

## “A Study On Customer Feedback Towards Ibaco With Reference To Hatsun Agro Products Limited In Thoothukudi City”

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### ABSTRACT

IBACO the premium ice-cream brand of Hatsun Agro Product Ltd. has rapidly expanded across India, offering a wide array of ice-cream flavours, cakes, shakes and desserts. This study aims to assess customer feedback towards IBACO's offerings in Thoothukudi city, evaluating customer satisfaction, perception of quality, variety, service standards, and overall brand acceptance. Primary data were collected through surveys and reviews of local customers visiting IBACO parlours in Thoothukudi, supplemented by secondary data from published feedback and company reports highlighting customer responses to IBACO and its parent company. The findings suggest that customers in Thoothukudi appreciate IBACO for its variety of flavours, hygiene, and prompt service aligning with wider positive feedback reported for IBACO outlets nationally. However, the study also identifies areas for improvement such as price sensitivity and local product availability consistency. In conclusion, IBACO enjoys strong customer approval in Thoothukudi, and with targeted improvements, there is potential for further growth reinforcing Hatsun Agro's retail footprint and brand equity in the region. The study concludes that IBACO has successfully positioned itself as a preferred premium ice-cream brand in Thoothukudi. Enhancing affordability strategies, strengthening inventory management, and expanding localized promotional activities can further boost customer satisfaction and strengthen Hatsun Agro Product Ltd.'s competitive presence in the city.

**Keywords:** *IBACO, Customer Feedback, Retail experience, Brand perception).*

### 1. INTRODUCTION:

Customer expectation have a pivotal impact on customers' perception of quality and their ability to be satisfied. If a service provider overpromises, then customers' expectations are raised to high and, as result, customers will perceive they are receiving lower quality services or will be less satisfied. In that way you will be better equipped to delight your customers by far exceeding their expectation.

The growth of the Indian dairy and ice-cream industry has witnessed remarkable transformation over the past decade, driven by changing consumer lifestyles, rising disposable income, and increasing preference for premium and customized dessert products. Among the leading players in this sector, Hatsun Agro Products Limited has earned a strong reputation through its diversified dairy offerings and retail brands. IBACO, one of its premium ice-cream boutique chains, provides customers with a unique experience of choosing from a wide variety of flavours, toppings, and handcrafted ice-cream cakes, enabling them to create products based on personal taste preferences.

Customer satisfaction and feedback play a crucial role in the competitive food and beverage retail environment. In cities like Thoothukudi, where consumer expectations are constantly evolving, understanding customers' perceptions about quality, price, service, ambience, hygiene, availability, and brand loyalty becomes essential

for retail outlets like IBACO. Positive customer feedback enhances brand image and business growth, while negative feedback helps identify areas requiring improvement.

### STATEMENT OF THE PROBLEM

IBACO being one of the players in the market has a very large customer base. Conducting this research to find the customer satisfaction and preference towards IBACO ice cream will help to overcome problems in IBACO ice cream. Since customer satisfaction is a key role in the market the researcher has taken this project. The study of customer satisfaction is the study on how individuals make decisions to spend their available resources i.e. money, time and effort in consumption related items. It may be noted that customer behavior research now focus mainly on the use of goods that they buy and evaluate those goods after use. At this juncture, it is pertinent to mention that changing customer behavior is major challenges to the manufacturers as it affects their production and marketing decision.

### OBJECTIVES OF THE STUDY

To Identify the customer's preference regarding IBACO Ice Cream

To Analyze the customer's satisfaction towards IBACO Ice Cream

To determine the factor influencing the preference towards IBACO Ice Creams.

To Gain more knowledge on customer expectation.

## RESEARCH METHODOLOGY

The study has been based on the survey method. The survey is based on primary and secondary data.

The data required for the study has been collected from primary and secondary sources. The primary data was collected through questionnaire by Google Forms and secondary data were through journals, magazines, websites and the like.

## SAMPLING DESIGN

A sample of 120 customers was selected on a convenient basis. The questionnaire was useful for collecting a great source of information. For collection of required data survey method has been adopted. Questionnaire was used for collecting information. The questionnaire was administered to small sample of customers selected on convenient sampling method given in time frame within which the research was meant to be completed.

