

# **SURVEY ON BEST ICECREAM BRAND IN COIMBATORE COMPARED BETWEEN INDIAN ICE CREAM COMPANIES**

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## **Abstract:**

Ice cream is one of the most loved food items among people. The Indian food Industry has lot of ice cream companies and mostly all these companies have proved to be successful because of the craze people have on Ice creams. Some of the famous Indian Ice cream brands include Arun, Amul, Kwality wall's, Cream bell and mother dairy. This paper will show the most loved brand among people in the city of Coimbatore.

## **Keywords:**

Ice cream, Brand, Food

## **CHAPTER I**

### **Introduction:**

Indian ice cream industry is one of the fastest growing segments of the dairy or food processing industry. India has a low per capita ice cream consumption of ice cream at 400 ml as compared with per capita consumption of ice cream of 22,000 ml in the United States and 3,000 ml in China. With the improving cold chain infrastructure in the country coupled with increasing disposable income and the changing lifestyle, the sector has great potential for growth. The ice cream industry in India generated revenue of more than USD 1.5 billion in

2016 and is projected to generate revenue of approximately USD 3.4 billion by 2021. Lately, frozen desserts which are made out of vegetable oils have been eating into the market share of ice cream. Key players offering frozen desserts in India are Kwality Walls and Cream Bell.

In India the ice cream industry is mostly regional and there is a multitude of brands focusing on only one or two districts or in some case only one state. There are very few national brands and the major reason behind slow growth of the smaller players is the high perishability of ice cream products.

### **Objectives of the study:**

- To know the most loved ice cream flavour among people in the city of Coimbatore.
- To know the most loved brand among people in the city of Coimbatore.

### **Scope of the study**

This paper will give details about the best brand which people prefer in the city of Coimbatore and some suggestions to the companies which they can use to raise their standards better than before. The companies which will be shown in this paper include Arun, Amul, Kwality wall's, Cream bell and Mothers Dairy.

## **CHAPTER II**

### **COMPANY PROFILE**

#### **Arun Ice-creams:**

Arun Ice-creams is a popular brand of Hatsun Agro Product, One of the largest private sector dairy company in India also a fastest growing Asian dairy company and an exporter. Hatsun brand offers wide range of ice cream bars in suburban India and even rural areas with flavours of Indian sweets.

#### **Amul:**

Amul brand is managed by GCMMF and the largest producer of milk and milk products in the world. The Indian cooperative dairy company also has ventured into markets overseas, offering Amul ice cream made from fresh milk and available in wide range of flavours.

### **Kwality Wall's**

Kwality Wall's is the brand of Hindustan Unilever company, The FMCG products is one of the major producer of frozen products in India. The frozen desserts, ice creams and popular products of Kwality Wall's are crunching Cornetto, Magnum family moments with finest ingredients.

### **Cream bell**

Cream bell ice cream company of India was started with French dairy major Candia and today with a presence in 19 states, the company has good market value in the Indian ice cream industry. The company has launched popular Pina-Orange and Chocolate Cookie variants of ice cream in India.

### **Mothers Dairy**

Mother Dairy company manufactures and sells edible oils, frozen vegetables and edible milk products such as paneer, ghee and ice cream under Mother Dairy brand. The company has a significant presence in most of the Indian cities offering oil pickles, jams, fruit juices and Ice cream.

## **CHAPTER III**

### **ANALYSIS AND INTERPRETATION**

The research was done randomly among people in India. We decided the city into 4 zones (North, Zone, East, West). People from each zone were chosen randomly and the responses were collected.

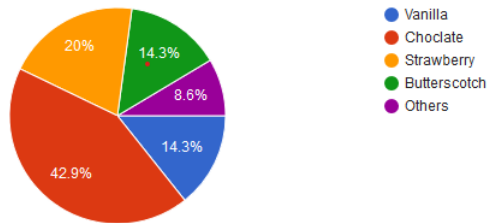
<b>ZONE</b>	<b>NO OF PEOPLE</b>
<b>NORTH ZONE</b>	<b>25</b>
<b>SOUTH ZONE</b>	<b>25</b>
<b>EAST ZONE</b>	<b>25</b>
<b>WEST ZONE</b>	<b>25</b>
<b>TOTAL</b>	<b>100</b>

