

**“A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON  
CONSUMER BRAND PREFERENCES WITH REFERENCE TO  
MERIIBOY ICECREAMS”  
PROJECT REPORT**

*Submitted in partial fulfillment of the requirement for the award Degree*

**MASTER OF BUSINESS ADMINISTRATION**



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**2020-2022**

**UNIVERSITY OF CALICUT**  
**BONAFIDE CERTIFICATE**

Certified that this project report “**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCES WITH REFERENCE TO MERIIBOY ICECREAMS**” is the bonafide work of Mr. SREELAKSHMI (YPAUMBA054) who carried out the project work.

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**BONAFIDE CERTIFICATE**

Certified that this project report “A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCES WITH REFERENCE TO MERIIBOY ICECREAMS” is the bonafide work of Mr. SREELAKSHMI (YPAUMBA054) who carried out the project work.

**Pongam, Koratty East**

**Date:**

**Fr. Ajo Moothedan**

**Project Guide**



## **DECLARATION**

I, Sreelakshmi Rajeev, hereby declare that the Project Report entitled “**A study on the Effectiveness of Advertisement on Consumer Brand Preferences with reference to Meriiboy Ice Cream**” has been prepared by me and submitted to the University of Calicut in partial fulfillment of requirements for the award of the Master of Business Administration is a record of original work done by me under the supervision of Fr. Ajo Moothedan of Naipunnya Business School, Pongam, Koratty East, Thrissur.

I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title, or recognition before any authority.

**Place:Pongam,Thrissur**

**Date:**

**SREELAKSHMI RAJEEV**

**YPAUMBA054**

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I am thankful to all who have contributed directly or indirectly to the compilation of this project. I would also like to thank my dear parents and friends who helped me with the successful completion of the project.

**Pongam, Koratty**

**Date:**

**SREELAKSHMI RAJEEV**

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## **ABSTRACT**

The purpose of this study is to “**A STUDY ON EFFECTIVENESS OF ADVERTISEMENT ON CONSUMER BRAND PREFERENCES WITH REFERENCE TO MERIIBOY ICECREAMS**”. A sample of 130 responses was surveyed through an online questionnaire. For this research report, percentage analysis was used and the method of research that was used is descriptive research. For this research report, Google Forms & MS excel were used. On the basis of data collection & analysis, we understood the Effectiveness of Advertisements on Consumer Brand Preferences with reference to Meriiboy ice-creams. This is all I have displayed in my project to fulfill the objective of my research.

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**CHAPTER:01**  
**INTRODUCTION**



## 1.1 INTRODUCTION

The term advertising comes from the Latin word "advertere," which means to get the attention of. Therefore, advertising is a tool that businesses use to get the attention of buyers and the general public on any object or purpose. Advertising is used in all countries of the world. The basic goal of advertising is to promote the advertiser's product. Advertising is an effective marketing tool and an integral part of overall advertising activity. Advertising is almost everywhere in our daily lives. Its shape and role are controversial and admired. About 4,444 people see advertising as a mirror and as the creator of culture. Even though the ads bring new sounds to the symbols that shape their function, the words and images reflect the present and the past. Others say that advertising is a purely economic activity aimed at one purpose, that is, to sell. Many advertisers and agencies believe advertising "creates magic in the market." Many companies consider advertising an effective medium because it can attract consumers' attention. Advertising can lead people to a particular perception of a specific product. This can affect consumer purchasing decisions. In other words, ads can reach market goals. Compared to other communication combinations, advertising since a much cheaper way to reach target customers' reach span Uses mass media. Advertising can use complex visual and emotional tools to increase the persuasiveness of the message.

The relevance of advertising is that it is the most effective way for reaching mass audiences, create awareness, and build brand preferences. In general, advertising has two objectives namely, Behavioral or action objective and Sales objective. From the behavioral point of view, it is an important tool that influences buyer behavior of consumers. It is an accepted fact that all behavior starts with motivation. Advertising motivates people by arousing or stimulating their dormant needs that activate behavior. Advertising can effectively arouse both biogenic and psychogenic needs. An intellectually planned advertisement can be the door opener in the decision-making process in buying. Here, the researcher's concern was not to study Consumer Behavior but only to measure the effect of advertising on consumers. That too, Consumer Behavior related to purchasing consequent on advertising exposure was the relevant area of the study. In fact, the very goal of all advertising is to influence peoples' attitudes and buying

Behavior. To succeed in marketing, advertisers need to understand what makes people behave the way they do. That involves the study of Buyer Behavior-the activities, actions, and influencers or people who purchase and use goods to satisfy their personal or household needs and wants. Advertising effectively uses the information and knowledge gained from the behavioral sciences to motivate, modify or reinforce consumer perceptions, beliefs, attitudes, and behavior.

That too, Consumer Behavior related to purchasing consequent on advertising exposure was the relevant area of the study. In fact, the very goal of all advertising is to influence peoples' attitudes and Buying Behavior. To succeed in marketing, advertisers need to understand what makes people behave the way they do. That involves the study of Buyer Behavior-the activities, actions, and influencers or people who purchase and use goods to satisfy their personal or household needs and wants. Advertising effectively uses the information and knowledge gained from the behavioral sciences to motivate, modify or reinforce consumer perceptions, beliefs, attitudes, and behavior. To accomplish this, advertising people are to be conscious of and monitor peoples' attitudes, values, likes and dislikes, habits, fears, wants, and desires. Advertising techniques are to be changed according to the behavioral characteristics of large groups of people because these give the directional force to any advertising aimed at those groups. There are two steps in understanding the relationship between Consumer Behavior and Advertising. First, it is important to realize the complexity of human behavior-how the extensive variety of influences that affect it. Second, there is a need to understand how marketers capitalize on these influences by clustering consumers who tend to behave in the same way. Viewing from the angle of psychology in advertising, the study of Consumer Behavior is knowing who are consumers, the influences of advertising on their behavior, why they behave in the manner they do, and how these influences can be exploited in our favor.

Consumer Behavior, by definition, is the decision process and physical activity of making a purchase. Many things that were considered luxuries till about ten years ago have become necessities for most people today. In the case of household goods consumption, it has also happened, as refrigerators were a luxury once becoming a necessity. The present study is focused on the effect of advertisement on the purchase behavior of consumer

durables in Kerala. Advertisements play an important role in the economy of Kerala because the State has been in a stage of transition from the status of a producer to a consumer. Most of the requirements of the State, especially in the case of consumer durables are met by the supplies from outside.

## **1.2 PROBLEM STATEMENT**

Meriiboy brand is facing tough competition against the other ice cream brands. It is essential for them to identify their competitors and adopt an appropriate strategy in advertising and sales promotion to capture the market. Identifying the customer perception of their products plays an essential role in the further development of the brand. Through this study, I would like to find out the Effectiveness of Advertisements on Consumer Brand Preferences with reference to Meriiboy Ice Cream (NutriCreams private limited). This study aims at determining the factors of advertisement that are taken into consideration by the consumer for purchasing various products of a brand.

## **1.3 RELEVANCE OF THE STUDY**

The study is helpful in understanding the various types of behaviors and preferences shown by customers. It also allows us to learn about people's preferences for advertisements taking into account various factors like gender, age, demography, etc... In addition, we come to know about people's attitudes about Advertisements and promotions.

## **1.4 SIGNIFICANCE OF THE STUDY**

Advertising for businesses has become a trend in India, as well as a winning formula for company image building and product promotion. Associating a brand with a well-known celebrity may do more than just increase brand recall. It can establish connections, and attractiveness, therefore bringing new and refreshing aspects to the business image. Thus, the current study attempts to analyse the Effectiveness of Advertisements on consumer Brand Preferences with reference to Meriiboy Ice Cream. The findings of the study will

be useful and serve as a guideline for advertising professionals, marketers, researchers, and academicians in understanding the influence of Advertisements on customers

### **1.5 SCOPE OF THE STUDY**

The study helps to find out the factors influencing the customers for the preference of ice creams and also, helps to understand the satisfaction of the customer who prefers the brand. The study is based on Selected Consumers of Meriiboy Ice Cream in Ernakulam district and changes in their preferences are considered and their impact on brand image is also studied. It also helps to understand the need and want of a consumer and hence, products can be designed accordingly.

### **1.6 OBJECTIVES OF STUDY**

#### **PRIMARY OBJECTIVE**

To find out the Effectiveness of Advertisement on Consumer Brand Preferences with reference to Meriiboy Ice Cream

#### **SPECIFIC OBJECTIVES**

- 1) To identify various advertisement programs adopted by the company.
- 2) To find out factors that encourage brand preference amongst consumers.
- 3) To study the impact of advertisement on brand awareness.
- 4) To identify the effectiveness of advertisements on different target groups.
- 5) To study various advertising techniques used by the company

## **1.7 INDUSTRY PROFILE**

### **THE EVOLUTION OF ICE CREAM**

Ice Cream's origins are known to reach back as far as the second century B.C., although a specific date of origin or inventor has been undisputedly credited with its discovery. Alexander the Great reportedly loved snow and ice that had been sweetened with honey and nectar. Additionally, according to biblical accounts, King Solomon enjoyed cold beverages while harvesting. Nero Claudius Caesar (A.D. 54–86) dispatched runners into the mounds often throughout the Roman Empire to gather snow, which was later sweetened with fruits and fluids. Marco Polo brought a recipe from the Far East to Italy over a thousand years later that was quite similar to what is today known as sherbet. This dish is said to have changed into ice cream sometime in the 16th century, according to historians. Ice cream appears to have been discovered in England around the same time as Italy, if not earlier.

France was introduced to similar frozen desserts in 1553 by the Italian Catherine de Medici when she became the wife of Henry II of France. It wasn't until 1660 that ice cream was made available to the general public. The Sicilian Procopius introduced a recipe blending milk, cream, butter, and eggs at Café Procope, the first café in Paris. The first mention of ice cream in America appeared in 1774 when a Scottish colonist visited the house of Maryland Governor Thomas Bladen and wrote about the delicious strawberry ice cream he had while dining there. The first advertisement for ice cream in America appeared in 1777 in the New York Gazette, in which Philip Lenzi said the ice cream was "available almost every day" at his shop. Ice cream (derived from earlier iced cream or cream ice) is a sweetened frozen food typically eaten as a snack or dessert. It is usually made from dairy products, such as milk and cream, and often combined with fruits or other ingredients and flavors. It is typically sweetened with sugar or sugar substitutes. Typically, flavorings and colorings are added in addition to stabilizers. The mixture is stirred to incorporate air spaces 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 (below 2°C or 35°F). It becomes more malleable as its temperature increases. The meaning of the name “ice cream” varies from one country to another. Terms such as “frozen custard,” “frozen yogurt,” “sorbet,” “gelato,” and others are used to distinguish different varieties and styles. In some countries, such as the United States, “ice cream” applies only to a specific variety, and most governments regulate the commercial use of the various terms according to the relative quantities of the main ingredients, notably the amount of cream. Products that do not meet the criteria to be called ice cream are “frozen dairy desserts” instead.

## **METHODS AND TECHNOLOGY**

Whoever invented the method of using ice mixed with salt to lower and control the temperature of ice cream ingredients during its making provided a breakthrough in Ice cream technology. Also important was the invention of the wooden bucket freezer with Rotary paddles improved ice creams manufacture. Augustus a confectioner from Philadelphia, created new recipes for making ice cream in 1832. The process used for commercial ice cream manufacture has changed little in the past 75 years – since the first continuous scraped surface freezer was introduced in the 1930s. In recent years, however, several key technological developments have taken place in the way ice cream is manufactured and these are finding increasing industrial use. These advances have been largely driven by ‘consumer’ factors such as the desire for healthy products (low fat, low calorie or additive-free), which retain the excellent eating quality associated with ice cream, as well as the continuous need for product innovation to facilitate new interest and differentiation in the market place. In this article, the traditional method of ice cream manufacture is outlined and some of the most significant recent process innovations are described.

### **Conventional processing**

Conventional ice cream manufacture comprises a series of operations: mixing, homogenization, pasteurization, aeration, and freezing. in which the substances are

heated and dispersed. Once the substances are mixed they pass through a valve homogenizer. The excessive shear forces exerted on the product because it passes thru the first-rate valve at excessive pressure reduces the fats droplets to a length of around 1µm, producing a homogeneous, and strong oil-in-water emulsion. This is subsequently pasteurized and cooled to 5°C the usage of a plate warmth exchanger, earlier than being exceeded to a 2nd garage tank for 'getting old', for between 2 and 24 hours. This getting old duration is essential to allow partial crystallization of the emulsified fats phase, that's important for stabilizing the very last ice cream shape. It is withinside the freezer (a scraped floor warmth exchanger) that the one-of-a-kind ice cream shape is created. The freezer plays a wide variety of functions: cooling, ice crystallization, aeration, and combining the product. Air is added into the barrel collectively with the premix and whipped to shape a strong foam with the aid of using the motion of the rotor. The combination is cooled to around -6°C with the aid of using the evaporation of liquid ammonia (at -20 to - 30°C) withinside the freezer jacket. Rotor blades continuously scrape the wall of the freezer barrel to save you build-up of frozen material and hold excessive warmth switch rates. A common freezer barrel can manner around 1500 l/hr of ice cream. Once frozen, the ice cream may be formed or extruded and fruit, nuts, or different inclusions may be incorporated; stick and bar merchandise can be covered with chocolate. The completed product is then hardened with the aid of using cooling to round -25°C in a blast freezer and packaged before bloodless garage and distribution. A huge present-day manufacturing unit will produce around one hundred million liters of ice cream according to annum. More elements of the technical elements of ice cream and its manufacture may be determined withinside the current e-book with the aid of using Clarke.

## **New process Technologies**

### **Low Temperature Extrusion**

The temperature at which ice cream becomes sufficiently stable for storage and distribution is around -20°C. For simplicity of manufacturing, it might be perfect if this temperature may be performed via way of means of non-stop freezing, to keep away from

the requirement of the bulky hardening step. However, the product outlet temperature from a scraped surface warmness exchanger(SSHE) is limited to around  $-7^{\circ}\text{C}$  for a typical ice cream formulation. The viscosity of ice cream will increase very rapidly as the temperature decreases and for a typical formulation, the temperature of  $-6$  to  $-7^{\circ}\text{C}$  represents the viscosity limit for processing in an SSHE. In those gadgets rotor speeds of as much as 250 rotations according to the minute are used to achieve exact air dispersion. At those speeds, a large quantity of warmth is dissipated because of the rotation of the viscous product. Under typical running conditions, it's been envisioned that the frictional warmness dissipation is identical to  $1/2$  of the warmth this is drawn out of the freezer via way of means of the refrigerant. As a result of studies and strategies for attaining decreased temperatures from a non-stop freezing device, the low-temperature extruder evolved. This is both an unmarried or twin-screw extruder that rotates at velocity this is an order of significant decrease than the SSHE. The screw rotors deliver the product via the cooling barrel and therefore use up plenty much less frictional warmness, permitting cooling of the ice cream mass to temperatures typically between  $-10^{\circ}\text{C}$  and  $-15^{\circ}\text{C}$ . Low-temperature extruders are now available commercially and are typically protected as a 2d freezing step following the SSHE. A 2d and more significant consequence of using low-temperature extruders is the effect of working the excessive viscosity product that happens inside the cooling chamber. The excessive shear forces coupled with speedy freezing create a first-class microstructure with very small ice crystals and air cells, which will increase the belief of creaminess. Low-temperature extrusion of ice cream can enhance the ice cream quality, in comparison to that performed conventionally, or may permit a discount of tiers of substances including fat, without lack of quality. In addition, low-temperature extrusion lets in for form 12 retention of complicated ice cream shapes at some point of processing because of the higher viscosity on the extruder outlet—allowing more sophisticated and revolutionary product shaping.

### **Ultra-High-Pressure homogenization**

Homogenisation of ice cream blend previous to freezing reduces the scale of the fats droplets, increasing the notion of creaminess and product balance through reducing the charge of fats agglomeration. The stress at which the ice cream blend is homogenized is a



key issue in determining the fats droplet length in the ice cream emulsion. To attain the nominal droplet diameter of  $1\mu\text{m}$  in traditional processing, homogenization pressures of around 150 bar are used. Recent advances in homogenizer technology have led to the development of ultra-high stress (UHP) homogenization. Pressures up to 2000 bar were used to attain emulsions with a large range of very small fats droplets (down to  $0.3\mu\text{m}$  diameter). This significantly will increase the overall floor vicinity in step with unit extent of the fats droplets and efficaciously makes higher use of the fats present. It has been suggested that through the usage of UHP in ice cream mixes with 5% fat the ice cream samples received have comparable textural homes to an 8% fat formulation. This is an instance wherein a process may be designed to manufacture decrease fats, more healthy merchandise with comparable sensory and balance homes to a product made the usage of a traditional processing route.

## **Cryogenics**

Production of frozen novelties is usually accomplished with the aid of using freezing the product inside a mould. For many years the rocket-shaped ice lolly changed into the most complicated shape that can be produced in this way. More complicated shapes have been tough to reap because of the excessive diploma of adhesion that exists among a frozen product and the mold floor. This adhesion has been conventionally conquered with the aid of using heating the mold and melting the outer floor of the product. The price of heating and re-cooling steel moulds is excessive and the manufacturing fee is reduced. Furthermore, any floor definition of the product is lost. A non-stick floor has been the challenge of research since the 1940s however no suitable coating has yet been found and the adhesive force is excessive, even with low friction materials. A step forward on this region happened while it was discovered that the floor adhesion of a frozen product drops to 0 at cryogenic temperatures (i.e. thirteen much less than  $-75^{\circ}\text{C}$ ). This 0-adhesion effect is thought to be due to the differential contraction among the product and the steel floor, which breaks the adhesive bond. Zero adhesion technology, which makes use of liquid nitrogen to chill surfaces to the required temperature, is now used commercially for the manufacture of complicated three-dimensional products.

## **EXPANSION IN POPULARITY**

In the Mediterranean, ice cream seems to have been on hand to regular humans through the mid-eighteenth century. Ice cream has become famous and less expensive in England within the mid-nineteenth century, when Swiss émigré Carlo Gatti set up the first stand outside Charing Cross station in 1851. He bought scoops in shells for one penny. Prior to this, ice cream was a pricey deal with limited access to people with get admission to an ice house. Gatti constructed an 'ice well' to keep ice that he reduced from Regent's Canal beneath a settlement with the Regent's Canal Company. By 1860, he accelerated the enterprise and started out importing ice on a large scale from Norway. Ice cream soda was invented within the 1870s, including ice cream's population. The invention of this cold deal is attributed to American Robert Green in 1874, even though there may be no conclusive proof to show his claim. The ice cream sundae originated within the overdue nineteenth century. Several guys claimed to have created the primary sundae, however there isn't any conclusive proof to aid any in their stories. Some reassets say that the sundae changed into invented to circumvent blue laws, which forbade serving sodas on Sundays. Towns claiming to be the birth place of the sundae consist of Buffalo, Two Rivers, Ithaca, and Evanston. Both the ice cream cone and the banana cut up have become famous within the early twentieth century.

