



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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A STUDY ON CUSTOMER SATISFACTION TOWARDS AMUL ICE CREAM IN MADURAI CITY

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Abstract

This study examines customer satisfaction towards Amul Ice Cream among consumers in Madurai City. The research focuses on key determinants such as taste, price, quality, variety, and availability that influence overall satisfaction. Using a structured questionnaire, primary data were gathered from a sample of 100 respondents selected through simple random sampling. The responses were analyzed using frequency distribution and percentage analysis to interpret consumer perceptions. Results indicate that a majority of consumers are satisfied with Amul Ice Cream, particularly in terms of taste and quality, whereas price sensitivity and limited variety

are areas of concern. The study reveals demographic patterns in purchasing behavior that affect satisfaction levels. Based on the findings, suggestions are made to enhance product offerings, promotional strategies, and distribution. This research offers insights for better decision-making by marketers and contributes to consumer behavior literature in the context of packaged dairy products in regional urban markets.

Keywords

Customer Satisfaction, Consumer Behavior, Amul Ice Cream, Purchase Decision, Quality Perception



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1. Introduction

Customer satisfaction is a fundamental concept in marketing that reflects the degree to which a product meets or exceeds consumer expectations. In the food and beverage industry, especially in the ice cream segment, satisfaction plays a critical role in repeated purchase decisions and brand loyalty. Amul, one of India's most recognized dairy brands, has expanded its ice cream portfolio to cater to diverse consumer preferences across urban and semi-urban markets. Madurai City, with its unique cultural tastes and rising consumption patterns, presents an important microcosm to study the effectiveness of branded ice creams. With increasing competition from both national and regional brands, understanding how consumers perceive Amul Ice Cream is essential for sustained growth. This study assesses the level of customer satisfaction and the factors influencing it among consumers in Madurai. By analyzing consumer feedback, the research aims to provide actionable insights that can strengthen Amul's market position and enhance customer fulfillment in a competitive marketplace.

2. Importance of the Study

Customer satisfaction is vital for businesses aiming to retain market share and foster brand loyalty. This study is important because it highlights consumer perceptions toward Amul Ice Cream, a leading dairy product, within the specific regional context of

Madurai City. Insights gathered from this research help identify strengths and weaknesses in product offerings, pricing strategies, and distribution effectiveness. The findings contribute to improving marketing strategies, ensuring that product development aligns with consumer expectations and cultural preferences. The study holds practical value for retailers and distributors by identifying factors that influence purchase decisions and repeat buying behavior. The study supports businesses in refining policies, enhancing product quality, and implementing customer-centric strategies to improve overall satisfaction and competitive advantage.

3. Statement of the Problem

In recent years, the ice cream market in Madurai City has become increasingly competitive, with several brands vying for consumer attention. Amul, despite its strong brand reputation, faces challenges in maintaining consistent customer satisfaction due to changing consumer expectations and a dynamic market environment. Customers frequently compare product quality, flavor variety, price points, and promotional offers across brands, making it essential to understand satisfaction determinants from the consumer's perspective. Regional taste preferences and affordability concerns can influence customer satisfaction differently than in metropolitan markets. A lack of comprehensive studies focusing on branded ice cream satisfaction in Madurai has limited



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marketing strategies tailored to local consumer needs. Therefore, it becomes necessary to investigate how customers perceive Amul Ice Cream, identify gaps in satisfaction, and explore the underlying reasons for consumer preferences. This study addresses these issues by evaluating satisfaction levels and providing insights that can support product enhancement, pricing revisions, and more informed decision-making by marketers in the region.

4.Objectives

- To assess the level of customer satisfaction towards Amul Ice Cream in Madurai City.
- To identify key factors that influence customer satisfaction.
- To offer suggestions for improving customer satisfaction and loyalty.

5.Research Methodology

5.1 Research Design

This study adopts a descriptive research design with a quantitative approach.

5.2 Source of Data

The study will utilize both primary and secondary data.

5.2.1 Primary data

Primary data were obtained directly from the customers using structured questionnaires.

5.2.2 Secondary data

Secondary data were obtained from articles, journals, publications, and websites.

5.3 Sample Size

The study focuses on customers residing in Madurai City. A total of 100 respondents were selected as the sample.

5.4 Sampling Technique

Simple random sampling were adopted for the study.

5.5 Tools used for Analysis

Statistical tools such as Structured questionnaire, Percentage analysis and Frequency distribution tables were used to interpret the data.

6. Limitations of the Study

The study focuses only on respondents in Madurai City, so the findings may not be generalizable to other regions.

7. Limitations of the Study

The study is limited to Madurai City and may not reflect wider consumer behavior. Respondents' opinions are subjective and may include personal bias. Time and resource constraints limited the sample size to 100.

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8. Data Analysis and Interpretation

Satisfaction Level	Number of Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	45	45%
Neutral	15	15%
Dissatisfied	8	8%
Highly Dissatisfied	4	4%

Table 1: Overall Satisfaction Level

Majority (45%) of the respondents were expressed satisfaction, indicating overall positive reception of Amul Ice Cream.

Factor	High Importance	Moderate	Low Importance
Taste	60	30	10
Price	35	40	25
Availability	40	45	15
Packaging	25	50	25

Table 2: Satisfaction Factors

Taste are the strongest satisfaction determinants; price and packaging influence perceptions moderately.

Frequency	Respondents	Percentage
Weekly	22	22%
Fortnightly	30	30%
Monthly	38	38%
Rarely	10	10%
Total	100	100

Table 3: Purchase Frequency

Majority of the respondents purchase monthly, suggesting steady consumption; regular promotions may encourage more frequent purchases.

9. Findings

- Majority of respondents are satisfied with Amul Ice Cream.
- Taste and availability are key drivers of satisfaction.
- Price sensitivity impacts satisfaction among price-conscious consumers.
- Packaging is less influential compared to quality and availability.

10. Suggestions

- Introduce innovative and localized flavors preferred by regional consumers.
- Offer promotional pricing or combo deals during peak seasons.
- Improve distribution to ensure consistent availability across outlets.
- Enhance packaging appeal to attract younger consumers.



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11. Conclusion

The study concludes that Amul Ice Cream enjoys a high level of satisfaction among consumers in Madurai City, mainly due to taste and reliable availability. However, competitive pricing and enhanced flavor variety can further improve customer perceptions. With targeted strategies based on consumer feedback, Amul can strengthen its market presence and sustain customer loyalty in regional markets like Madurai.

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