## ANALYSIS AND INTERPRETATION OF DATA

### A. PERSONAL PROFILE OF THE CUSTOMERS

The profile of the customers like gender, age, educational status, occupational status, Monthly income are analysed in this part. The personal profile of the sample customers is given in Table – 1.

**TABLE – 1**

### PERSONAL PROFILE OF THE CUSTOMERS

S. No	Profile	Classification	No. of Consumers	Percent age (%)
1.	Gender	Male	59	49
		Female	61	51
		<b>Total</b>	<b>120</b>	<b>100</b>
2.	Age (in years)	Below 20	21	17
		21 to 40	93	77
		41 to 60	03	03
		Above 60	03	03
		<b>Total</b>	<b>120</b>	<b>100</b>
3.	Educational Qualification	Up to SSLC	06	05
		HSC	05	04
		UG	45	38
		PG	41	34
		Professional	14	12
		Diploma	09	07
		<b>Total</b>	<b>120</b>	<b>100</b>

4	Occupation	Business	13	11
		Government sector	04	03
5	Monthly Income	Private sector	24	20
		Professional	10	08
		Students	69	58
		<b>Total</b>	<b>120</b>	<b>100</b>
5	Monthly Income	Below Rs. 10,000	23	19
		Rs. 10,001 to Rs. 20,000	63	53
		Rs. 20,001 to Rs. 30,000	19	16
		Above Rs. 30,000	15	12
		<b>Total</b>	<b>120</b>	<b>100</b>
		<b>Total</b>	<b>120</b>	<b>100</b>

**Source: Primary data**

### Inference:

1. The study shows that 51 percent of the customers are Female.
2. The study reveals that percent of customers belong to the age group of 21 to 40 years.
3. 38 percent of the customers are mostly educational qualification of Under Graduate.
4. It was find that 58 percent of the customers belonging to the occupation of college students.
5. Majority 53 percent of the customers are belonging to the monthly income of Rs.10,001 to Rs. 20,000.

### B. GENDER OF THE CUSTOMERS AND THEIR LEVEL OF SATISFACTION

Data relating to satisfaction of IBACO of the customers are presented below:

There is no significant relationship between the Gender and their level of satisfaction of the respondent in IBACO.

**TABLE – 2**

### GENDER AND LEVEL OF SATISFACTION

### CHI – SQUARE TEST

Factors	CHI-SQUARE	DF	ASYMP.SIG

Served as per requirements	1.704 <sup>a</sup>	3	.636
Convenient to consume	2.122 <sup>a</sup>	3	.548
Sufficient to consume	.980 <sup>a</sup>	3	.806

Sources: Primary Data

#### INFERENCE:

From the above Table 2 relationship between the satisfaction levels of Ibaco of the customers. According to Serve as per requirements (.636), Convenient to consume (.548), Sufficient to consume (.806), calculated value (636, .548, .806) is higher than the significant level at 0.05. It started Null hypothesis Rejected.

#### C. MONTHLY INCOME AND SATISFACTION LEVEL OF THE CUSTOMERS

There is no significant relationship between the Income and their level of satisfaction of the respondent in IBACO.

**TABLE 3 MONTHLY INCOME AND THE LEVEL OF SATISFACTION**

ONE WAY ANOVA						
		SUM OF SQUARES	D F	MEAN SQUARE	F	SI G
The location of Ibaco is easy to access and attract the customer	Between Groups	1.405	3	.468	.557	.645
	Within Groups	97.587	116	.841		
	Total	98.992	119			
Physical surrounding of	Between Groups	6.930	3	2.310	4.209	.007

the Ibaco provide positive experience	Within Groups	63.661	116	.549		
	Total	70.592	119			
Humidity of Ibaco makes a pleasant experience	Between Groups	3.898	3	1.299	1.910	.132
	Within Groups	78.902	116	.680		
	Total	82.800	119			
Products are delivered based on customer Requirement	Between Groups	6.581	3	2.194	2.432	.069
	Within Groups	104.619	116	.902		
	Total	111.200	119			
Products are offered in a affordable price	Between Groups	4.661	3	1.554	1.466	.277
	Within Groups	122.931	116	1.060		
	Total	127.592	119			
Employees attract the customer by the rendering service effectively	Between Groups	3.230	3	1.077	1.376	.254
	Within Groups	90.762	116	.782		
	Total	93.992	119			