The records of ice cream within the twentieth century is one of excellent alternate and an growth in availability and popularity. In America within the early twentieth century, ice cream soda changed into a famous deal with at the soda shop, the soda fountain, and the ice cream parlor. During the American Prohibition, the soda fountain to a few extent replaced the outlawed alcohol institutions consisting of bars and saloons. Ice cream has become famous in the course of the arena within the 2d 1/2 of the 20th century after reasonably-priced refrigeration has become common. There changed into an explosion of ice cream shops and of flavors and types. Vendors regularly competed on the idea of variety: Howard Johnson's eating places advertised "a global of 28 flavors," and Baskin-Robbins made its 31 flavors the cornerstone of its marketing strategy. One vital improvement within the twentieth century changed into the introduction of soft ice cream, which has more air mixed in, thereby reducing costs. The soft ice cream system

fills a cone or dish from a spigot. In America, chains such as Dairy Queen, Carvel, and Tostitos helped popularize soft-serve ice cream. Baskin-Robbins might later contain it into their menu. Technological improvements consisting of those have added diverse meals components into ice cream, most extensively the stabilizing agent gluten, to which a few humans have an intolerance. Recent focus of this issue has prompted a number of manufacturers to begin producing gluten-free ice cream.

## **WORLD SCENARIO**

The shortfall in milk manufacturing is predicted to be 13 million lots a year. These predominant deficits in milk availability offer an opportunity for India to fill this vacuum and become a leading dairy exporting nation. The recession of 2010 shook up the global economy, and it brought about a few thrilling changes. In regards to this article, most of the consumers who couldn't afford predominant purchases like cars or houses had been opting to spend their money on affordable luxuries like art or gelato and top rate ice cream brands. Consumers additionally have become extra aware of wherein they had been spending money, preferring organizations that showed a sense of social or eco-responsibility; or, relative to the ice cream enterprise, organizations that produced true and residence made products. Rising disposable incomes and the volume of artisanal ice cream shops have cemented selfmade and top rate ice cream as a thriving phase within the ice cream enterprise. Their success is anticipated to grow.

The global dairy change is ruled by 4 players – EU, New Zealand, Australia, and the USA – which collectively account for 85% of all exports. New Zealand and Australia export as a great deal as eighty and 50% in their milk manufacturing respectively. The Asia-Pacific vicinity has been and could continue to be a internet milk importer within the foreseeable future. It accounts for the majority of milk powder imports and 1/2 of the imports of condensed and evaporated milk. In contrast, most cheese imports go from developing nations to developed nations including Japan and the United States. The dairy enterprise is regulated in most nations in numerous ways. Imports are usually restricted, and exports are frequently subsidized. High dairy rate helps in many nations

are installed area to stimulate manufacturing to the quantity that subsidies for exports are necessitated to keep domestic dairy programs.

In the United Kingdom, all of the milk produced by farmers is procured by cooperatives. Private dairies are required to buy their milk requirement from cooperatives. New Zealand has no personal quarter dairy flowers while ninety percentage of dairies inerst while West Germany and 100 percentage in Denmark, Netherlands, and Sweden are in the cooperative quarter. In the United States, 70 percentage of the dairy enterprise is cooperative. Dairy programs are problem to extra Government participation or regulation than most other domestic agriculture industries in the USA. There are also federal milk advertising orders and motion boundaries in the united states for orderly advertising control, which is associated with stabilizing fluid milk prices, providing secure and dependable markets for character dairy farmers, commonly for the fluid market place, and enhancing the stability of market place power among farmers and handlers. In the emerging liberalized global scenario, alternate-distorting agricultural policies have been the focus of the GATT multilateral alternate negotiations. With the liberalization of agricultural alternate below the brand new GATT regime, the heavy subsidies commonplace within side the dairy area within side the nations of the EU in addition to within side the USA will need to be introduced down within side the subsequent few years.

The competitive advantages of the Indian dairy industry are then considered to be substantial. With substantial and continued investment in building up milk production, India can emerge as a major exporter of dairy products and technologies in the next few decades.

## **INDIAN SCENARIO**

The ice cream industry occupies an important place in India. It is one of the consumer goods industries whose products are an important popular diet. India is an agriculture-based country because of the large number of cattle and large milk production most of the dairy and ice-cream industries have developed and India is well ranked in the world. In India, the ice cream industry is mostly regional and there is a multitude of manufacturers specializing in simplest one or districts or in a few instances simplest one state. There are

very few country-wide manufacturers and the foremost cause at the back of the sluggish boom of the smaller gamers is the high perishability of ice cream products. The ice cream market growth picked up after the de-reservation of the sector in 1997. Of the total size of Rs.15-16 billion, around 30-32% is in the hands of the organized sector valued at Rs.4.9 billion, rest is with the unorganized sector. Among the major gamers in this industry, Hindustan Lever has a marketplace proportion of around 50%, represented specifically with the aid of using the Quality Walls brand. Amul with a predicted marketplace proportion of 35% is swiftly gaining marketplace proportion and lastly, Vadilal is the player in the national marketplace with 8-9% of the marketplace proportion. The ice cream industry has brought a magnificent change in the rural economy. It employs the marginal farmer. Today the competition in ice cream of players like Amul, Quality walls, Vadilal, etc. as ice cream has been a regular edible item the consumption of ice cream is more. In 1983 when the Indian Government Issued a control in which a certain price level was fixed. It has an important role in employing towns and cities for livelihood. India has one of the largest livestock populations in the world. Fifty Percent of the buffaloes and twenty percentage of the farm animals withinside the international are discovered in India, the maximum of which are milk cows and buffaloes. Dairy improvement in India has been mentioned internationally as one of modern India's maximum successful improvement programs. Today, India is the biggest milk-producing us of a withinside the international. Milk and Milk Products is rated as one of the maximum promising sectors which hugely deserve appreciation. When international milk manufacturing registered a terrible boom of two percent, India accomplished much higher with a four percent boom. Milk manufacturing is over seventy-two million heaps and the demand for milk is estimated at around 80 million heaps. By 2005, the thevalueofIndiandairyproduceis predicted to be Rs.a million. In the final six years overseas funding for this sector at Rs.3600 million which is about one-fourth of the overall funding made on this sector. The manufacture of casein and lactose, in large part being imported presently, has top scope. The milk surplus states in India are Uttar Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka, and Tamil Nadu. The production of milk merchandise is focused on these milk surplus states.

## **PRODUCTION OF MILK AND MILK PRODUCTS**

Milk production was almost stagnant between 1947 to 1970 with an annual growth rate of merely 1% which has since registered a vigorous growth of over 4.5 per annum after the year 1970. The major milk-producing states are UP Punjab, MP, and Rajasthan, these states for Processing of milk. Approximately 150 million households around the globe are engaged in milk production. In maximum growing nations, milk is produced through smallholders, and milk manufacturing contributes to family livelihoods, meals security, and nutrition. Milk offers surprisingly short returns for small-scale manufacturers and is a vital supply of coins income. In current decades, growing nations have elevated their percentage in international dairy manufacturing. This increase is primarily the result of growth withinside the variety of manufacturing animals instead of an upward thrust in productiveness in keeping with the head. In many growing nations, dairy productiveness is restrained through poor-high-satisfactory feed resources, diseases, restricted get entry to markets and services (e.g., health, credit, and training), and dairy animals' low genetic capacity for milk manufacturing. Unlike evolved nations, many growing nations have warm and/or humid climates which are detrimental to dairying. Some nations withinside the growing international have a protracted subculture of milk manufacturing, and milk or its merchandise has a vital function withinside the diet. Other nations have hooked up enormous dairy manufacturing best recently. Most of the previous nations are positioned withinside the Mediterranean and Near East, the Indian subcontinent, the savannah areas of West Africa, the highlands of East Africa, and elements of South and Central America. Countries without a protracted subculture of dairy merchandise are in Southeast Asia (such as China) and tropical areas with excessive ambient temperatures and/or humidity. Codex Alimentarius defines a milk product as a “product acquired through any processing of milk, which might also additionally include meals additives, and different elements functionally vital for the processing”. The variety of milk merchandise varies drastically from area to area and amongst nations 14 withinside the identical area, relying on nutritional habits, the milk processing technology available, marketplace demand, and social and cultural circumstances.

The per capita consumption of milk and milk products is higher in developed countries, but the gap with many developing countries is narrowing. Demand for milk and milk products in developing countries is growing with rising incomes, increment, urbanization, and changes in diets. This trend is pronounced in the East and geographic region, particularly in highly populated countries like China, Indonesia, and Viet Nam. The growing demand for milk and milk products offers a decent opportunity for producers (and other actors within the dairy chain) in high-potential, periurban areas to reinforce their livelihoods through increased production. By volume, liquid milk is the most consumed dairy product throughout the developing world. Traditionally, demand is for liquid milk in urban centers and fermented milk in rural areas, but processed products are becoming increasingly important in many countries.

Milk processors produce a wide range of milk products:

Liquid milk is the most consumed, processed, and marketed food product. Liquid milk includes products like milk, skim milk, standardized milk, reconstituted milk, ultra-high-temperature (UHT) milk, and fortified milk. Worldwide, less and less liquid milk is consumed in its raw form

Fermented milk is commonly used to make other milk products. they're obtained from the fermentation of milk using suitable microorganisms to succeed in a desired level of acidity. Fermented products include yogurt, koumiss, Dahi, labneh, ergo, tarag, kraut, and kefir.

Cheeses are produced through the coagulation of milk protein (casein), which is separated from the milk's whey. Many types of cheese are produced, many of them being characteristic to a selected region of the world. However, most cheese is produced in developed countries. Cheese may be soft, hard, semi- hard, hard-ripened, or unripened. Cheese's diverse characteristics derive from differences within the compositions and kinds of milk, processes applied and microorganisms used. Traditional cheese produced in developing countries includes ayib, gibna Bayda, chanco, queso fresco, akaweih, and chhurpi.

Butter and ghee are fatty milk products. Butter is produced by churning milk or cream; in many developing countries, traditional butter is obtained by churning sour milk. Ghee is obtained by removing the water from butter and is very popular in South Asia. Ghee features a very long shelf-life of up to 2 years. Milk is obtained from the partial removal of water from whole or skim milk. Processing includes heat-treating and concentration.

Condensed milk can be sweetened or unsweetened, but most is sweetened. In geographic regions, for instance, milk is usually utilized in cooking and baking rather than jam.

Evaporated milk results from the partial removal of water from whole or milk. Processing includes heat-treating to form the milk bacteriologically safe and stable. Concentrate is mostly mixed with other foods, like milky tea.

Dry milk or dry milk is obtained from the dehydration of milk and is typically within the variety of powder or granules.

Cream is a part of milk that's comparatively rich in milk fat; it's extracted by skimming or centrifuging the milk. Cream products include recombined cream, reconstituted cream, prepared creams, pre-packaged liquid cream, light whipping cream, cream packed freight, topping, fermented cream, and acidified cream.

Whey products: per FAOSTAT, whey is “the liquid part of the milk that continues to be after the separation of curd in cheese making. Its main food use is within the preparation of whey cheese, whey drinks, and fermented whey drinks. The most industrial uses are within the manufacture of lactose, whey paste, and dried whey.” Whey may be sweet (from the assembly of rennet-coagulated cheeses) or acid (from the assembly of acid-coagulated cheeses).

Casein is that the principal protein in milk and is employed as an ingredient in several products, including cheese, bakery products, paints, and glues. It's extracted from milk by precipitation with rennet or by harmless lactic acid-producing bacteria.



## **KERALA SCENARIO**

Kerala's ice cream industry is growing rapidly and throws up a lot of business opportunities. "The Indian Ice cream market, in the last fiscal, achieved a turnover of Rs.2,000 crore. Kerala, the latest entrant in the fastest-growing ice cream market, propelled the growth by contributing Rs.600 crore. The branded market at present is valued at Rs.200 crore. The regional brands register sales of Rs.100 crore, and the unbranded market makes business worth Rs.300 crore. Kerala dairy market is further expected to grow at a CAGR of around 6% during 2017-2021, reaching a volume of 4.6 Billion Liters by 2021. In 2016, milk production in Kerala reached a volume of three.5 Billion Liters, growing at a CAGR of 5.6% during 2010-2016. The state currently represents the twelfth largest dairy market in India. The milk production in Kerala mainly consists of cow milk and buffalo milk. The report's analysis concludes that cow milk dominates the entire milk production, accounting for around 98% of the entire share.

## **PRESENT STATUS**

The Indian dairy industry achieved substantial growth during the 8th Five year plan, achieving an annual output of over 60 million tonnes of milk. This not only places our industry second within the world after the us but represents sustained growth within the real availability of milk and milk products for our burgeoning population.

Most importantly, dairying has become a crucial secondary source of income for legion rural families. Improved genetic material achieved primarily through the cross-breeding of cattle and upgrading of the national buffalo herd has played a major role in increasing productivity. Gradual extension of improved husbandry practices, increase in consumption of balance concentrates made possible, in part, through innovations within the field of nutrition; expanded area under fodder: greater access to veterinary care; and advances within the fight against endemic and epidemic cattle diseases have also contributed to increased production and productivity. About three-quarters of milk produced is consumed at the household level. Of the milk supplied to the market, about 9-11% is processed in over 275 dairy plants and 83 milk product factories operated by cooperative, private dairy

processors, and varmint milk schemes within the organized sector. Milk channeled through Operation Flood cooperatives is generally processed in dairy plants located in rural areas and transported into cities and towns. Operation Flood Milk productions account for about 10% of total milk production or 40% of the marketed output. The balance (about 90% of total production) is handled by private traders and processors. About 45% of milk production is consumed as fluid milk. About 35% is processed into butter or ghee; about 7% is processed into Paneer (cottage cheese) and other cheeses, about 4% is converted into milk powder; and also the balance is employed for other products like Dahi (yogurt) and sweetmeats. In recent years, there has been an increasing frozen dessert production as foreign companies have invested in India.

## **FUTURE MARKETS**

South East Asia, Russia, and Africa are the emerging marketplace for Indian dairy products. within the immediate future, there's the prospect of an extra demand of over 3 million loads of milk products within the ASEAN region alone. The EU dairy exports will become limited by GATT Agreements, while Australia-New Zealand doesn't have adequate production capacity. Equally significant is the rise of Russia because the world's biggest dairy importer, although out and away. Producer in Europe, the Russian output has declined by over 25 percent within the past five Years. The shortfall in milk production is estimated to be 13 million tons a year. These major Deficits in milk availability offer a chance for India to fill this vacuum and become a number one dairy exporting nation. The shortfall in milk production is estimated to be 13 million tons a year. These major deficits in milk availability offer a chance for India to fill this vacuum and become a number one dairy exporting nation. The recession of 2010 shook up the global economy, and it led to some interesting changes. In regards to this article, most of the consumers who couldn't afford major purchases like cars or houses were opting to spend their money on affordable luxuries like artisan gelato and premium ice cream brands. Consumers also became more conscious of where they were spending money, preferring businesses that showed a sense of social or eco-responsibility; or, relative to the ice cream industry, businesses that produced authentic and house made products. Rising disposable incomes and the volume

of artisanal ice cream shops have cemented homemade and premium ice cream as a thriving segment in the ice cream industry. Their success is expected to grow.



## **COMPANY PROFILE**

Meriiboy (Nutricreams Pvt Ltd) is one of the largest producers of fresh ice cream, based on South India. A division of cousins group, the business venture was established on 2003 in Kalady. It is classified as a Non-government company and is registered at the Registrar of the company, Ernakulam. Its authorized share capital is Rs. 50,000,000 and its paid-up capital is Rs. 10,000,000. It is involved in the production, processing, and preservation of meat, fish, fruit, vegetable, oils, and fats. Directors of Nutricreams Pvt Ltd are Nijin Thomas, Maniachery Esthappanu Varghese, Stephen Maniachery Devassy, and Binoy Joseph. Meriiboy ice creams have three factory outlets in Kannur, Vazhakkulam and Perumbavoor. Also, have one cold room in Calicut. The distribution network spreads across 1200 dealers and 400 distributors in Kerala, Tamil Nadu, and Karnataka. Establishes own retail outlets in Lulu & Oberon malls in Ernakulam, WonderLa, Food Mall at Revenue Tower, R P Mall at Calicut, and Bakker junction at Kottayam. Meriiboy is one of the largest producers of fresh ice cream, based in South India. The brand is known across Kerala and in the emerging markets of Tamil Nadu and Karnataka for its original freshness and unmatched quality. The brand pays great attention to quality at every level, from the sourcing of fresh raw materials to testing, manufacturing, packaging, and the finished product. Made with state-of-the-art production techniques and a comprehensive hygiene policy, every Meriiboy product is nothing less than world class. To ensure this, Tetra Pak Hoyer, Denmark has been involved as consultants and quality advisors.

## **HISTORY OF THE COMPANY**

Cousins group was founded by five closely related families in the year 1990. They began their business venture by introducing plastic molded furniture in Kerala. Over the years this group has diversified into several areas of plastic molding, ice cream, etc. Today cousins group is a fast-growing conglomerate with a strength of over 1000 employees. Meriiboy Ice-Cream is a division of a cousin group that started operation in the year 2003. The first factory was started near Kalady in consultation with Tetra Park Hoyer, Denmark. Even today they are technical consultants and quality advisors.

As a part of market expansion, they set up their 2nd factory at Calicut in 2006 and 3rd at Trivandrum in 2010. Thus they have been able to cater to the demand for Ice-Cream all over Kerala. They also have markets in Tamil Nadu and Karnataka. Today with the help of state-of-the-art machines and world-class production techniques they produce 5 million liters of Ice-Cream every year. They always ensure the use of quality raw materials produced by reputed organizations. They are proud to own a fully-fledged laboratory to test raw materials as well as finished products. Another striking feature of the factories is cleanliness and hygiene. They completely understand and appreciate the sensitive nature of products and hence always emphasis on cleanliness. They have an expert management production team who ensures that world-class practices are followed. Every employee joining the organization is trained to be in line with the norms of the company. Thus Supreme Food Industries promises to provide the best quality Ice Cream at an affordable price.

Meriiboy ice cream is a brand from the home state of Kerala. The brand is an interesting marketing story because it virtually changed the perception of ice-creams in the consumer's mind to a certain extent. The brand was created in 2003 as a part of the diversification of the parent group which was in the plastic molding business Meriiboy ice cream is interesting because it is on the task of educating the consumers about "real" ice cream. The brand is positioned on the fact that it is made of pure milk and hence it is the

ice-cream. Most of the brands that are perceived to be ice-creams are "Frozen Desserts". Many so-called ice-cream brands are selling frozen desserts under the pretext of ice-creams because of the perception factor. No frozen dessert brands have advertised themselves as a part of the frozen dessert category and played on the consumer's inclusion of frozen desserts as a part of the ice-cream category. And till brands like Meriiboy ice cream began to advertise the difference between the ice-creams and frozen desserts, consumers were not much bothered since these tasted quite similar. What Meriiboy ice cream has done was to run campaigns not only highlighting the difference between these two products and also subtly hinting that frozen desserts are less healthy than ice-creams since it contains vegetable oil (fat). Many frozen dessert marketers have since then objected to this pitch with complaints to ASCI.

