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

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

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

REFERENCES


