents were asked whether they will buy, rebuy the natural Fresh Ice Cream or not? 91% respondents said that they will rebuy Natural Fresh Ice cream where 9% respondents said they would definitely but Natural Fresh Ice cream. Here researchers found that the customers are highly satisfied with Natural Fresh Ice cream.

## CONCLUSIONS:

As is evident from the research, 'Natural Fresh Ice Cream' has the top of the mind recall, to cover the highest market share, Natural Fresh Ice Cream has beat Dinshaw's brand as well. The customer satisfaction of Natural Fresh Ice cream is satisfactory and thus the objective of the research behind the study of customer satisfaction is fulfilled.

As the Natural Fresh Ice cream brand provides the best natural fruits flavored ice creams taste, better quality, and best services, as well as pocket friendly & at competitive price rates. Due to the given highest ranking it is concluded that the hypothesis is formulated and hence it is concluded that Natural Fresh Ice cream's customers are highly satisfied.

Thus visibility of the brand through the customer satisfaction level of Natural Fresh Ice creams has increased the buzz at the Ice cream shop. Buying behavior of an individual plays an important role in customer satisfaction of every company, and Natural Fresh Ice cream has taken this into consideration very well with their brand's "Slow" philosophy which leads company the customer satisfaction. Also the researcher have noticed from the above research that though overall population like to experience ice creams but the real customer satisfaction involves three psychological elements: cognitive (thinking/evaluation), affective (emotional/feeling), and behavioral and Natural Fresh Ice cream has fulfilled successfully.

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