However, the campaign has created a lot of buzz in the consumer's minds. Meriiboy ice cream succeeded in creating a space in the consumer's mind as a brand that is "real" ice cream. Of course brands like Amul also were at the forefront in creating the perception of "real ice cream". Infact Amul ice cream's tagline itself is "Real Milk, Real Ice-cream". But in terms of share of voice, Meriiboy ice cream has been quite vocal about the claim of being a real ice cream however, the campaign has created a lot of buzz in the consumer's mind. Meriiboy ice cream succeeded in creating a space in the consumer's mind as a brand that is "real" ice cream. Of course brands like Amul also were at the forefront in creating the perception of "real ice cream". Infact Amul ice cream's tagline itself is "Real Milk, Real Ice-cream". But in terms of share of voice, Meriiboy ice cream has been quite vocal about the claim of being real ice cream.

Name of the company	<b>MERIIBOY ICE CREAM</b> (Nutricreams private Limited Chelamattom, Okkal)
Year of incorporation	2003
Place	Chelamattom
District	Ernakulam
State	Kerala
Country	India
Type of organization	Partnership organization
Nature of organization	Partnership firm
Nature of product	Manufactured
Number of employees	150
Product Capacity	6000 Liters
Exporting products to	Karnataka, Tamil Nadu
Major competitors	Lazza, Amul, Joy
Company website	<a href="http://www.meriiboy.com">www.meriiboy.com</a>

## **COMPETITORS OF MERIIBOY ICE CREAM**

### **LAZZA ICE CREAM**

The company was founded in 1972 by Mr. MC John a retired senior bureaucrat in the Kerala government. It is currently led by Mr. Simon John, his brother Francis John and their team of eminent directors. The company is a pioneer in the ice cream industry in South India. The first factory was started in Kochi and today has over 28 factories spread across South India. The 22 factories put together have a production capacity that is among the top in the country. The company has also started overseas operations in parts of the Middle East and Africa.



### **MAGNUM**

Magnum is an ice cream brand owned by the British Dutch Unilever company and sold as part of the heart brand line of products in most countries. In Greece, the magnum brand name is owned by Nestlé since 2005,2006 following the acquisition of delta ice cream, so Unilever ice cream use the name magic.



### **BASKIN ROBBINS**

This American ice cream chain has been in India for several years and its distinct 31 flavours slogan is well known everywhere. The brand is available in nearly 50 countries outside the USA including India with more than 7500 shop locations. One thing that keeps Baskin Robbins ice creams popular world-wide is their willingness to incorporate local flavours into the ice creams available in each location.





## **UNCLE JOHN**

Uncle John was founded in 1995 and started by m/s. Jojo frozen foods (p) Ltd is the present owner of the brand name. The name was coined from the name john-M.C. John is the founder of the company. The company is managed by a team of four consulting companies namely fintech consultants, a



market research planning group. Freeze fast technologies and lotemp systems. These consulting companies are highly professional. The brand owner company is Jojo frozen foods (p) Ltd. And is situated at Kundannoor, Maradu, Ernakulam - 682 304 and with 14 franchisee factories in India and one in central Africa.

## **PAPPAI**

Rime Rich Foods Pvt. Ltd. brings the finest quality ice creams under the brand name PAPPAl, powered by the most advanced European Technology. Pappai's highly advanced manufacturing unit can deliver 1 lakh plus liters of ice cream every day that ensures top-notch quality. The fully automatic machinery, highly hygienic plant and 100% tamper-proof packing ensure both goodhealth and good taste, each and every time. Pappai spread over 1crore customers in South India, Lakshadweep, Andaman Islands and the Middle East with exquisitely Ice cream.



## **ARUN ICE-CREAM COMPANY**

Arun ice-creams has been one of the most popular brands of ice cream over the decades. With new flavors and variants being introduced on a prolific basis, customers always have something to look forward to.



Arun icecreams cone - Crunchy ice cream cones with a slender flavourful line running down the length of the cone, Cone offers customers something special in every bite. It's a treat for kids and adults alike.

Arun ice-creams Bar - if customers are looking for indulgence, they needn't look further than the ibar, an ice cream bar so rich in chocolate, it leaves one craving for more. This unique product comes in a range of flavors and also, in a smaller size - ibar mini - for those looking for a quick bite. Two years after its launch, ibar continues to be a bestseller. Bars when it comes to ice creams, customers always expect something new and exciting. That's why we launched a range of ice cream bars in fun shapes and sizes that would appeal to one and all. Following the success of the initial bars like the jolly train and yummy Bear, we have added two new flavors to spiral a unique bar with a twist. We have also launched trio - an ice cream bar with three flavors which means three times the fun! This is why customers of Arun ice-creams, irrespective of their age and their preferences, can look forward to new innovations, flavors, and variance.

## **AMUL ICE-CREAM COMPANY**

Amul-cooperative registered on 14 December 1946 as a response to the exploitation of marginal milk producers by traders or agents of the only existing dairy, the Poison dairy, in the small city distances to deliver milk, which often went sour in summer, to Poison. The prices of milk were arbitrarily determined. Moreover, the government had



given monopoly rights to Poision to collect milk from milk and supply it to Bombay city. Nowadays Amul ice creamers has many branches located in Kerala too

## **MOTHER DAIRY**

It was started in 1974. It is a subsidiary company of the NDDB, National Dairy Development Board started as an initiative under Operation Flood. Mother Dairy manufactures, markets and sells milk and milk products, and has also expanded its portfolio to other edibles like oil, fruits, vegetables etc., that are sold through Mother Dairy outlets.



## **MISSION OF THE COMPANY**

The mission of the company is to provide high-quality food products that set themselves apart from others in taste and value.

## **VISION OF THE COMPANY**

Nutricreams Pvt Ltd (Meriiboy Ice cream Company) has a great vision of becoming a leader of fast-moving consumer goods and products. Its vision is to provide total customer satisfaction through continuous improvement in the production process and services.

## **VALUES OF THE COMPANY**

- High-quality products

Maintaining good quality with purity raw materials in production is one of the values the company is focused on.

- Customer orientation

The company and management give high weightage to the feedback of their customers.

- Good relations between management& workers.

There exists a formal and informal relationship between management and workers in the organization. Employee grievances are handled by the management with due care

### **QUALITY POLICY**

- They periodically check the quality of the production of ice cream.
- The packaging process also includes quality procedures such as the inspection of packages.
- They also provide quality protection on handling such as refrigerator vans for their production while marketing

### **IN PROCESSES**

- Production processes-adhering HACCP standards.
- Modern machinery imported from Italy/ Europe.
- Procedures like disinfection 26.
- Fully automated plant to avoid human involvement of manufacturing.
- Each batch was tested for quality.
- In house laboratory with trained microbiologist and chemist.
- Dynamic printing of Batch numbers to trace manufacturing details of a particular product.

### **IN PACKAGING**

Paper packaging is done with white food-grade cartons (competitors are using reprocessed paper on cartons for making their products cheap). Packaging workers are inspected before they engage in packaging.

### **IN HANDLING**

- Refrigerator vans for transportation

- Well-trained distributors and dealers
- Well-maintained cold chain facilities - fewer breakdowns

## **OBJECTIVE OF THE COMPANY**

The objectives of the company include the following:

- **Quality:** The main focus is on its quality. They use pure milk collected from the nearby PDDP centers is used for production.
- **Profit Maximization:** As the company itself is expanding its business, is a sign of growth Meriiboy Company is looking.
- **Cost minimization:** As the company itself is expanding its business, is a sign of growth Meriiboy Company is looking.
- **More employment:** Through the expansion process, more employment opportunities are provided by the company.
- **Time delivery:** The Company is kept timely delivery. They take feedback of the products from consumers through dealers.
- **Proper utilization of resources:** The resources available to the company are utilized in an effective way in order to avoid wastage and increasing costs.
- **Provide service to society:** The Company also provides finance to charitable institutions on annual basis.

## **QUALITY CERTIFICATION**

### **ISO 22000 - 2005 certification**

ISO 22000-2005 specifies requirements for a food safety management system where an organization in the food chain needs to demonstrate its ability to control food safety hazards in order to ensure that food is safe at the time of human consumption.

ISO 22000-2005 specifies requirements to enable organizations to: plan food safety management systems aimed at providing safe products for consumers according to their intended use; Implement, operate, maintain and update.

- Demonstrate compliance with food safety requirements of applicable laws and regulations. Evaluate and assess customer requirements with respect to food safety and demonstrate compliance with these mutually agreed customer requirements in order to enhance customer satisfaction.
- Effectively communicate food safety issues to suppliers, customers, and relevant stakeholders in the food chain.
- Ensure the organization complies with state food safety regulations.
- Demonstrate this compliance to relevant stakeholders and apply for certification or registration of your food safety management system by an external organization or self-assessment or self-declaration of compliance with ISO 22000:2005.

## **PRODUCT PROFILE**

### **ICE CREAMS**

Ice cream (derived from earlier iced cream or cream ice) is a frozen dessert usually made from dairy products, such as milk and cream, and often combined with fruits or other ingredients and flavors. Most varieties contain sugar, although some are made with other sweeteners. In some cases, artificial flavoring and colorings are used in addition to, or instead of, the natural ingredients. The combination of chosen ingredients is stirred slowly while cooling, in order to incorporate air and to prevent large ice crystals from forming. The end result is smoothly textured semi-solid foam that is malleable and can be scooped. Meriiboy ice creams are available in various flavors like Vanilla, Strawberry, Orange, Pineapple, Coffee, Lemon Delight, Guava, Pista, Alphonso Mango, Butterscotch, Spanish Delight, Chocolate, Black Currant, etc.

## **Products Of Meriboy IceCreams:**

- **Sundae**

The sundae is a sweet ice cream dessert. It typically consists of one or more scoops of ice cream topped with sauce or syrup and in some cases other toppings including sprinkles, whippedcream, maraschino cherries, or other fruits. Meriiboy Sundae is available in Chocolate, Strawberry, and Pista flavors.

- **Cassata**

The different varieties of Cassatas available in Meriiboy are Cassata King, Cassata Queen, Cassata Prince, and Cassata Kid.

- **Bars**

An ice cream bar is a frozen dessert on a stick or an ice cream-filled candy bar. The coating is typically a small layer of chocolate used to keep ice cream from melting and dripping. MeriiBoy offers Chocolate, Mango, Strawberry, Pista, and Confetti flavors.

- **Kulfi**

A delicious frozen dairy delicacy from the Indian subcontinent is kulfi. It is commonly referred to as "typical Indian Subcontinent ice cream." Kulfi, as it is commonly known, looks and tastes similar to ice cream; however, it is denser and creamier, and it comes in a variety of flavors such as Mango and Cardamom (Meriiboy, 2003).

- **Milk Lolly**

Milk Lolly is a special sweet made by Meriiboy ice cream. It is a concoction of numerous elements such as milk powder, emulsifier, flavoring, and so on. Milk Lolly comes in a variety of flavors, including Pineapple Vanilla, Strawberry, and Mango.

## **RAW MATERIALS**

The major raw materials used by Meriiboy are;

- Milk
- Butter
- SMP
- milk powder
- Sugar Fresh fruits like mango, jack fruit, strawberry, etc.

## **PROMOTION STRATEGY**

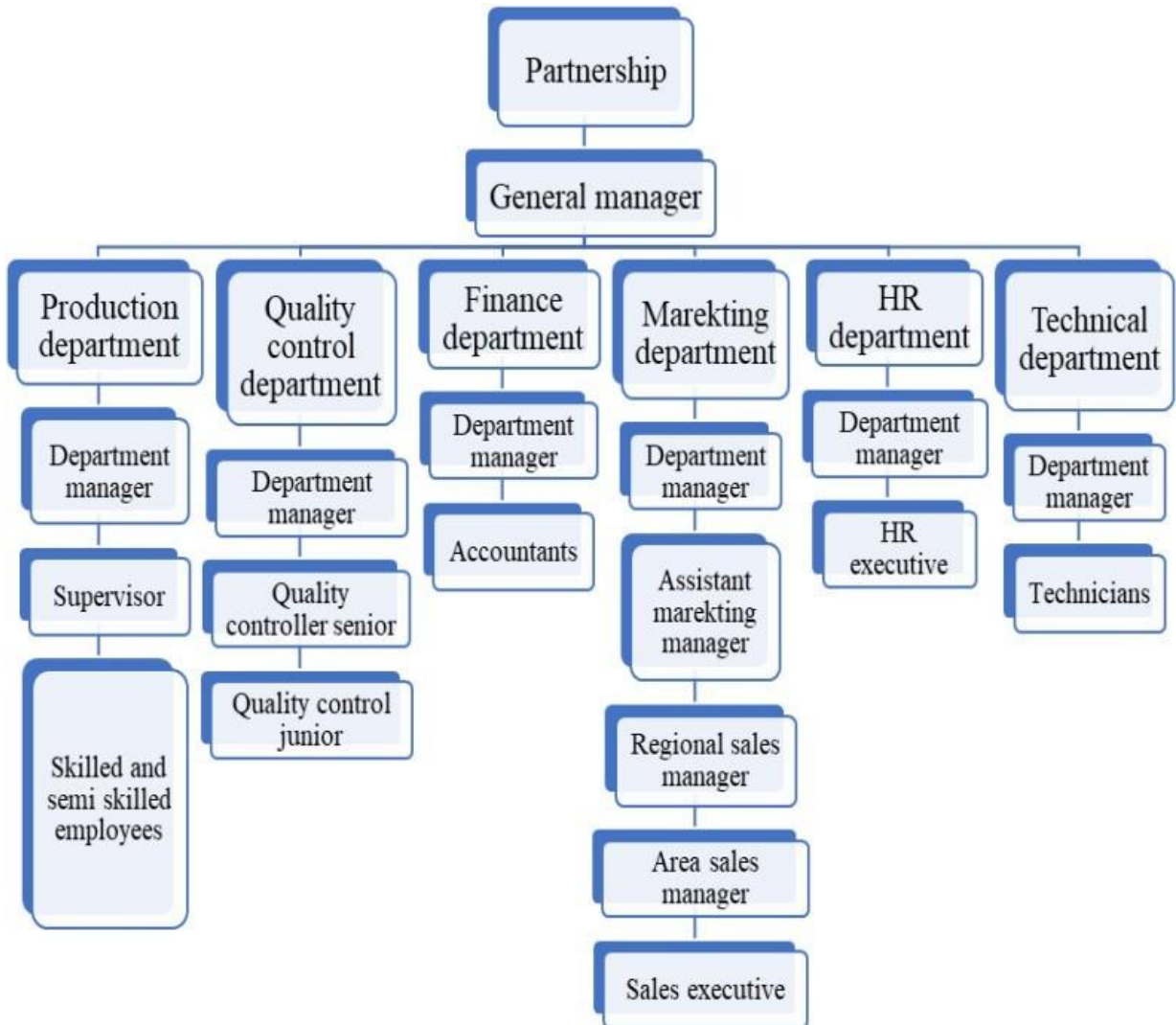
Advertisement is a widely used promotional strategy. They use Media like newspapers, radio, magazines, etc. For recruitment they use newspapers and for marketing, they use FM ndios and magazines. As part of their expansion, they also introduce their product on TV.

## **PRICING STRATEGY**

The pricing strategy adopted by Supreme Food Industries was cost-plus pricing and market-oriented pricing. These are discussed below Cost-Plus Pricing is the simplest pricing method. The firm calculates the cost of producing the product and adds a percentage (profit) to that price to give the selling price. Market-Oriented Pricing Setting a price based upon analysis and research compiled from the target market. This means that marketers will set prices depending on the result of the research. For instance, if the competitors are pricing their products at a lower price then it's up to them to either price their goods at a price above or below.



## ORGANISATIONAL STRUCTURE

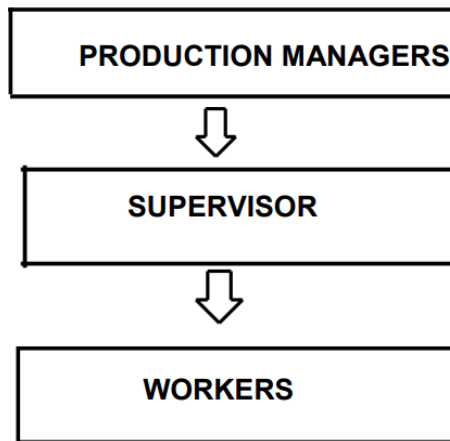


## **ANALYSIS OF STRUCTURE**

### **PRODUCTION DEPARTMENT**

The production department is responsible for converting inputs into outputs through the stages of the production process. The production manager is responsible for making sure that the raw materials are provided and made into finished goods effectively.

#### **DEPARTMENT STRUCTURE**



#### **DEPARTMENTAL FUNCTIONS**

- Temperature monitoring

Production Manager monitors about the temperature of the machines which is necessary for the production of the products. It is one of the basic factors which are vital for the freezing process of ice creams.

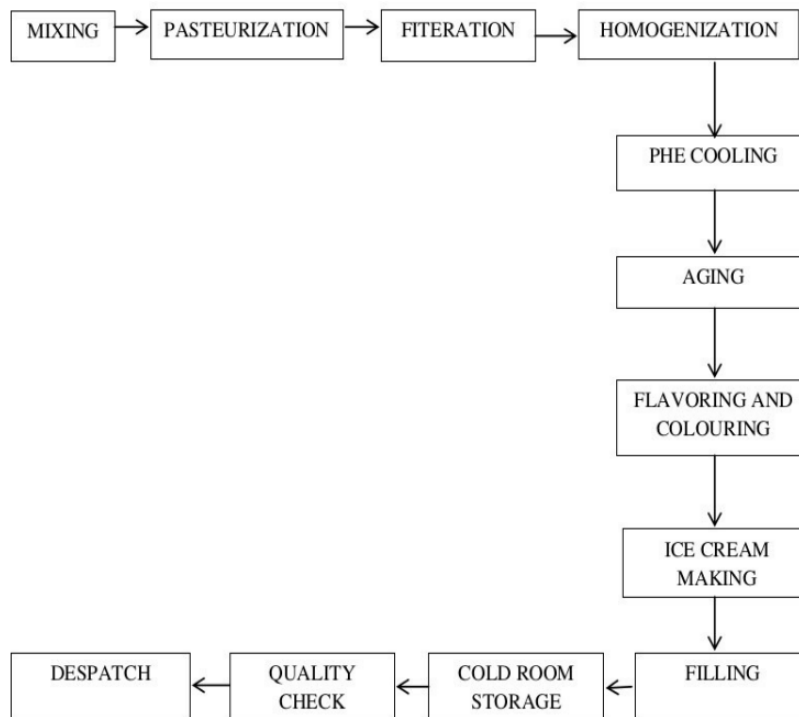
- Purchase, dispatch, and product management

They manage the dealers, plan and execute the requirements of raw materials and control the unwanted wastage of products.

- Maintain customer relations

Production department maintains a good rapport with their various dealers. Any grievances reported by the dealers were taken in a positive way and instant feedback and settlement is provided. It helps them to avoid such cases in the future.