### **RESEARCH AREA:**

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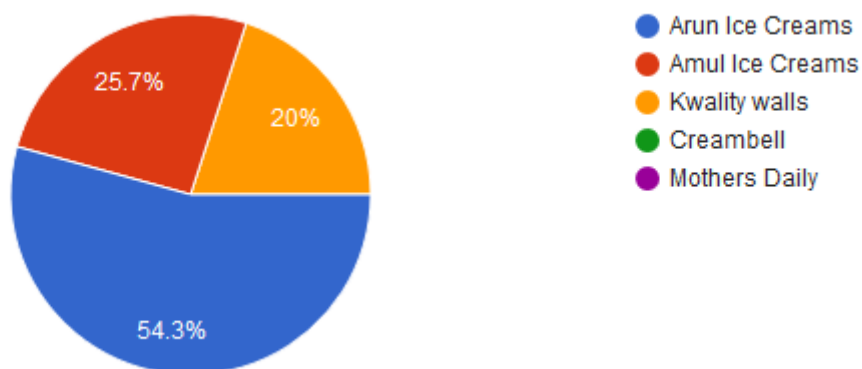
### SIMPLE PERCENTAGE SAMPLING METHOD

1. Which is your favourite Ice Cream Flavour?



From the responses which is converted into chart 42.9% of people prefer Chocolate Flavour, 20% prefer Strawberry, 14.3% prefer Vanilla and Butterscotch and 8.6% prefer others. This can be taken into consideration by companies and production of Chocolate Ice Cream can be largely increased by all the companies.

2. Which is your Favourite Ice Cream Brand?



From the responses which is converted into chart it can be noted that 54.3% of people choose Arun as their favorite brand, 25.7% choose Amul as their favorite brand, 20% choose Kwality walls as their favorite brand whereas none of them had responded for Creambell and Mothers Dairy. This concludes Arun Ice Creams as the top ice cream brand in the city of Coimbatore.

## **CHAPTER IV**

### **SUGGESTIONS**

Even though each and every company have a good recognition there are always room for improvement when it comes to marketing and capturing the minds of people. In this chapter there will be short writings about the advantages and disadvantages of these companies based on the responses of the public.

#### **ARUN ICE CREAM COMPANY**

##### **ADVANTAGES**

- ❖ Arun Ice cream company has already very good recognition and advertising among people. So, it is easy that they will be a top brand in the field of ice cream for more than a decade if they continue without any problem.
- ❖ Public people also feel that packing, Pricing are better when compared to other companies which makes them the top ice cream market in the company.

##### **DISADVANTAGES**

- ❖ There can be more Ice cream flavors offered by the company in Cones and Bars.
- ❖ There are very few flavors in family pack which can be increased.

### **AMUL ICE CREAM COMPANY**

#### **ADVANTAGES**

- ❖ Wide range of Ice creams.
- ❖ Direct outlet sales where they provide Ice cream at cheaper price.
- ❖ Discounts and offers provided are very good.

#### **DISADVANTAGES**

- ❖ Higher in cost when compared to other ice cream companies.
- ❖ Advertising can be better to reach the public.

### **KWALITY WALL'S ICE CREAM COMPANY**

#### **ADVANTAGES**

- ❖ Different varieties of Ice cream which attract the Children.
- ❖ Shapes and flavors of the Ice creams are very good.

#### **DISADVANTAGES**

- ❖ No offers.
- ❖ No proper franchise.

### **CREAMBELL AND MOTHER DAIRY**

#### **ADVANTAGES:**

- ❖ Old companies with good quality
- ❖ Variety of flavors available

## DISADVANTAGES

- ❖ No advertising in any media.
- ❖ No awareness among public.

## CHAPTER V

### Conclusion:

The Indian ice cream Industry has been largely depended on these three companies (Arun, Amul and Kwality walls). They use advertising very well and connect with the people which has made them the top companies in the market. In the city of Coimbatore Arun Ice cream has been the dominant company followed by Amul and Kwality walls. Ice cream is a food which is a joy to eat and companies have to make use of this by providing tasty and quality ice creams. This can make people satisfied and being Indian companies, they can help to contribute in the development of country's GDP.

### REFERENCES

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