Using cleaned Scooby kit in making ice cream	Between Groups	3.880	3	1.293	1.880	.137
	Within Groups	79.820	116	.688		
	Total	83.700	119			
Employees are trained to handle the Scooby kit	Between Groups	2.105	3	.702	.989	0.400
	Within Groups	82.262	116	.709		
	Total	84.367	119			
Quality material are used to pack the Ice cream	Between Groups	1.096	3	.365	.429	.733
	Within Groups	98.771	116	.851		
	Total	99.867	119			
Employees treat the customer in good manner	Between Groups	4.247	3	1.416	1.767	.157
	Within Groups	92.953	116	.801		
	Total	97.200	119			
Complaints are invited to improve the service quality	Between Groups	1.133	3	.378	.453	.716
	Within Groups	96.734	116	.834		

	Total	97.867	119			
Ingredients are used on the company's policy	Between Groups	.488	3	.163	.230	.875
	Within Groups	82.178	116	.708		
	Total	82.667	119			

#### Source: Primary Data

It indicates that Table 3.20, relationship between the demographic factors and satisfaction level of Ibaco Ice cream of the customers. According to Physical surrounding of the Ibaco provide positive experience, Calculated value (.007) is lesser than the significant level at (0.05). Null hypothesis rejected it concluded that there is significant relationship between Physical surrounding of the Ibaco provide positive experience of the Ibaco ice cream. Calculated value the location of Ibaco is easy to access and attract the customer (.645), Humidity of Ibaco makes a pleasant experience (.132), products are delivered based on customer requirement (.069), product are offered in an affordable price (.277), employees attract the customer by the rendering service effectively (.254), using cleaned Scooby kit in making ice cream(.137), employees are trained to handle the Scooby kit (0.400), quality material are used to pack the Ice cream (.733), employees treat the customer in good manner (.157), complaints are invited to improve the service quality (.716), ingredient are used on the company's policy (.875) is greater than the significant level at (0.05). Null hypothesis accepted. There is a significant relationship between the location of Ibaco is easy to access and attract the customer, Humidity of Ibaco makes a pleasant experience, products are delivered based on customer requirement, product are offered in an affordable price, employees attract the customer by the rendering service effectively, using cleaned Scooby kit in making ice cream, employees are trained to handle the Scooby kit, quality material are used to pack the Ice cream, employees treat the customer in good manner, complaints are invited to improve the service quality, ingredient are used on the company's policies of the Ibaco ice cream.

## 2. FINDINGS OF THE STUDY

Majority 51% of customers are Female.

Majority 77% of the customers are 21-40 Age.

Majority 38% of the customers are Under Graduate.

Majority 58% of the customers occupations are Students.

Majority 53% of the customers are Below Rs.10, 000 salary.

According to Serve as per requirements (.636), Convenient to consume (.548), Sufficient to consume (.806), calculated value (636, .548, .806) is higher than the significant level at 0.05. It started Null hypothesis Rejected.

Null hypothesis rejected it concluded that there is significant relationship between Physical surrounding of the Ibaco provide positive experience of the Ibaco ice cream.

### 3. SUGGESTIONS

Price and is the key factor so reduction of the price will help to increase the customers

In order to create awareness among the customers about Ibaco ice cream more advertisement should be included.

Availability of the product must be increased in urban areas.

Company must provide more offers and discounts to their customers.

Advertisement regarding the Ice creams may be given not only in popular channel but also in the local cable to reach the people.

The company may provide more advertisements and offer in festival time to improve the sales of Ice creams.

### 4. CONCLUSION

“A study on Customer feedback toward IBACO in Thoothukudi city” was carried out on behalf of Hatsun Agro products Ltd. The data was collected from various sources and also through the tool like questionnaires and relevant interactions with concerned persons. The needs were identified in the form of findings and suitable suggestions were put forth in the form of recommendations to the concerned authorities for further discussions. A few recommendations have been considered for implementation.

Most of the customers feel that the price of the products of Hatsun is pretty high which is suggested to reduce

Customers are unaware of issuing coupons by Hatsun which could be rectified by media advertisements

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