## PRODUCTION PROCESS



- Mixing

Mixing the various ingredients needed for making ice creams like milk, SMP milk powder, butter, and sugar to have a mixture, it is undertaken by the machine called the mixing machine.

- Pasteurization

It is the next process that is carried down by the heating process to kill various harmful bacteria. It is done using a machine called a double jacket vessel.

- Filtration

Next is the filtration process which is helpful for filtering the various hazardous things like hair, glove pieces, nail, etc. In this process filtration of harmful things is undertaken.

- Homogenization

It is the next process where the ice cream after filtration is carried forward by the pump to the homogenization process. Here, the various ingredients are put under pressure to have an actual mix of the various items included in the ice cream like butter, milk, sugar, SMP milk powder, etc. Here the item look like homogenized as it is mixed in a very united form. It is done in 70 to 80 degree Celsius

- PHE Cooling

Cooling is the process in which the homogenized mixtures are again cooled and it is put under 5 degrees Celsius to make it harden.

- Aging

It is a process by which a machine called ageing machine which help the items to be cooled and stored in a cold condition for their effective production.

- Flavorings And Colorings

In this process the flavoring tank is the machine, which helps to make the flavored ice cream e.g. If the strawberry flavor is needed they pour the strawberry mix, and then it is helpful for the making of strawberry ice creams. In this process, they make only one flavor at a time. After the making of one flavor, they move to the next flavor. Now they have flavors like strawberry, vanilla, pista, chocolate, butterscotch, mango, pineapple, orange, jackfruit, etc.

- Ice Cream Making

It is a vital part of ice cream making, where the ice creams are created as per the flavors needed; it is the next step to the flavoring tank. The flavors coming from the flavoring tank are combined with the ice cream-making machine and thus the ice cream is produced

- Filling

The ice cream coming out of the machine is then filled into the containers manually, in the set quantities. More than 30 flavors are ice cream made as per the market requirements. Dry fruits, nuts, etc. are added during the filling process.

- Cold Room Storage

The packed products are stored in cold storage maintained at -18 degree Celsius or below.

- Quality Check

Samples are drawn from each lot to ensure that it meets the requirements.

- Dispatch

The products are dispatched to various outlets depending upon the requirements.

## **Duties and Responsibility**

- **Production Manager**

Production is the functional area responsible for turning inputs into finished outputs through a series of production processes. The Production Manager is responsible for making sure that raw materials are provided and made into finished goods effectively. He or she must make sure that work is carried out smoothly and must supervise procedures

for making work more efficient and enjoyable. Following are the duties and responsibilities of the production manager in Meriiboy.

- **Production planning**

Production manager plans the routine activity which is necessary for the production process and communicates the planned details to his supervisors.

- **Executing plans**

Production manager looks at and executes each and every activity and evaluates whether everything is happening as per the planned schedule.

- **Making reports**

It deals with the making of the reports, the details regarding how much to produce, how much raw materials are needed, etc.

- **Worker's control**

Production manager is the person who controls every activity of the production. He is responsible for the control of workers. The production manager controls the increase in absenteeism, turnover, etc. He also cares about the welfare of the employees.

- **Production analysis**

Production manager analysis each and every activity related to production. He evaluates every performance of his workers by monitoring the work through computers.

- **Quality assurance**

He also monitors the working of the quality department. He checks whether quality checking is done accordingly and effectively. He guides the quality controllers as and when needed (Meriiboy, 2003).

## **SUPERVISOR**

- **Team leader**

He is entrusted with the job of a team leader. In the production department, there are two supervisors. One on the production field and another one on the packing and dispatch.

- **Guide the worker**

Production supervisor will guide his workers in the production. He has given 25 workers. He divides his workers into 5 groups each with a leader. The group leader is the person who communicates their complaints ever thing to the supervisor. The packing and dispatch supervisor has also given a same number of workers. He also has group leaders three on packing and two on dispatch.

- **Communicator**

Any grievances or complaints from the workers part are communicated by the supervisors to the production manager. He will handle and make appropriate decisions

## **PURCHASE DEPARTMENT**

Nutricreams private Ltd. Deals with a number of products. Therefore, it has to purchase many goods. It includes Milk Butter, SMP Milk Powder, Sugar, Fresh fruits, etc.

- Local purchase

- Direct purchase.

Purchase department carries on its function. Nutricreams private Ltd follows the certain procedure for purchase.

- Intend order

On the requirements of any goods, stores department intends an intend to order to purchase department stating the quality description and a number of goods required within stipulated time limits. If the goods required are urgency, then they purchase directly from the local market. Otherwise, decisions are taken regarding the kinds of purchase by the purchase manager and approved by the general manager

- .Quotation

Nutricreams private Ltd has few registered vendors for the goods of less urgency. The company informs their vendors and invites quotation with their prices. The general manager selects the best alternative considering the prices, quality recognition, etc

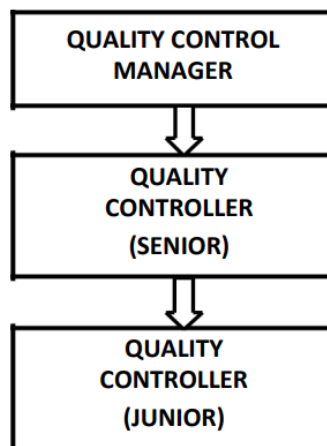
- Send order.

The purchase executive send the order to the vendor with specific condition 11 regarding the products in terms of payment, type of packaging, transport, etc.

## **QUALITY CONTROL DEPARTMENT**

Quality control is a set of procedures intended to ensure that the manufactured product or performed service adheres to a defined set of quality or meets the requirements of the customer (Meriiboy, 2003).

### **DEPARTMENT STRUCTURE**



### **Functions of Department**

In the Quality Control department there are 2 qualified quality controllers to test the quality of raw materials as well as the quality of ice creams. Quality Control staff members at NOW have many responsibilities, but everything they do contributes to the quality of the end product, which is the main objective of quality control. This task, however, is not a



simple one, because it entails an incredible number of inspections, checks and reviews before a product can be offered for sale. Every person involved in making a product is responsible for making it a quality product. Quality departments, such as Quality Control (QC) or Quality Assurance (QA) cannot inspect the quality into the product.

## **DUTIES AND RESPONSIBILITIES OF QUALITY CONTROLLER**

- Testing the product

The testing process is carried down on various steps Le raw material checking, checking the mixing process, aging process, and at the finished stage of ice cream. They had done both microbiological testing and chemical testing

- Maintains the record of test results

They maintain the records daily which is related to their quality checking and they also maintains the ISO 22000 records.

- Maintain the laboratory

They maintain the laboratory and it is restricted for others to enter into the laboratory Continuous research is carried out there in the laboratory to identify whether bacterial effects are there or not.

The Quality Departments exist as an audit function within the manufacturing and packaging areas.

- Approve or reject all procedures, specifications, methods, and results.
- Approve or reject all raw materials, packaging materials, labelling, and finished products.
- Review all production records for accuracy and completeness before approving for distribution.
- Establish procedures for revising procedures, formulas, and more. Approve changes to procedures, formulas, and more.
- Ensure that the latest revision is being used at all times.

- Perform all the required tests to ensure identity, purity, potency, and composition, and to ensure that products are not contaminated or adulterated.

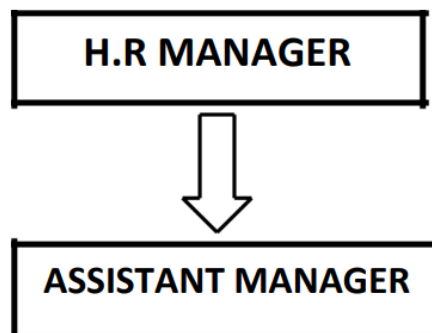
Quality staff is also involved in:

- Investigation of consumer complaints.
- Evaluation of new vendors/materials.
- Internal audits to verify compliance to regulations.
- Maintaining relationships with vendors and regulatory agencies

## **HUMAN RESOURCE DEPARTMENT**

Human Resource is the people that work for an organization and Human Resource Management is concerned with how these people are managed. However, the term Human Resource Management (HRM) has come to mean more than this because people are different from other resources that work for an organization. People have thoughts and feelings, aspirations and needs (Merribooy, 2003.)

### **DEPARTMENT STRUCTURE**



Department functions

- Personnel planning

It's about planning for the future and figuring out how many employees the company will need in the future and what skills they should have. This depends on factors such as the number of employees leaving the workplace, technological changes, and employee productivity levels.

- Job analysis and job description

HR is also involved in designing job descriptions for potential vacancies.

- Determination of wages and salaries

The HR department is also involved in conducting market research and determining wages and salaries for various positions within the organization.

- Recruitment and selection

One of HR's most important tasks is to hire the best people for your organization. This is very important because the success of an organization depends on the quality of its employees.

- Performance evaluation

Once an employee is hired, HR should regularly review their performance through appropriate performance reviews. This is the process of obtaining, analyzing and recording information about the relative worth of employees. Based on the performance appraisal, HR sets metrics for each employee.

- Training and development

In order to improve the performance of employees, they should undergo regular training and further development. Training includes on-the-job and off-the-job.

- Employee welfare and motivation

HR department tries to keep employee benefits activities and more motivation

- Responding to complaints from employees

They are the link between employees and managers. Employee complaints about working conditions are usually handled and resolved by the human resources department.

- Labor-Management Relations

In the event of an industrial dispute, Human Resources plays a key role in bringing both management to the negotiating table and resolving the issue.

## **MARKETING DEPARTMENT**

The marketing department should act as a guide and direct the rest of the company in developing, manufacturing, fulfilling, and servicing products for customers. Communication is essential. Marketing departments typically have a better understanding of market and customer needs, but they should not act independently of product development and customer service. Marketing should be involved, and there should be disagreements whenever there is a discussion about new product development or the company's customer-facing features.



## **Departmental Functions**

- Demand generation

The pricing of the products is reasonable. Discount on prices is based on the orders they got and also, they gave a discount to dealers because they bought bulk products.

- Market research

The company focuses their marketing research to make its products qualitative. As part of their research, they introduce real ice cream instead of frozen desserts.

## **FINANCE DEPARTMENT**

A company's finance department is responsible for organizing financial and accounting operations, including preparing and presenting appropriate financial statements and providing financial information to management.

### **Department functions**

- Creation and Preparation of Financial Statements, the finance department prepares and prepares financial statements such as trading, profit, and loss statements, and balance sheets.
- Record Keeping and Preservation Sales and expense records are kept by the finance department and used by other departments.
- Preparation and planning of internal financial information This is mainly done for budgets. This is a financial plan and helps managers take corrective action.

- Analyze current financial performance. How a company performs in terms of trade and spending is analyzed primarily using ratio analysis tools.
- The Pay Creditors Finance department ensures that bills are paid to people to whom the company owes money.
- Paying employees while managing the payroll system is also an important job of the finance department

## **TECHNICAL DEPARTMENT**

### Departmental Functions

- Technical department is responsible for all productive and preventive maintenance of Plant and machinery.
- The department gives equal importance to preventive maintenance as well as ongoing Troubleshooting.
- Technical department ensures the proper working of the machine.
- The important responsibilities include safety and pollution control.

**CHAPTER:02**  
**REVIEW OF LITERATURE**

## 2.1 INTRODUCTION

A literature review or narrative review is one of the two main types of review articles, the other being a systematic review. Literature searches cover the current state of knowledge, including content-related findings, as well as theoretical and methodological contributions to a particular topic. The literature review is a secondary source and does not report new or original experimental studies. Such reviews mostly relate to the academic literature and can be found in scientific journals. Literary studies form the basis of research in almost every field of science. A thorough literature review may be included as part of a peer-reviewed journal article to help present new research, position current research in the relevant literature, and provide context for the reader. In such cases, the review usually precedes the methodology and results part of the work.

Connolly A and Firth O (1999): "Visual Planning - the Power of Thinking Visually" has defined P-O-p advertising's position in logo bear in mind and its numerous roles like of informing, reminding, encouraging, developing exhilaration or interactivity and constructing shop photograph have been tested in a study. Connolly and Phillip (1999) concluded that, "p-o-p gives the entrepreneurs the closing possibility to speak with the consumer earlier than a buy is made. This verbal exchange at the store can play numerous roles 0/ in arming, reminding, encouraging, developing exhilaration or interactivity and constructing shop photograph. It has been determined that data bear in mind is greater while the context wherein humans strive to retrieve" data is similar to the context wherein they in the beginning coded the data.

" Taylor, Susan L. and Robert M. Cosenza (2002): studied the buying desire behaviour of a totally essential and economically possible phase of the youngsterer marketplace known as the "later elderly woman youngsterer". It changed into discovered that a regular later elderly woman youngsterer changed into born to keep. Making the proper desire, in particular for her clothing, changed into essential each from a social association and a social affect position. This organization felt brand



(fit, appearance and style) to be the maximum essential characteristic to bear in mind in clothing desire and later elderly woman teens desired exhilaration of their buying venue. Shopping changed into essential and there have been dangers related to a wrong desire in their clothing. Finally, their choice to live and keep on the neighbourhood mall regarded to be a characteristic of the mall composition and exhilaration.

Kevin Keller (2003): precise opportunities to speak to the clients and construct brands. A type of alternatives is to be had to the entrepreneurs to speak with clients on the factor of purchase.

Globalization (2003): The trendy examine with the aid of using Source Dynamic Logic via a survey carried out in 2009 at the client conduct to exclusive forms of commercials for merchandise together with Television, Online and Magazines, discovered that commercials have changed the client conduct in this kind of manner so they best cross for logo favourability in spite of advert cognizance in each sort of media. Surveys display that mag commercials offer amazing effect on buying conduct of consumers. Mostly humans cross for buying in line with the product fee proven in commercials in spite of price of the product as they spend plenty greater than the real fee best because of the have an impact on of commercials.

Baca et al, (2005): Advertisement of a products or services is administered with the goal to create hobby amongst goal visitors due to the fact growing hobby is the concern of advertisers (Rowley, 1998; Broeckelmann, 2010). Continues shopping for of a specific product indicates consumers' hobby (Ghirvu, 2013). Pharmaceutical companies, for example, regularly make investments to create merchandise hobby in goal marketplace with competitive income pressure which tries to inspire clients for in addition query.

Chebat, Jean-Charles, M. Joseph Sirgy and Valerie St-James (2006): tested how a mall's quality (upscale vs. downscale), consumers' socio-financial fame and kind of

keep interacts with their self-congruity. The quantity to which consumers become aware of themselves with a mall's image.

Nidhi Kotwal (2008): has reviewed studies carried out in India discovered that teens are tremendously attracted closer to the TV commercial. Along with that youngster ladies additionally encouraged with the aid of using the TV classified ads and that they have a tendency to shop for the goods which they noticed in classified ads. So it offers us concept that mass media has the fantastic effect at the advertisements. Organizations are shifting closer to the innovative content material which pulls the teenage ladies in addition to boys to shop for the goods.

Sonia (2008): identifies numerous attributes like quality, variety of products, constant price, availability of brands, discounts, parking, advertisements, show of products, ambience, want primarily based totally purchase, own circle of relatives individuals pressure, socio monetary fame and conduct of team of workers in mind set and belief formation toward the purchasing malls.

Yadav and Prajapati (2008): he has tested mall of their take a look at as a relative preference phenomenon i.e. a patron chooses to keep at mall over the shops or a few mall over the alternative department stores in which the selection is available. Mall patronage is contingent upon preference valuation. Mall purchasing displays to be greater reasonably priced and useful purchasing orientation due to the fact those offer handy and green manner to evaluate stores throughout quite a few items or a manner to finish numerous purchases in a single trip.

Barn (2009): He explored the effect of merchandise placement in film enterprise of India. He located that product placement is a higher and a persuasive supply of emblem recognition. The consequences of (Craig-Lees, Scott, & Wong, 2008) display that emblem consciousness and emblem doesn't forget have fantastic effect on

purchasers of Australians and Americans. The consequences of this look at proved the preceding consequences of studies in US in 1995 and 2003.

Kit Yarrow, Jayne O'Donnell (2009): investigates that member of Generation Y keep 25 percentage to forty percentage extra than the common consumer. They argued that those voracious and fearless purchasers have revolutionized the manner Americans keep through turning conventional income and advertising and marketing techniques upside down. Based at the research they analysed what motivates those younger human beings to shop for sure merchandise and reject others. They discovered that how purchasers outline their electricity, why they loath manipulation and why they depend upon era and display entrepreneurs how they are able to faucet into the shopping for electricity of this burgeoning institution of purchasers.

Rajan Yadav (2009): in his observe gives a framework to pick out the determinants of customers' mind set and notion in the direction of rising retail formats, which include the purchasing mall. The observe ascertains the important thing variables that have an effect on mind set and notion formation in the direction of purchasing department shops and investigates vital demographic and social variables like income, frequency to go to purchasing department shops, time-spending styles and vending alternatives amongst mall visitors.

Pankaj Priya, Rajat Kanti Baisya, and Seema Sharma, (2010): Children range of their cognitive cap potential whilst looking to interpret TV commercials and subsequently shape specific attitudes toward them. The motive of this paper is to examine the effect of kid's attitudes toward TV commercials on their resultant shopping for Behavior. The call for the marketed merchandise is closely inspired via way of means of the kid's mind-set toward commercials. Further, the cognitive extrude a few of the specific age organizations ends in the formation of various attitudes toward the commercials. Yet there are different robust elements aside from commercials, which bring about the requests for a product or brand. More targeted technique is needed

way of means of advertisers whilst making plans their commercial marketing campaign for specific age organizations of children, in place of thinking about them as one homogenous group. Various factors of the commercials need to be meticulously deliberate for specific age organizations.

Belch, ET. AI, (2010): protected this region in eu-e book on advertising. Many advertisers are spending extra in their greenbacks wherein choices are made now that they are able to attain clients on the factor of buy, offering extra product records at the same time as lowering their personal efforts. However, aleven though the presentations are very powerful at accomplishing clients, problems in getting stores to conform with requests for presentations regularly make it tough for entrepreneurs to apply them. Moreover, many stores are lowering the quantity of signage and presentations they'll be given in addition to the message they communicate. Also as account particular promotions end up extra popular; a few stores are requiring custom designed POP materials.

Abideen1, farooq and latif (2011): In commercials goods, services, thoughts and businesses are promoted via TV that is the principle supply to attain extensive sort of customers. Advertising from all mediums play essential function to persuade human beings however in our society TV is the principle supply to observe commercials that convince now no longer best lifestyles cycle however additionally attitudes, behaviors or even lifestyle of the country. Advertisements are constantly powerful for patron mind set and modified their belief approximately products. Consumer conduct is the mind set of clients concerning any product. Companies ought to examine the conduct due to the fact those are the principle supply in their success. The principal reason of patron conduct evaluation is to decide how clients behave toward sure circumstances. Its reason is to investigate various factors affecting on customers conduct in phrases of social, financial and mental attitude that decide the elements of advertising and marketing blend decided on via way of means of management. In the advertising and marketing development patron conduct is an vital variable on the way to now longer

simply give an explanation for the tangible traits of services or products however additionally create an photograph with admire to mental and social composition of person conduct. Consumer conduct research is used to investigate numerous communiqué techniques in addition to for the improvement of synthetic goods.

Gunjan Baheti (2012): Advertisement strives at creativity which affects the customer's reason to shop for a selected product and alternate or make the belief of the product with inside the thoughts of the consumers. Advertisement enchantments act as a provider to arouse the mental reason of the customer for buying. Advertisement includes rational and emotional appeals. In rational appeals the product may be emphasised in particular on its advantages and the troubles which it may clear up whilst however emotional enchantment meet the customer's mental, emotional and social requirements.

Mackey,K. and Liang,A. (2012): A look at document on "Globalization, evolution and emergence of direct-to client marketing and marketing: Are rising markets the subsequent pharmaceutical advertising frontier? " concluded that Pharmaceutical marketing and marketing has gone through a fast evolution because of Globalization, converting patient- issuer relationships, rising fitnessassociated technologies, developing significance and expanding "business" of world fitness. Yet, pharmaceutical advertising could have damaging fitness and monetary outcomes, in particular if left unregulated and allowed to proliferate and move geopolitical borders with inside the out of control virtual environment. Emerging markets may also constitute the subsequent logical step for virtual DTCA proliferation, given their untapped marketplace capability and explosive growth; however they may be in particular at hazard given the ambiguous regulatory remedy of virtual DTCA.

Rafique et al, (2012): argued that commercial is a manner to speak with the audience. They believed that subculture fairly have an impact on the shopping for behaviors of the human beings due to the fact everyone has specific desires and developments

consistent with their lifestyles styles. Thus if we are saying that commercial is sort of a magic than it'll now no longer be fake due to the fact commercial sincerely adjustments the wants and needs of the human beings and every so often it creates the want a number of the human beings. They are fairly laid low with the classified ads and companies are seeking to goal the loads of the human beings. Organizations are the use of above the road and beneath the road strategies of the commercial which in shape great with their merchandise. Researchers have determined that media commercial are maximum famousclassified ads and those like TV ads, so its miles appropriate medium to put it on the market merchandise like cosmetics and FMCG.

Redondo, (2012): tested the impact of seen publicity of merchandise in growing logo reputation with the aid of using putting them in video games. He released 3 variations of video games on websites. In which one has excessive diploma of publicity of merchandise, 2nd has low diploma of product placement publicity while 0.33 one has no placement of merchandise at all. He discovered that excessive diploma of publicity model has fantastic logo reputation effect on customers wherein as low diploma publicity of product placement has low effect on customers while no placement of merchandise model has no effect over customer in growing logo cognizance and reputation. (Lee, Sung, & Greg, 2011) tested the belief of college students approximately product placement. These exploratory studies turned into carried out in USA and Korea. The Korean college students felt that product placement isn't a moral activity. Korean college students favoured authority's regulations concerning product placement while USA college student's favoured placement of product in movies, TV indicates and music. Similarly, (Lord and Gupta, 2010) reviewed the preceding researches to observe the acceptability of product placement and it's have an impact on shopping for conduct of B2B consumers. The consequences confirmed that product placement is a fantastic and proper technique in growing logo reputation and logo take into account for B2B customer of their buying of merchandise and services.

Xu Yang (2012): Practitioners and strategists suppose that strategic innovation is an inclusive time period which includes the special innovation and creativity like new merchandise and offerings. The organizations are increasing because of saturation of the nearby markets and those organizations are going the world over and globally. Several strategic innovations need to be considered for those forms of expansions. Strategic innovation includes 4 matters which can be new marketplace creation, product price addition, aggressive disruption and carrier price addition (Caroline SueLin, 2010). Cosmetic enterprise is focusing in those 4 dimensions. Cosmetics aren't important within the lifestyles of people but they should create their marketplace and extend their circle. So they should cognize on those matters.

Gupta, (2013): In the existing era, entrepreneurs are focusing client rule this is client is their first preference. To maintain deep eye on clients the number one obligation to the employer is to benefit the information approximately the clients. In this manner entrepreneurs might be a success in pleasing the want and desires of the clients and are searching for the higher possibilities within side the market. Researchers discover that entrepreneurs want to apprehend those 4 matters a good way to serve their clients higher. Firstly entrepreneurs have to understand that clients make rational selections which will get the fine product to be had within side the market. Secondly clients additionally make irrational selections and they're very impulsive and may be attracted toward the promotional activities. In the equal manner emotional affiliation additionally positioned a power at the thoughts of clients. In the closing clients additionally purchase as a trouble solver, they seek the goods which could resolve their trouble.

Geeta Sonkusare (2013): Television marketing and marketing is a completely powerful device of speaking message to its target market because it has the capacity potential to mix visual & audio verbal exchange and therefore this makes classified ads an essential medium to make human beings privy to any merchandise. There is exceptional merchandise which the ladies customers used, in that the FMCG

merchandise they pick out upon getting records approximately the ones precise merchandise. This paper gives the consequences of a have a look at designed to check the Impact of TV marketing and marketing and on ladies customers' shopping for conduct. Unlike preceding studies, however, the results of such verbal exchange tactics on ladies" are evaluated within side the context of family choice making however on this studies paper the cause is to have a look at on various factors which stimulated on shopping for conduct, their delight with marketing and marketing techniques in FMCG merchandise, their month-to-month expenditure etc. The Primary information has been gathered from 30 respondents from Chandrapur City. Structured questionnaires were framed contained 10 questions which have been requested to ladies customers. The secondary information has been gathered from books, websites, articles, TV etc.

Raju (2013): expressed that with the present day technology there was visible a super growth in era, with this era advertisers now thinking about the variety of mass media channels and manner of communications which offer them the clean and speedy get right of entry to the consumers. Other aspect of this era development is that clients are actually having lots of statistics and they are able to get the element which first-rate fits to them. So it turns into very tough for the advertiser to construct the logo attention and situation the thoughts of the clients to make very last buy decision, as clients are gaining extra manipulate over the goods and statistics.

Pinki Rani (2014): Factors influencing patron conduct has argued patron Buying Behavior refers back to the shopping for conduct of the last patron. Many elements, specificities and traits have an impact on the character in what he's and the patron in his choice making process, purchasing habits, and buying conduct, the manufacturers he buys or the stores he goes. A busy choice is the end result of each and every such element. A character and a patron is led by means of his culture, his subculture, his social class, his club groups, his family, his personality, his mental elements, etc.. And is motivated by means of cultural developments in addition to his social and societal



environment. By figuring out and expertise the elements that have an impact on their clients, manufacturers have the possibility to expand a strategy, an advertising message (Unique Value Proposition) and marketing and marketing campaigns greater green and greater consistent with the wishes and methods of taking into account their goal consumers, an actual asset to higher meet the wishes of its clients and boom sales.

Shweta Vats (2014):- A examine on “effect of direct to purchaser marketing and marketing via interactive net media on operating kids”. This studies paper analyses the impact of social media merchandising of prescription medicinal drugs on conduct of operating kids. It additionally researches the adoption of social media via ways of operating kids for gathering records on Prescription drugs. This examines additionally targets at getting a perception into correlation among demographic elements and mind set and notion for social media primarily based totally prescription drug advertisement.

Samar Fatima and Samreen Lodhi (2015): Advertisements were used for decades to persuade the shopping behaviors of the consumers. Advertisements are useful in developing the notice and belief of most of the clients of beauty products; each of those variables are a deadly aggregate to persuade the consumers to shop for behaviors of the consumers. These precise studies were carried out at the 2 hundred younger male or women who use special manufacturers of cosmetics to test the impact of commercials on their shopping conduct at the same time as developing the notice and constructing the perceptions. Correlation and regression evaluation have been used to pick out the connection among those variables. The outcomes found out offer the brand new manner to managers to plot appropriate methods for the advertising of beauty products. These outcomes display that commercials are very beneficial in developing the notice of most human beings, however they did not construct robust perceptions within the thoughts of consumers. Both of those variables consisting of customer attention and customer perceptions will inspire the

customer to shop for a sure product, as there may be a high- quality courting found in among them.

Supriya Verma (2016): The look at the impact and conduct of human beings towards YouTube commercials. Advertisements play a crucial position to create cognizance amongst human beings approximately the product or service. Earlier commercials had been proven and displayed on television, radio, and newspaper however today's virtual media have changed and conquered the antique shape of commercials. In virtual media YouTube has emerged as a not unusual platform for commercials. While looking at YouTube, we regularly come upon pre-roll commercials which occasionally have a choice to skip, and mid-roll commercials that are normally among the content material we're looking at on YouTube. For this study pattern length is one hundred. Questionnaire was mailed to one hundred respondents (18-35 years). 56% of respondents watch YouTube each day and a number of them use cellular to look at YouTube.

Zain-Ul-Abideen and Salman Saleem (2016): Advertising is a shape of communiqué supposed to persuade an audience (viewers, readers or listeners) to buy or take a few movements upon products, information, or offerings etc. This paper investigates the connection among impartial variables that are environmental reaction and emotional reaction with attitudinal and behavioural issue of client shopping for conduct, via way of means of tapping the responses of two hundred respondents the use of telecommunication offerings from Rawalpindi, Islamabad, and Lahore (towns of Pakistan). The main findings of the take a look at show an average regular affiliation among the variables however in-intensity evaluation discovered that emotional reaction of client buy conduct is the variable that results in robust affiliation with the client shopping for conduct. It is real that human beings buy the ones manufacturers with which they're emotionally attached.

## **2.1 THEORETICAL FRAMEWORK**

### **ADVERTISEMENT**

Advertisement is a form of communication proposed to persuade an audience (viewers, readers or listeners) to buy or take some action upon products, ideas or services. It usually includes the name of the product or service and how that product or service could benefit the customers, to persuade a target market to purchase or to consume that particular brand. Commercial advertisers, as in the case of the telecommunication sector, often intend to generate increased consumption of their product or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of the consumers.

The purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make purchase decisions. The relevance of advertisement as a promotional strategy, therefore, depends on its ability to influence consumers not only to purchase but to continue to repurchase and eventually develop brand loyalty. Consequently, many organizations spend a huge amount of money on advertising and brand management. Consumers perceive the brand as having superior quality because it has been endorsed by a credible source. This makes the endorsement as one of the indicators of quality for any brand which plays a significant role in the attitude of the consumer towards the brand and the advertisement respectively.

Historically, Out-of-home advertising and billboards are the oldest form of advertising. However, with the passage of time as education became an essential need and people learned to read and write, marketers used print Ads to reach out to its audience at cost with mediums such as the radio, television and internet to be projected from, the products were no longer differentiated only by their attributes but the benefits that they would give to the consumers. These benefits were made aware of by advertisements. Consumer Brand Preferences is the measure of brand loyalty in

which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

### **Advertising Objectives**

Each advertisement is a specific communication that must work not just for one customer, but for many target his buyers. This means that you should set specific goals for each individual advertising campaign. Advertising is a form of promotion and, like promotions, must accurately identify the target consumer and clearly demonstrate the intended effect of the advertisement on the consumer. Advertising objectives have traditionally been stated in direct sales. Advertising is now considered communication intended to inform, persuade, and convince potential customers of the value of a product. Advertising attempts to condition consumers to respond positively to advertising messages. This will serve as a guide for planning and executing your entire advertising program. The goals that a company places on its wish list depend on the history of the company, the history of the product, the industry it belongs to, and the current situation and needs of the company. Advertising has three main purposes:

- Advertising is used to increase brand awareness and brand presence in the target market. Informing potential customers about your brand and its products is the first step in achieving your business goals.
- Convincing a customer to perform a specific task is the primary goal of advertising. Tasks include purchasing or trying products and services offered, developing brand positivity based on brand image.
- Another goal of advertising is to reinforce your brand message and convince existing and potential customers of your brand vision. Advertising helps brands maintain awareness and prevent competitors from stealing customers. This also helps with word-of-mouth marketing.

- Other advertising goals are subsets of these three goals. These subsets are:
  - a) brand building
  - b) increased sales
  - c) create demand

## **IMPORTANCE OF ADVERTISING**

### **➤ TO CUSTOMERS:**

1. Convenience: Targeted informative advertisements make the customer's decision making process easier as they get to know what suits their requirements and budget.
2. Awareness: Advertising educates the customers about different products available in the market and their features. This knowledge helps the customers compare different products and choose the best product for them.
3. Better Quality: Only brands advertise themselves and their products. There are no Advertisements of unbranded products. This ensures better quality to the customers as no Brand wants to waste money on false advertising.

### **➤ TO BUSINESS:**

1. Awareness: Advertising increases the brand and product awareness among the people belonging to the target market.
2. Brand Image: Clever advertising helps the business to form the desired brand Image and brand personality in the minds of the customers.

3. Product Differentiation: Advertising helps the business to differentiate its product from those of competitors' and communicate its features and advantages to the target audience.

4. Increases Goodwill: Advertising reiterates brand vision and increases the goodwill of the brand among its customers.

### **FUNCTIONS OF ADVERTISING:**

For many firms advertising is the dominant element of the promotional mix particularly for those manufacturers who produce convenience goods such as detergents, non- prescription drugs, cosmetics, ice creams, soft drinks and grocery products. Advertising is also used extensively by matters of automobiles, home appliances etc. To introduce a new product and its features, uses, attributes, product availability etc. Advertising can help to convince the potential buyers that a firm's product or service is superior to a competitor product. It can create a brand image and carry out functions like promotion of sales, introduction of new product awareness, mass production facilitation, carry out research, education of people.

### **ADVANTAGES OF ADVERTISING**

a) Reduced Unit Costs: Broader advertising appeal will increase demand for products, benefitting organizations as they benefit from economies of scale.

b) Help build your brand: Advertising is effective in building your brand.

c) Help launch new products: Launching new products is easy when supported by advertising.

d) Increase existing customers' trust in your brand: Advertising increases existing customers' trust in your brand because they feel proud to see an advertisement for the product or brand they use.

e) Helps reduce customer churn: Strategic promotion of new products and better services can reduce customer churn. Disadvantages of advertising

#### DISADVANTAGES OF ADVERTISING

a) Increased costs: Advertising is a company expense and adds to the cost of the product. Ultimately, these costs are borne by the end user.

b) Confuse buyers: Too many ads with similar claims often confuse buyers about what to buy or whether to buy a product.

c) Misleading: Some advertisements use clever tactics to mislead customers.

d) Large companies only: Advertising is an expensive business and only large companies can do it. This removes small businesses from competing with large companies that enjoy a monopoly in the market.

e) Promote the sale of adulterated goods: Effective advertising can even lead to the sale of adulterated goods that are not good for consumers.

## **TYPES OF ADVERTISING**

A successful advertising campaign will spread the word about your products and services to attract customers and generate sales. Whether you are trying to encourage new customers to buy an existing product or launching a new service, there are many options to choose from. The most suitable advertising option for your business will depend on your target audience and what is the most cost effective way to reach as many of them as possible, as many times as possible. The various advertising mediums are as follows:

### **1) NEWSPAPER**

Newspaper advertising can promote your business to a wide range of customers. Display advertisements are placed throughout the paper, while classified listings are under subject headings in a specific section. You may find that a combination of advertising in your state/metropolitan newspaper and your local paper gives you the best results.

### **2) MAGAZINE**

Advertising in a specialist magazine can reach your target market quickly and easily. Readers (your potential customers) tend to read magazines at their leisure and keep them for longer, giving your advertisement multiple chances to attract attention. Magazines generally serve consumers (by interest group e.g. women) and trade (industry/business type e.g. hospitality). If your products need to be displayed in color then glossy advertisements in a magazine can be ideal - although they are generally more expensive than newspaper advertisements.

### **3) RADIO**

Advertising on the radio is a great way to reach your target audience. If your target market listens to a particular station, then regular advertising can attract new



customers. However, sound has its limitations. Listeners can find it difficult to remember what they have heard and sometimes the impact of radio advertising is lost.

#### **4) TELEVISION**

Television has an extensive reach and advertising this way is ideal if you cater to a large market in a large area. Television advertisements have the advantage of sight, sound, movement and color to persuade a customer to buy from you. They are particularly useful if you need to demonstrate how your product or service works.

#### **5) DIRECT MAILS AND CATALOGS**

Direct mail means writing to customers directly. The more precise your mailing list or distribution area, the more of your target market you will reach. A direct mail approach is more personal, as you can select your audience and plan the timing to suit your business.

#### **6) ONLINE**

Being on the internet can be a cost-effective way to attract new customers. You can reach a global audience at a low cost. Many customers research businesses online before deciding who to buy from a well-designed website that can entice customers to buy from you. There are a number of ways you can promote your business online via paid advertising or to improve your search engine rankings.

### **ADVERTISING DECISION AND STRATEGY**

Advertising expenditures are increasing everyday all over the world, and a great deal of this spending is for new brands. Something in mind of consumers is ads' spending amount on brands shows the brands' quality. More advertisements show better quality of the product and Service. In this situation advertisers should develop global strategies that make their advertising efforts more efficient and consistent. A number

of benefits can result from strong strategies such as lower advertising cost, greater global advertising coordination and more consistent image. Most international advertisers think global and act local. According to them the advertising program should evaluate both communication effects and sales effects of advertising regularly. They try to make their advertising programs more responsive to consumer needs and expectations within local markets.

## **CONSUMER PREFERENCES**

A variety of approaches and theories that attempt to explain the factors that influence consumer purchasing decisions and their behavior. The purpose of studying consumer behavior is to reveal consumer patterns

Attitudes in deciding to buy or ignore a product. Consumer preferences for products and brands arise from the interplay of many factors. Some are due to the characteristics of the product itself (price, shelf life, etc.) and some are due to the characteristics of the consumer himself.

Consumers often make decisions in environments where some alternatives are known and additional alternatives are revealed by search. When choosing from various alternatives, how each was discovered should be irrelevant from a normative point of view. Consumers often have to choose between a variety of previously discovered alternatives or seek out additional alternatives before making a choice. An important part of previous research has examined consumer choices from a predetermined set of choices. As a result, we know a lot about the composition of selection sets and how decision context influences selection. Consumer choice theory was used as the theoretical framework for this study. Factors Affect Consumer Preferences.

Consumer purchasing preferences are influenced by cultural, social, personal, and psychological factors.

### **a) cultural factors**

Culture represents a broad social heritage, i.e. specific forms of adaptation to the environment by society as a whole. It encompasses a set of learned beliefs, values,

attitudes, morals, habits, habits and preferences shared by a society and passed down from generation to generation within that society. Cultural influence is a force that undermines both consumption and decision-making patterns from childhood. Many of our actions are determined by culture. Our cultural institutions (family, school, temple, language, customs, traditions, etc.) provide guidelines for marketers.

**b) personal factors**

Consumer purchasing preferences are also influenced by individual characteristics. These include the purchaser's age and stage in life, her occupation, economic situation, lifestyle, personality and self-image.

**c) age and stage in the life cycle;**

Consumption is shaped by the family life cycle. Marketers often choose lifecycle her group as their target market.

**d) economic situation;**

Product choices are greatly influenced by economic conditions such as income, savings, wealth, ability to borrow, and attitudes towards spending and saving.

**e) Occupation**

People's consumption behavior is also influenced by occupation. Marketers try to identify a group of professionals who have an above-average interest in their product or service. Company can even specialize its products for certain occupational groups.

**f)Life Style**

Lifestyle is the person's pattern of living in the world expressed in activities, interests and opinion. Life style captures something more than the person's social class or

personality. The technique of measuring life styles is known as psychographics. It involves measuring the major dimensions.

#### **g) Personality and Self- concept**

"Personality means distinguishing psychological characteristics that lead to relatively consistent and enduring responses to the environment. Personality can be useful in analyzing consumer behavior for some product or brand choices.

#### **h) Psychological Factors**

A person's buying choices are also influenced by four major psychological factors- motivation, Perception, learning and beliefs and attitudes.

#### **i) Motivation**

"A motive is a need that is sufficient pressing to direct the person to seek satisfy the needs"

### **PURCHASE DECISION**

During the devaluation phase, consumers form preferences among the brands in the selection set. Consumers can also form purchase intent to buy the brands they like the most. However, he may have two factors intervening between the purchase intention and the purchase decision. For the first factor, the extent to which another person's attitude undermines the consumer's preferred alternative depends on the strength of others' negative attitudes toward the consumer's preferred alternative and the consumer's adherence to the preferred alternative. It depends on his two factors: the consumer's motivation to do so. Other people. The closer and more intense the opponent is to the consumer, the more likely the consumer will adjust their purchase intentions. The reverse is also true. When likes like the same brand, shoppers' preference for that brand increases. Purchase intentions are influenced by anticipated situational factors. Consumers base their purchase intentions on factors such as

expected family income, expected price, and expected product benefits. When consumers are trying to meet their actual expectations, factors can creep in that change buyer intent.

## **BRAND PREFERENCE**

Brand preferences reflect a desire to use a particular company's products or services, even if there are equivalent, equally available alternatives. In fact, most of the time, brand preferences indicate a desire to seek out specific products and services. A marketer's primary goal is usually to build a relationship with a buyer.

Do retail sales. Ideally, the essence of this relationship is a strong bond between buyer and brand. Here are her six strategies for building that relationship. Associate it with a pleasant mood. Appeal to unconscious motives. Align buyers with your brand through rewards. Create preferences by penetrating perceptual and cognitive barriers. Offer attractive models that buyers can emulate. Selection of individual strategies or combinations will depend primarily on the type of branded product or service.

## **BENEFITS OF BRANDING**

### **a) Identification**

Branding your product can improve the return on your advertising and marketing budget. Communicating the same messages and using brand elements such as logos, colors, packaging and graphics consistently helps to reinforce brand qualities.

### **b) Extension**

A strong brand can help you launch new products or enter new market sectors. Giving new products the brand elements and qualities that customers recognize and trust reduces the risk of failure.

**c) Growth**

Branding can help you increase your revenue and grow your customer base. By promoting your brand consistently, you can move prospects and customers through different levels of brand familiarity. Brand recognition occurs when customers can recall a brand's qualities.

**d) Barrier**

A brand can help protect market share and create barriers to entry for new Strong competitors. Competitors wishing to enter would have to make a major investment in brand development and marketing to match your strengths. Branding can also help you to maintain pricing levels.

**BRAND AND CONSUMER PREFERENCES**

Often, consumers will tend to choose a brand that they consider congruent with their self- image. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices tend to converge regarding a certain pattern thus forming the basics of an individual social identity. Brand preference is a key step in consumer decision making, involving elements of choice.

In establishing brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as "the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set," with a consideration set referring to brands that Consumer would consider buying in the near future. Also, customer's advisory has a positive effect on establishing a positive effect on brand and consumer preferences.

## **ADVERTISING EFFECTS ON CONSUMER BRAND PREFERENCE**

The purpose of advertising is to show the identity and individuality of the brand, and the ad's goal is to give the brand a first class ticket throughout the life of it. Advertising remind, liking, and correct brand identification are three metrics commonly used to assess the quality of advertising, particularly once it has gone to air and is playing in the competitive environment with viewers seeing it in their home environment.

Advertisers seek to increase consumer's engagement with brands. However, consumers vary in what they find engaging and, as such, enhancing consumer engagement has been a challenge. It has to be updated according to new trends in the world. (New technologies, changing markets, changing legal frameworks etc.) But there are more challenges and trends that increase the pressure on marketing and brand management.

**CHAPTER :3**  
**RESEARCH METHODOLOGY**



### 3.1 INTRODUCTION

One definition of research is used by the OECD, "Any creative systematic activity undertaken in order to increase the stock of knowledge, including knowledge of man, culture and society, and the use of this knowledge to devise new applications."

Research Methodology is "'a contextual framework' for studies, a coherent and logical scheme primarily based totally on views, beliefs, and values, that publications the picks researchers [or other users] make". It obliges the hypothetical assessment of the edge of procedures and thoughts identified with a branch of skill to such an extent that the philosophies recruited from contrasting controls range depending on their antiquated turn of events. This makes a continuum of strategies that reach all through contending understandings of how ability and the truth are fantastic perceived. This arranges systems inside general methods of reasoning and procedures. System can be envisioned as a range from a transcendently quantitative strategy toward a dominatingly subjective method. Albeit a procedure can likewise moreover routinely sit down fundamentally inside this kind of strategies, scientists can likewise also combination procedures in noting their examinations targets thus have philosophies that are multimethod and additionally interdisciplinary. In general, a procedure does now at this point don't have down to bring to the table arrangements - it's miles accordingly, presently not, at this point like a strategy. All things being equal, a strategy gives a hypothetical viewpoint for data which technique, set of methodologies, or astounding practices might be completed to the investigations question(s) close by. Research has been described in some of distinctive ways, and even as there are similarities, there does now no longer look like a single, all-encompassing definition this is embraced via way of means of all who have interaction in it. Research in not unusual place parlance refers to a look for understanding. Once also can outline studies as a systematic and systematic look for pertinent records on a selected topic.

### **3.2 Research Design**

The conceptual framework in which research is carried out is known as research design. It serves as a plan for data gathering, measurement, and analysis. The study method is defined by the research design. After the formulation of the research problem, the research design is created. Descriptive research is the method used in this study. Descriptive research is a sort of fact-gathering research. It is commonly used in research in the physical, natural, and social sciences. The primary goal of descriptive research is to provide a description of the current situation.

### **3.3 Population**

Population refers to the total number of people that are the subjects/respondents of the study. The population here is the customers of Meriiboy ice cream.

### **3.4 Sampling**

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample. In this project, the researcher selected Convenience sampling because the population is large. Sample Design is a method of collecting data in which information is collected from a small portion of the total population.

#### **Convenience sampling**

Convenience sampling is a sampling method that uses participants who are most conveniently available. This sort of sample is usually biased. It most likely does not fit the correct definition of random sample, where everyone in the population has an equal chance of being selected. Since it does not truly represent the population, it is limited when it comes to generalization. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non

probability method, which may be appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

The scaling used for the study is 'Five Point Likert scale'. Scaling is the branch of measurement that involves the construction of an instrument that associates qualitative constructs with quantitative metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to express how much they are satisfied or dissatisfied with a particular statement.

### **3.5 Sample Size**

Sample size is a small group of 130 samples taken under consideration. This small group represents the total population. As it is impossible to approach all respondents, a Sample was selected which represents the whole population.

### **3.6 Data Collection**

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are

- A) Primary data
- B) Secondary data

#### **Primary data**

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, a sample survey was used for collecting the primary data. The primary data is collected by using an online questionnaire method.

### **Secondary Data**

Secondary means the data that have already been collected by someone and which have already been passed through the statistical processes. In this project, the researcher has taken textbooks, journals, magazines, and websites as the sources of Secondary data.

### **Data Collection Tool**

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a numerical score to reflect its degree of attitude, and the scores are totalled to measure the respondent's attitude. Here in this project researchers used a 5-point scale questionnaire for data collection.

### **3.7 Statistical Treatment**

Statistical treatment means the tool or technique that is used for analyzing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical treatment used for the interpretation are:

#### **Percentage analysis**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

### **3.8 Software used for the study**

This project research used the MS Excel in order to analyze the data and find out conclusions. MS Excel Microsoft Excel is a spreadsheet programme that is available for

Windows, Mac OS X, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has become the industry standard for spreadsheets for these systems, notably after version 5 in 1993, when it superseded Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft Office.

**CHAPTER:4**  
**DATA ANALYSIS AND INTERPRETATION**

## 4.1 INTRODUCTION

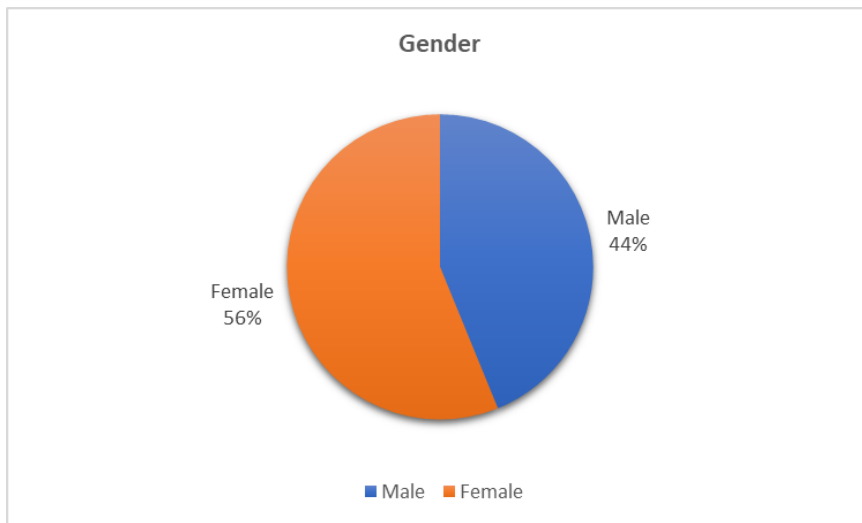
The process of analyzing, cleaning, manipulating, and modeling data with the objective of identifying usable information, drawing conclusions, and assisting in decision-making is known as data analysis. Data analysis includes several dimensions and approaches, including a wide range of techniques in various business, science, and social science disciplines under various names. Cleaning, converting, and modeling data to identify useful information for business decision-making is defined as data analysis. Data analysis' goal is to extract usable information from data and make decisions based on that knowledge. The process of examining data using analytical and logical reasoning to investigate each component of the data presented is known as data analysis. Data is obtained from a variety of sources, examined, and then analyzed to arrive at some sort of conclusion or findings. Data mining, text analytics, business intelligence, and data visualization are only a few examples of various data analysis methods. The precise and appropriate analysis of study findings is a critical component of ensuring data integrity.

Data analysis is the most important aspect of any study. The data analysis process summarizes the information gathered. It entails the use of analytical and logical reasoning to data in order to identify patterns, correlations, and trends. Data analysis is a technique that is used to analyze the acquired data after all of the data has been collected. The type of data analysis tool employed is determined by the data type. The completed questionnaire was edited for completeness and consistency before being processed. The information was then coded to allow the responses to be categorized. The data in this study were analyzed using percentage analysis and graphical representation. The information gathered was tabulated and then converted to percentages. The percentage is then represented graphically using graphs such as bar charts. Finally, based on the tabulated data and graph, conclusions are drawn.

**Table 4.1 Gender of respondents**

<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	57	43.84%
Female	73	56.15%
<b>Total</b>	<b>130</b>	<b>100</b>

**Fig 4.1 Chart showing Gender**



**INTERPRETATION**

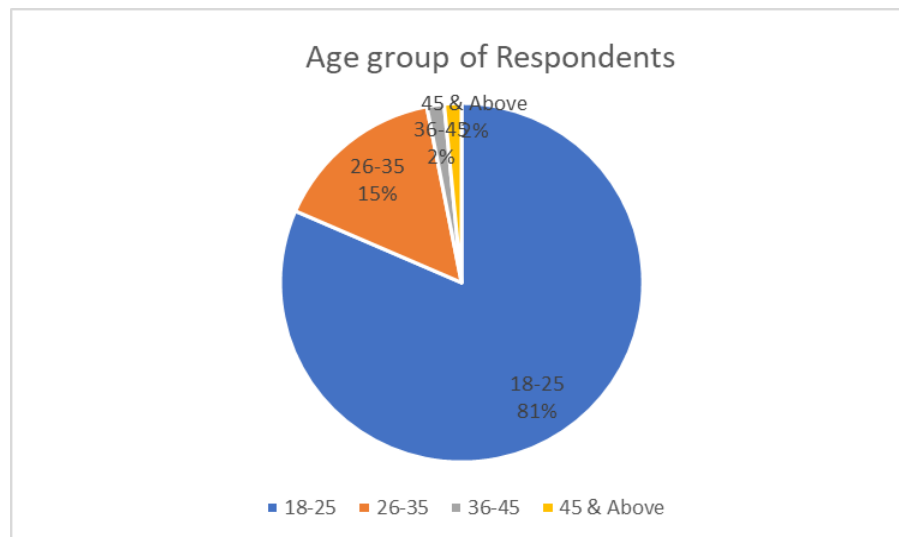
Out of 130 respondents collected 43.84% of respondents are male and 56.15% of respondents are female.



**Table 4.2 Age of Respondents**

<b>Age Group</b>	<b>Frequency</b>	<b>Percentage</b>
18-25	106	81.5%
26-35	20	15.5%
36-45	2	1.5%
45 & above	2	1.5%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.2 chart showing age group**



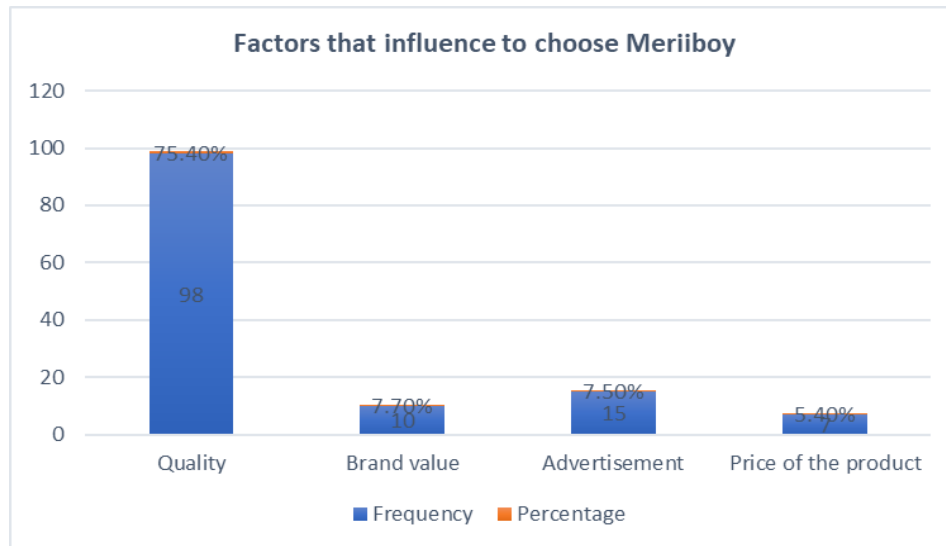
**INTERPRETATION**

Out of 130 responses most of the respondents (81.5%) are between the ages 18-25 and 15.4% of respondents were aged between 26-35. This is because most consumers are aged between 18-25.

**Table 4.3 Factors that influence people to choose Meriiboy Ice cream**

<b>Factors</b>	<b>Frequency</b>	<b>Percentage</b>
Quality	98	75.4%
Brand value	10	7.7%
Advertisement	15	7.5%
Price of the product	7	5.4%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.3 Chart showing the factors that influence people to choose Meriiboy Icecream**



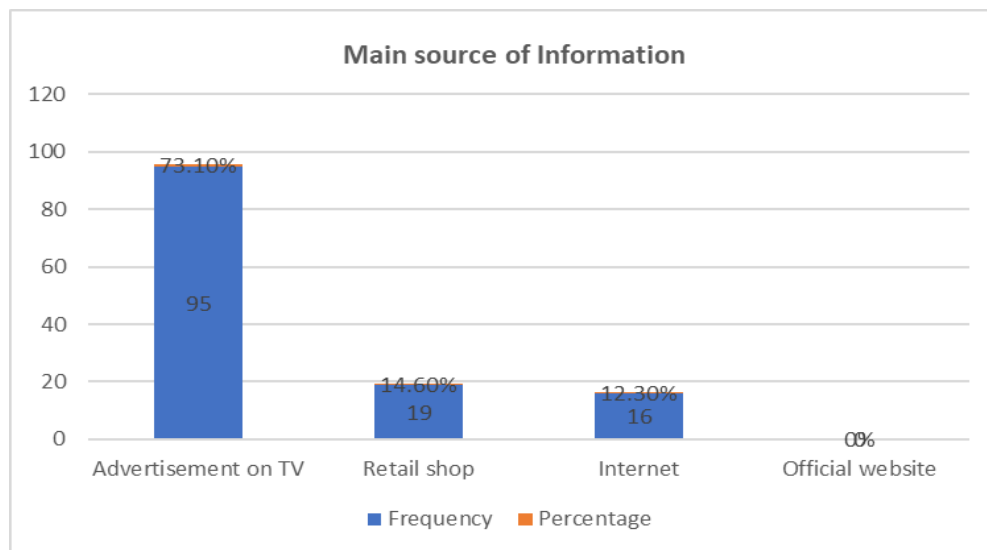
**INTERPRETATION**

From the analysis, advertisement influenced 75.4% of consumers and 11.5% of consumers were influenced by the quality and Advertisement and 7.7% were influenced by Brand Value . From the response, it is clear that Meriiboy advertisement campaigns are very successful and it has helped them to stand out among their competitors.

**Table 4.4 Main source of information about Meriiboy Ice cream**

<b>Medium</b>	<b>Frequency</b>	<b>Percentage</b>
Advertisement on TV	95	73.1%
Retail shop	19	14.6%
Internet	16	12.3%
Official website	0	0%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.4 Chart showing about Meriiboy Ice cream Main source of information**



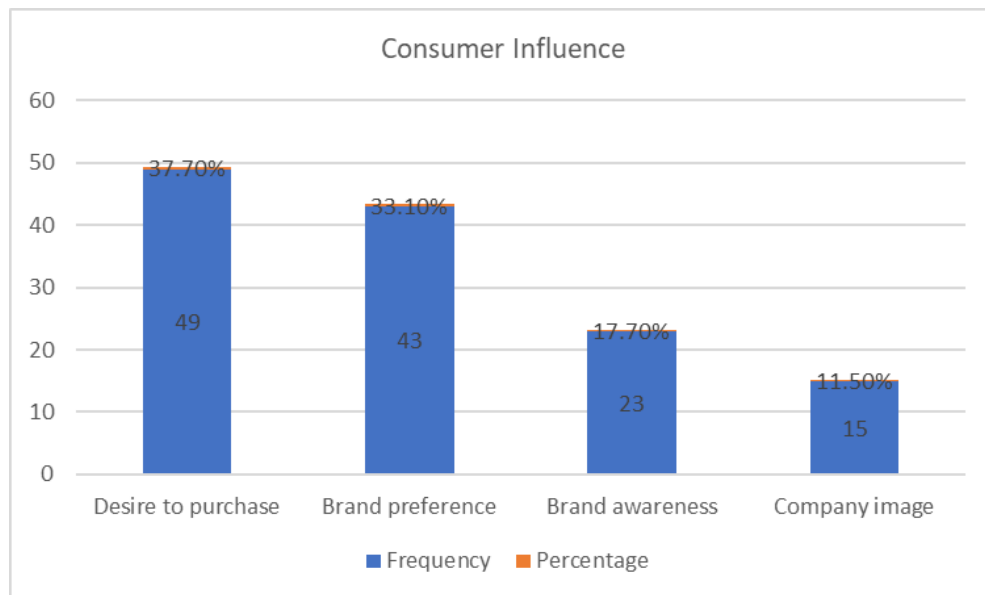
### **INTERPRETATION**

From the analysis, 73.1% of consumers came to know about Meriiboy through advertisements on TV, 14.6% through retail shops, 12.3% through the internet and none of the respondents through the website, which implies Merriboy's TV commercials have helped them stand out among their competitors compared to other media of advertisement.

**Table 4.5 Influence of Meriiboy Ice cream advertisement on consumer behavior**

<b>Consumer Influence</b>	<b>Frequency</b>	<b>Percentage</b>
Desire to purchase	49	37.7%
Brand preference	43	33.1%
Brand awareness	23	17.7%
Company image	15	11.5%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.5 Chart showing the Influence of Meriiboy Ice cream advertisement**



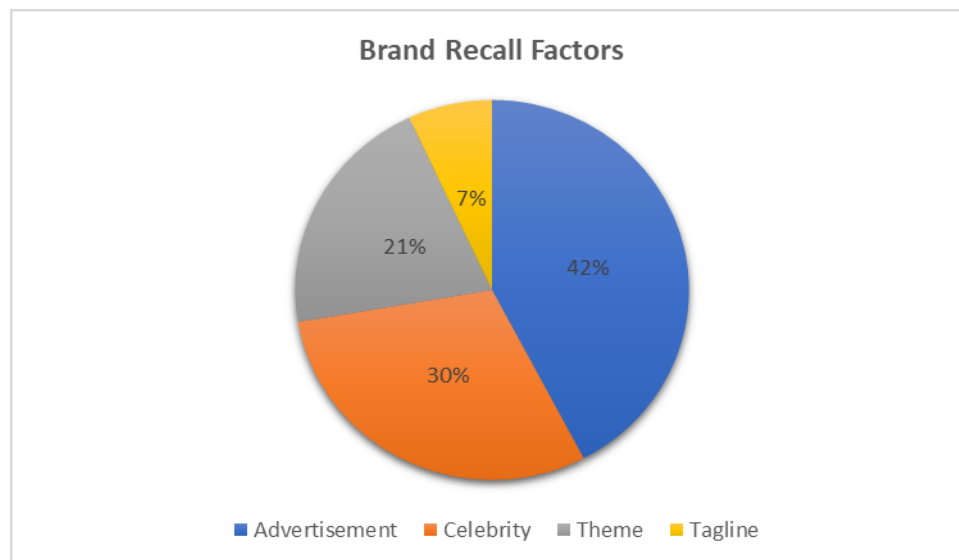
**INTERPRETATION**

From the analysis of the impact of Meriiboy advertisement, 37.7% feel that it increases their desire to purchase, while 33.1% feel that it increases their brand preference. 17.7% feel it made them aware of the brand and 11.5% feel it improved the company's image.

**Table 4.6 Advertisement – Brand Recall Factors**

<b>Factors</b>	<b>Frequency</b>	<b>Percentage</b>
Advertisement	55	42.3%
Celebrity	39	30%
Theme	27	20.8%
Tagline	9	6.9%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.6 Chart showing the Advertisement – Brand Recall Factors**



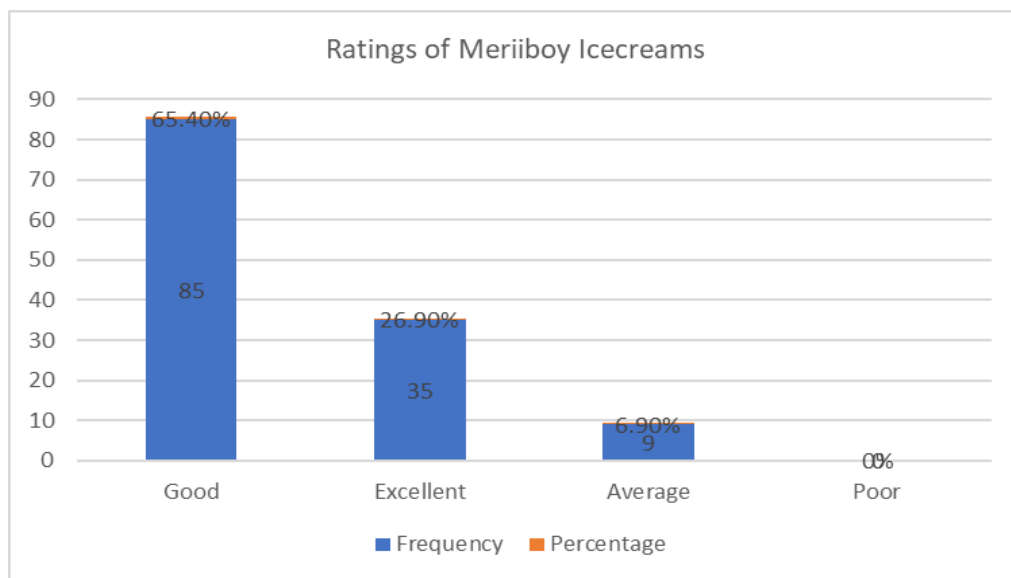
### **INTERPRETATION**

We tried to figure out what a consumer recalls while hearing the name Meriiboy and we understood that among our respondents 43.3% thought about the advertisements, 30% about the celebrity, 20.8% about the theme and 6.9% about the tagline.

**Table 4.7 Consumer rating of Meriiboy Ice-cream advertisements**

<b>Rating</b>	<b>Frequency</b>	<b>Percentage</b>
Good	85	65.4%
Excellent	35	26.9%
Average	9	6.9%
Poor	0	0%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.7 Chart showing the Consumer rating of Meriiboy Ice-cream advertisements**



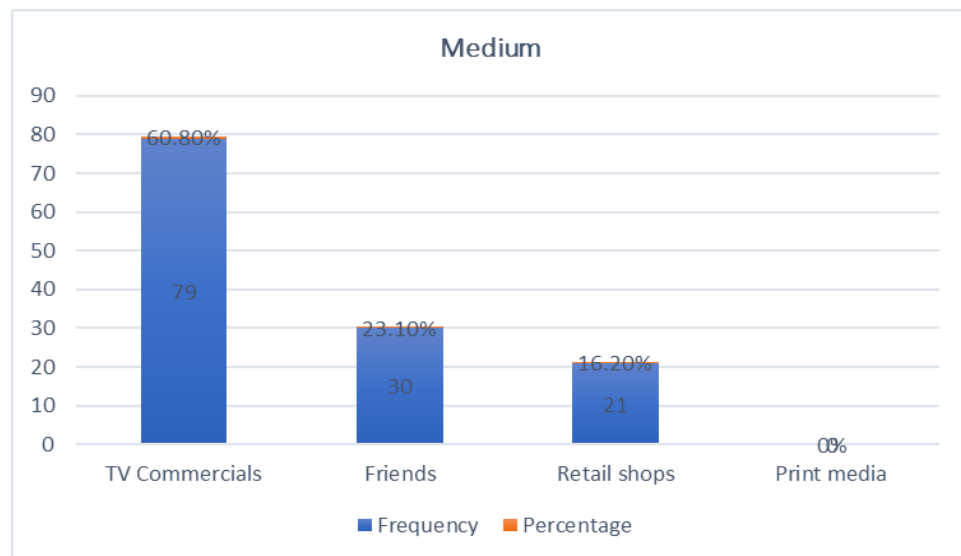
**INTERPRETATION**

We tried to figure out from our respondents what they feel about Meriiboy advertisements. 65.4% feel that it is good, while 26.9% feel it is excellent, 6.9% feel there is room for improvement but no respondents feel it is poor.

**Fig 4.8 Reach medium of offers/ schemes offered by Meriiboy ice creams**

Medium	Frequency	Percentage
TV Commercials	79	60.8%
Friends	30	23.1%
Retail shops	21	16.2%
Print media	0	0%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.8 Chart showing the Reach medium of offers/ schemes offered by Meriiboy**



**Icecreams**

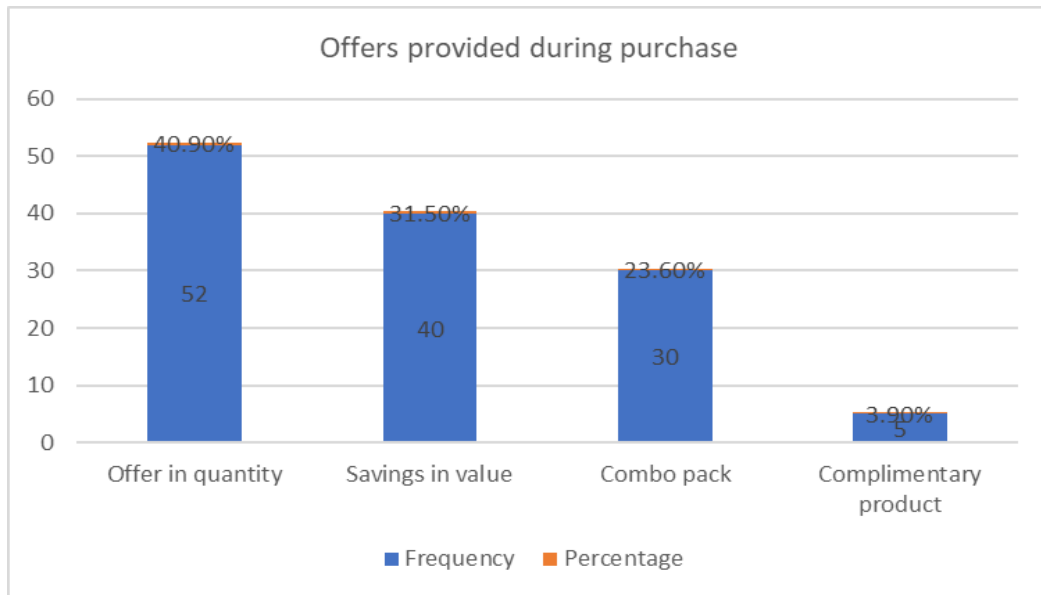
**INTERPRETATION**

From our survey, we could understand that 60.8% of the consumers get to know about Merribo’s offers through TV Commercials, while 23.1% through their friends. 16.2% got to know directly through retail shops and no one seems to get the information through print media, which clearly shows the uptrend in the influence of digital media platforms.

**Table 4.9 Offers provided during Meriiboy ice cream purchase**

<b>Offers</b>	<b>Frequency</b>	<b>Percentage</b>
Offer in quantity	52	40.9%
Savings in value	40	31.5%
Combo pack	30	23.6%
Complimentary product	5	3.9%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.9 Chart showing the Offers provided during Meriiboy Ice cream purchase**



**INTERPRETATION**

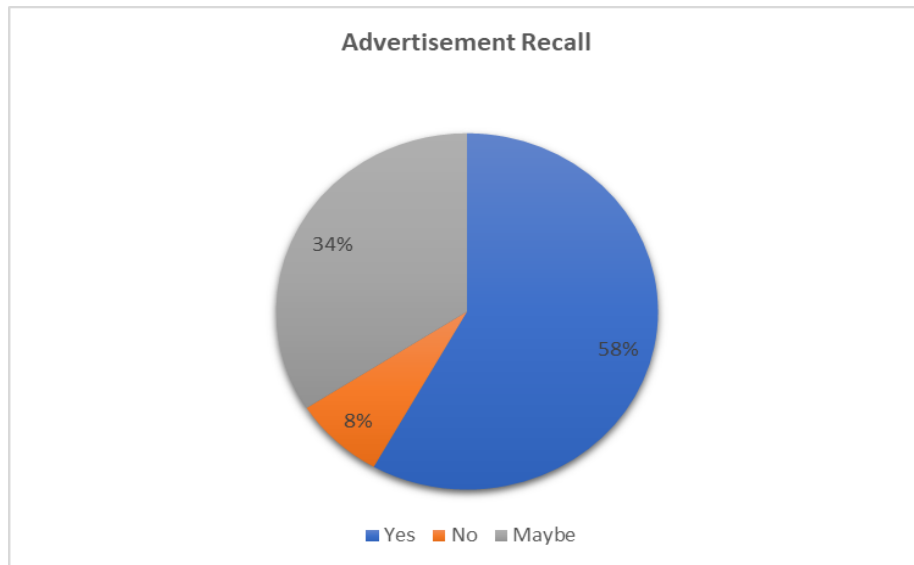
We got to know that 40.9% of our respondents got offers in quantity, while 31.5% felt they got savings in value. 23.6% of them were offered combo packs while 3.9% of them received complimentary products.



**Table 4.10** Advertisements helping consumers in registering Meriiboy Icecreams brand Image

Advertisement Recall	Frequency	Percentage
Yes	75	58.1%
No	10	7.6%
Maybe	44	34.1%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.10** Chart showing the Advertisements helping consumers in registering Meriiboy ice creams brand Image



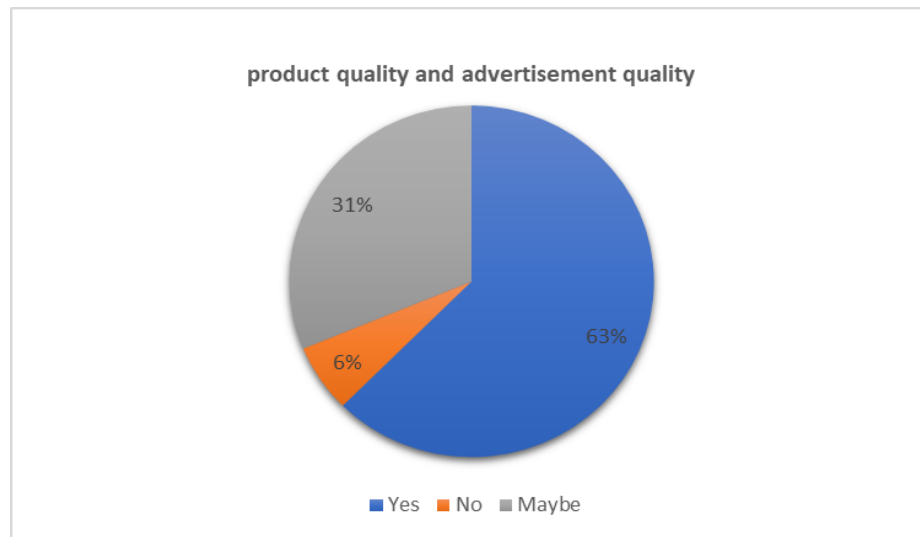
**INTERPRETATION**

From the survey we tried to find out how the advertisement helps out in registering the brand image among the consumers and 58.1% of them feel they were influenced. 34.1% of them are not sure while 7.6% of them feel they weren't influenced.

**Table 4.11 Meriiboy product and advertisement quality promises according to consumer**

<b>Quality</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	80	62.5%
No	8	6.3%
Maybe	40	31.3%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.11 Chart showing the product quality and advertisement quality promises**



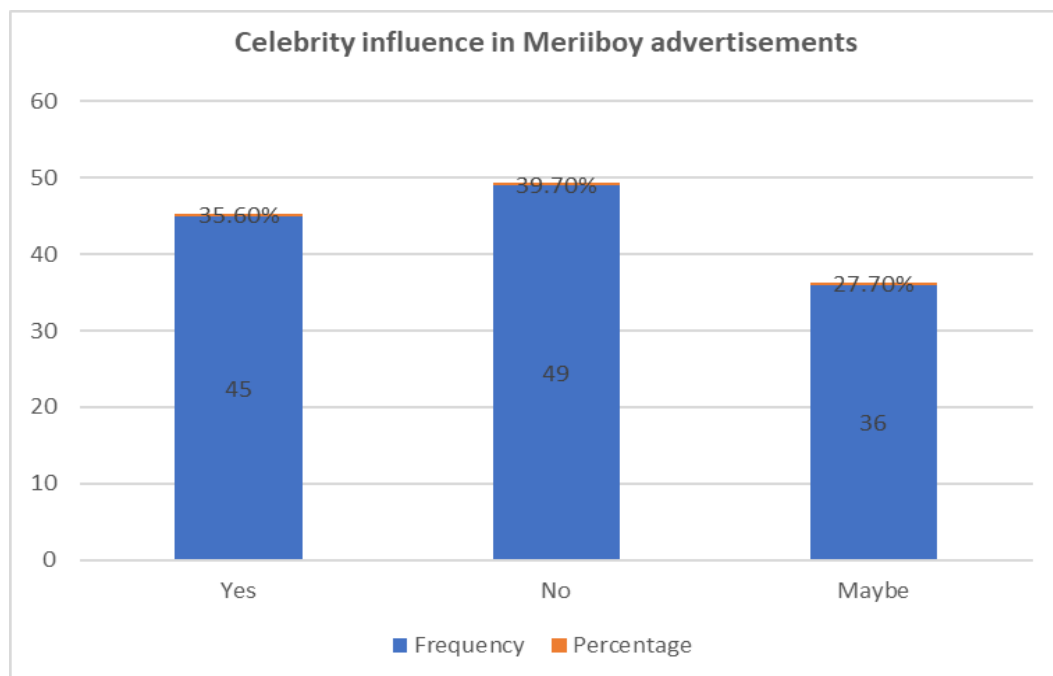
**INTERPRETATION**

From the respondents we tried to understand how satisfied they were with the quality promises made during advertisement and the same during purchase, 62.5% feel they got similar quality product promised during the advertisement. 31.3% are not sure while 6.3% feel they didn't receive the advertised quality.

**Table 4.12 Celebrity influence in Meriiboy advertisements**

<b>Influence</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	45	35.6%
No	49	39.7%
Maybe	36	27.7%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.12 Chart showing the Celebrity influence in Meriiboy advertisements**



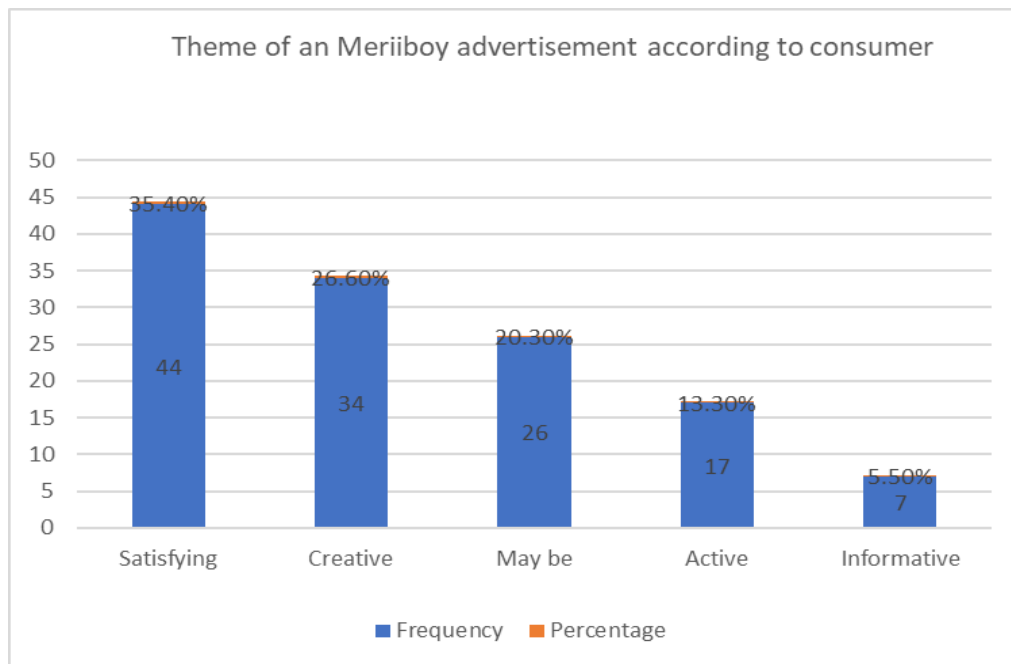
### **INTERPRETATION**

We wanted to find out how the celebrity presence affect the product purchase and we found out 34.6% were positively influenced in their purchase. 37.7% feel it didn't have any impact while 27.7% are not quite sure.

**Table 4.13 The most catchy theme of Meriiboy advertisement according to consumer**

Theme	Frequency	Percentage
Satisfying	44	35.40%
Creative	34	26.60%
Maybe	26	20.30%
Active	17	13.30%
Informative	7	5.50%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.13 Chart showing the most catchy theme of Meriiboy advertisement according to consumer**



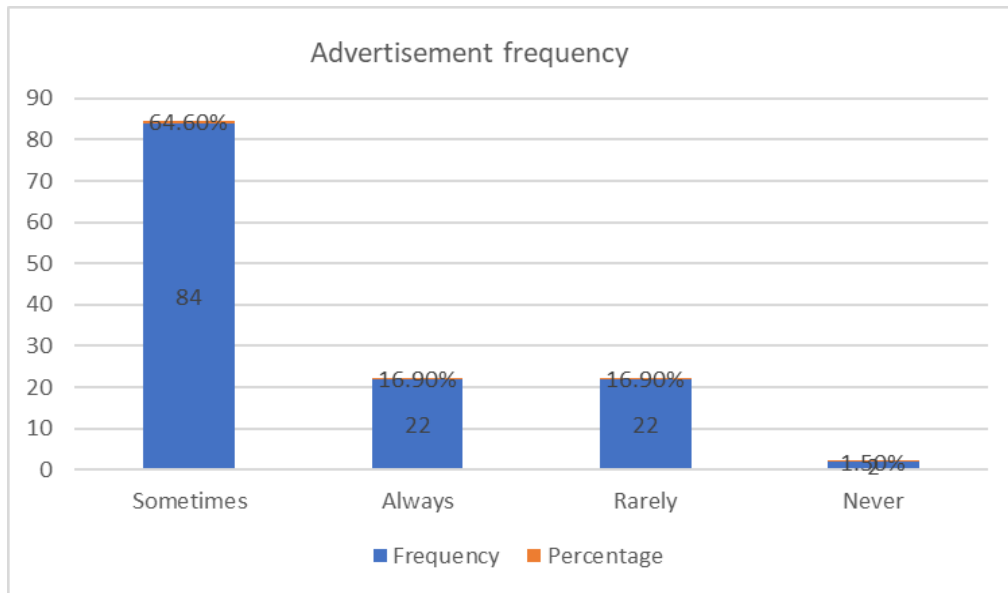
### **INTERPRETATION**

We tried to interpret what our respondents felt about Meriiboy advertisements, 34.4% feel it's active, 26.6% feel it's creative. 20.3% feel they are honest and another 13.3% consider it to be honest. 5.5% look at the advertisement as informative.

**Table 4.14 Meriiboy Advertisement Frequency**

<b>Advertisement Frequency</b>	<b>Frequency</b>	<b>Percentage</b>
Sometimes	84	64.6%
Always	22	16.9%
Rarely	22	16.9%
Never	2	1.5%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.14 Chart showing the Meriiboy Advertisement Frequency**



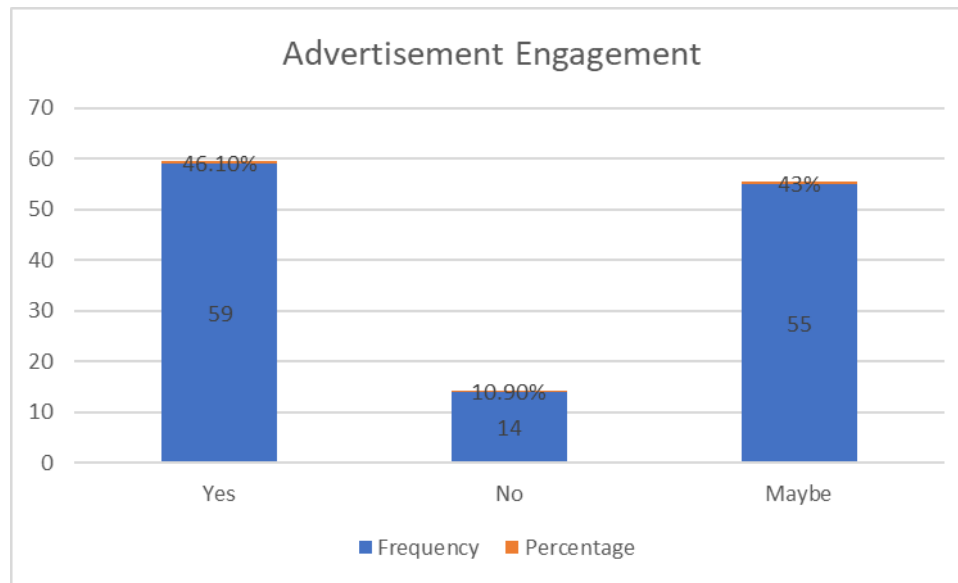
**INTERPRETATION**

We tried to decode how frequently our consumers saw a Meriiboy advertisement and we found out that 64.6% view them occasionally, while 16.9% see them regularly. Another 16.9% feel that they rarely see the advertisement while 1.5% say they never saw one.

**Table 4.15 Meriiboy Advertisement Engagement according to consumer**

<b>Advertisement Engagement</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	59	46.1%
No	14	10.9%
Maybe	55	43%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.15 Chart showing the Meriiboy Advertisement Engagement**



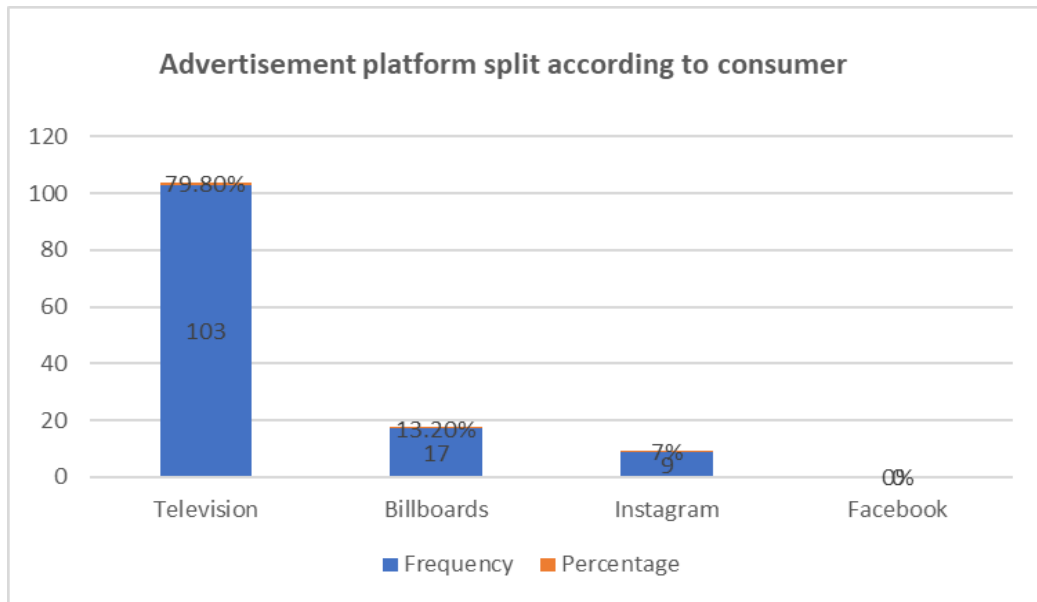
**INTERPRETATION**

We wanted to figure out how engaging the advertisements were and we found out that 46.1% felt it is engaging, while 43% were quite not sure. 10.9% were of the opinion that it was not engaging.

**Table 4.16 Meriiboy Advertisement platform split according to consumer**

<b>Platform</b>	<b>Frequency</b>	<b>Percentage</b>
Television	103	79.8%
Billboards	17	13.2%
Instagram	9	7%
Facebook	0	0%
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.16 Meriiboy Advertisement platform split according to consumer**



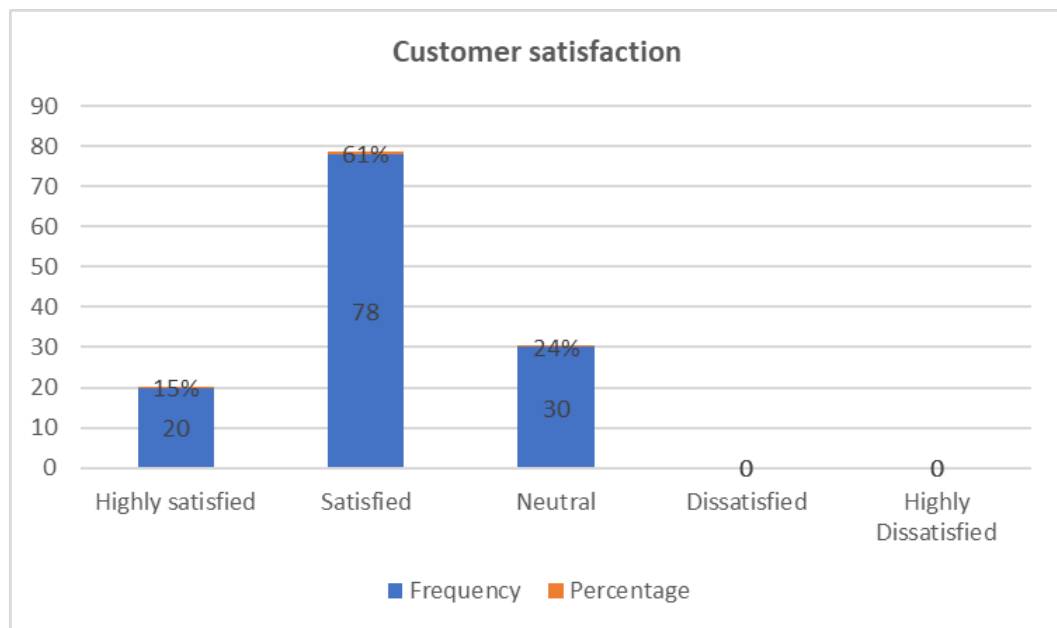
**INTERPRETATION**

Our respondents gave a picture of the platform that frequently show a Merribooy advertisement and from that 79.8% felt they saw it through TV commercials, 13.2% through billboards and 7% through Instagram advertisement. Facebook had no response.

**Table 4.17 Consumer Satisfaction – Meriiboy Product Purchase**

Customer satisfaction	Frequency	Percentage
Highly satisfied	20	15%
Satisfied	78	61%
Neutral	30	24%
Dissatisfied	0	0
Highly Dissatisfied	0	0
<b>Total</b>	<b>130</b>	<b>100%</b>

**Fig 4.17 Consumer Satisfaction – Meriiboy Product Purchase**



### **INTERPRETATION**

From the survey, we could understand that 60.9% of the respondents were satisfied with Meriiboy purchase, while 23.4% had a neutral stance. 14.8% were highly satisfied with the products. There were no dissatisfied customers from the survey which clearly shows the product quality has been accepted by the consumers.



**CHAPTER:5**  
**DISCUSSION**

## 5.1 INTRODUCTION

The discussion chapter is where you delve into the meaning, importance, and relevance of your results. It should focus on explaining and evaluating what you found, showing how it relates to your literature review and research questions, and making an argument in support of your overall conclusion. The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after you've taken the findings into consideration. The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but it does not simply repeat or rearrange the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left them at the end of the introduction. This section is often considered the most important part of a research paper because it most effectively demonstrates your ability as a researcher to think critically about an issue, to develop creative solutions to problems based on the findings, and to formulate a deeper, more profound understanding of the research problem you are studying.

The discussion section is where you explore the underlying meaning of your research, its possible implications in other areas of study, and the possible improvements that can be made in order to further develop the concerns of your research. This part of the paper is not strictly governed by objective reporting of information but, rather, it is where you can engage in creative thinking about issues through evidence-based interpretation of findings. This is where you infuse your results with meaning. When you discuss the study results, you relate your study findings to previous studies; you contextualize the contribution of your study. As for having them as sections in a research paper, that depends on what a researcher wants to communicate. Some researchers would present study results first before discussing the study findings. This strategy allows a researcher to focus on presenting the study results only in conjunction with the research questions

and/or objectives. Other researchers would prefer to combine the presentation of study results with discussion given that both are closely connected.

## **5.2 FINDINGS**

1. Most of the respondents were from the age group of 18-25, Majority of the respondents were students.
2. Quality is the major factor that influences consumers to choose Meriiboy ice cream.
3. From the study it is evident that consumers came to know about the Meriiboy is through the Advertisement in TV.
4. There is a great effect of advertisement on the consumers as it helps to build the company image and creating a desire to purchase.
5. From the study, when the respondent thinks about the brand "Meriiboy", the advertisement of the brand come first into the mind of respondents.
6. Offer in quantity is the marketing strategy used by the company which attracts consumers.
7. Majority of the consumers agree that the advertisement helps to register its brand image.
8. Consumer at times tend to buy more when there are special offers or schemes and TV commercials play a vital role than print media or social networking sites
9. Most of the consumers rate that the advertisements of Meriiboy are good.
10. Majority of the consumers are aware of offers/schemes provided by Meriiboy Icecreams.
11. Among the factors the most of the respondents preferred Advertisements as a Brand Recall factor.
12. The study reveals that Meriiboy ice cream is reliable as assured in the advertisement.

13. Majority of the consumers says that the Meriiboy brand advertisements are satisfying.
14. The study shows that the quality is the best feature of Meriiboy ice cream products.
15. Majority of the consumers felt that the celebrity has no influence on the purchase of the product.
16. Majority of the consumers responded that consumers are satisfied with the product quality and Advertisement quality.
17. Majority of the consumers felt that the Advertisement of Meriiboy is Engaging.
18. Most of the customers are satisfied with the overall purchase experience with Meriiboy ice creams.

### **5.3 SUGGESTIONS**

- More offers and schemes should be made available to the consumer as it results in an increase in sales.
- Prices and offers must be regularly advertised to avoid switching to other ice cream retail stores.
- In order to maintain the credibility of the brand, Meriiboy should continue to influence its customers and come up with varieties of flavors every once in a while.
- Respondents haven't found themselves to familiar with the tagline so Meriiboy can come up with innovative taglines in order to relate with the customers.
- Social networking can be used for advertising, as it increases the reach of the products.
- Expanding the reach by introducing more outlets.
- Official website needs to be more attractive and should also add more information about product and offers.

## **5.4 LIMITATIONS**

- The main limitation of this study are constraints of resources and access to information. The researcher intends to answer these questions considering only a limited size of the sample and area. The material resources needed for larger sample size for this study are inadequate.
- The study is constrained by time. It is conducted within an academic time range.
- Lack of interest of the respondents in answering the questions due to their busy schedules.
- The study was limited to the consumers of Meriiboy Ice Cream from Ernakulam District.
- The size of the sample considered for the study was small.
- It's not possible to visit all the divisions of the organization.

## **5.5 CONCLUSION**

The purpose of this study is to analyze a study about the Effectiveness of Advertisement on consumer brand preference of Meriiboy Ice creams and 130 samples was been taken. Advertising is a form of communication proposed to persuade an audience (viewers, readers, or listeners) to buy or take some action upon products, ideas, or services. The purpose of advertising is to create awareness of the advertised product and provide information that will assist the consumer to make a purchase decision, the relevance of advertising as a promotional strategy, therefore depends on its ability to influence consumer not only to purchase but to continue to repurchase and eventually develop-brand loyalty.

The objective of the study is to find out the effectiveness of advertisement on consumer brand preference, to identify various advertisement programmes adopted by the company, factors that encourages brand preference amongst consumers, and has the advertisements create brand awareness among consumers. This project helped to understand that

advertisement on TV plays a major role in informing about the products and quality is considered as a major factor that influence consumers in choosing the products of the firm.

## **APPENDIX**

## REFERENCES

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**ANNEXURE**  
**QUESTIONNAIRE**

Name:

1. Gender of the Respondent

- Male
- Female

2. Age of the Respondents

- 18-25
- 26-35
- 36-45
- 45 & Above

3. Which factors influence you to choose Meriiboy ice cream?

- Price of the product
- Quality
- Brand value
- Advertisement

4. What is the main source of information about Meriiboy?

- Advertisement in TV
- Internet
- Official website
- Retail shops

5. How does an Advertisement of Meriiboy affect you ?

- Brand preference
- Company Image

- Brand Awareness
  - Desire to Purchase
6. If you hear the brand name “Meriiboy”, what do you recall?
- Theme
  - Tagline
  - Celebrity
  - Advertisement
7. How do you rate the Advertisements of Meriiboy Icecreams over other Brands ?
- Excellent
  - Good
  - Average
  - Poor
8. How did you come to know about the offers/schemes offered by Meriiboy Icecreams?
- TV Commercials
  - Friends
  - Print Media
  - Retail shops
9. What were the offers available when you purchased Meriiboy Ice creams?
- Offer in quantity
  - Savings in value
  - Complimentary product
  - Combo pack
10. Had the Advertisement of Meriiboy helped you to register the Brand Image?
- Yes
  - No

- Maybe

11. Do you think Meriiboy offers the same Quality of products as assured in their Advertisements?

- Yes
- No
- May be

12. If you were describing this Meriiboy Brand advertisement to a friend, would you say this Advertisement is.....

- Active
- Creative
- Honest
- Informative
- Satisfying

13. How frequently do you see the Meriboy Advertisement ?

- Always
- Sometimes
- Never
- Rarely

14. Have you felt the Meriiboy Advertisement is engaging ?

- Yes
- No
- May be

15. Which is the platform you frequently see a Meriiboy Advertisement ?

- Instagram
- Billboards
- Television
- Facebook

16. Are you satisfied with the overall purchasing experience with Meriiboy Icecreams

?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied