

PROJECT REPORT
ON
“A STUDY ON WORD-OF-MOUTH PUBLICITY WITH RESPECT TO
NATURAL ICE-CREAM”

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS
(AUTONOMOUS), NAGPUR

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of

Bachelor of Business Administration

Submitted by

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Under the Guidance of

DR. FARHA HUSSAIN

G.S College of Commerce and Economics
(Autonomous), Nagpur
Academic year 2023-24



G.S College of Commerce and Economics (Autonomous),
Nagpur



Academic year 2023-24

CERTIFICATE

This is to certify that “ **SUJAL S. HANWATE**” has submitted the project report titled “**A STUDY ON WORD-OF-MOUTH PUBLICITY WITH RESPECT TO NATURAL ICE-CREAM**”, towards partial fulfilment of “**BACHELOR OF BUSINESS ADMINISTRATION**” degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Farha Hussain

(Project Guide)

Dr. Afsar Sheikh

(Co-Ordinator)

Place: Nagpur

Date:

G.S College of Commerce and Economics (Autonomous),
Nagpur



Academic year 2023-24

DECLARATION

I here-by declare that the project with title “**A STUDY ON WORD-OF-MOUTH PUBLICITY WITH RESPECT TO NATURAL ICE-CREAM**”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

SUJAL S. HANWATE

Place: Nagpur

Date:

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Academic year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide **Dr. Farha Hussain** for his guideline throughout the project. I tender my sincere regards to Co-ordinator, **Dr. Afsar Sheikh** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non- Teaching staff of the college of the college for their co-operation.

I would like to thank all those who helped me in making this project report complete and successful.

SUJAL S. HANWATE

Place: Nagpur

Date:

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CHAPTER 1
INTRODUCTION

INTRODUCTION

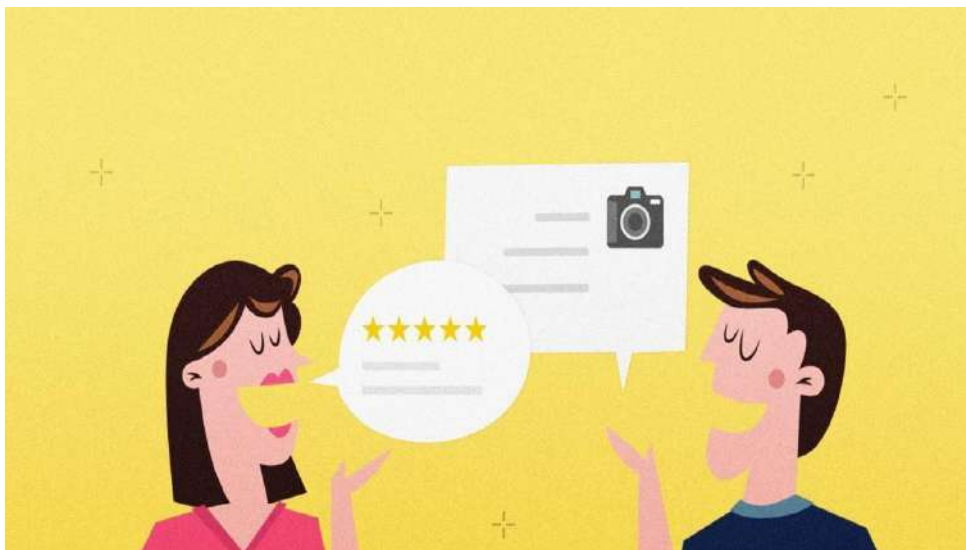
WORD TO MOUTH PUBLICITY

Word-of-mouth marketing (or WOM marketing) is when a consumer's interest in a company's product or service is reflected in their daily dialogues. Essentially, it is free advertising triggered by customer experiences and usually, something that goes beyond what they expected.

Word-of-mouth marketing can be encouraged through different publicity activities set up by companies or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. Also referred to as "word-of-mouth advertising." WOM marketing includes buzz, viral, blog, emotional, and social media marketing.

Word-of-mouth marketing differs from natural word-of-mouth references to a company's products and services in how it may come as the result of a promotion, encouragement, or other influence by a company, otherwise known as "seeding."

When a diner has a wonderful time at a restaurant because their expectations were exceeded and later tweets about it, or when someone had a great experience using a product in a new way and tells everyone they know about it, those are examples of word of-mouth marketing. Also, word-of-mouth marketing does not stop at the first interaction, it tends to lead to cascade of follow-on interactions.



Other strategies include offering consumers new ways to share information about a company's products and services, and engaging and interacting with the consumer, such as through exemplary customer service. This is especially valuable with social media-based customer service, which provides for seamless sharing and promotion

Eighty-eight percent of people around the world said they trust recommendations from friends and family (earned media) above all other forms of advertising. This shows just how effective word-of-mouth marketing can be.

Consumers are more emotionally bonded to a company when they feel they are listened to by the company. That is why many companies will have sales representatives discuss their products and services with consumers personally or through a feedback phone line. This kind of interaction, as well as promotional events, can stimulate conversations about a company's product.

There is a significant temptation to fabricate word-of-mouth marketing. Accordingly, the Word-of-Mouth Marketing Association (WOMMA) crafted a code of ethics checklist for the industry, advising that the best word-of-mouth marketing strategies are credible, social, repeatable, measurable, and respectful, and there is no excuse for dishonesty.

Word-of-mouth marketing is important as it is an effective way to increase sales, promote products and services, increase brand recognition, and build customer loyalty. Many companies employ strategies that prompt customers to recommend their services and/or products and share positive experiences. Essentially, companies create the spark that causes the firestorm of chatter among consumers, and since studies show that most people trust the advice of family and friends, focusing on word-of-mouth marketing can be more beneficial and cost-effective than other forms of marketing.

Word-of-mouth (WOM) marketing is when a consumer shares a positive experience with their peers about a good or service. WOM marketing is great for businesses as it generates business

without incurring additional marketing costs. Businesses can, however, purposely contribute to word-of-mouth marketing efforts.

WOM marketing is usually experienced over dinner parties, texts, and casual encounters between friends and family. It can also be set through buzz, viral media, blogs, and social media marketing.

How to do Word-of-Mouth Publicity:

Referral Programs: Referral programs are one of the most popular forms of word-of mouth marketing. They involve incentivizing customers to refer their friends, family, and acquaintances to your business in exchange for rewards.

Social media: Social media platforms such as Facebook, Twitter, and Instagram can be used to spread the word about your brand and products. Encouraging customers to share their experiences and reviews on these platforms can be a powerful way to generate word-of- mouth marketing.

Influencer Marketing: Influencers are individuals who have a large following on social media platforms. You can work with them to promote your products or services to their followers.

Customer Testimonials: Customer testimonials are a great way to generate word-of-mouth marketing. They are usually shared on your website, social media pages, and other online platforms to spread the word about your business.

Events and Networking: Events such as trade shows, conferences, and networking sessions are a great way to meet potential customers and spread the word about your business.

Word of mouth is the best advertising because it is highly trusted. People are more likely to believe and act on recommendations from people they know and trust, rather than from a business or advertisement. Additionally, word of mouth is extremely cost-effective, as it does not require a lot of money for advertising and promotion. Finally, it is one of the most powerful forms of advertising, as it can reach a much larger audience than any other form of advertising

In this research project we will look at Word-of-Mouth Publicity with respect to the brand, Natural Ice-cream. We will take a wider look at the company's profile, objectives, need and limitations of this study.

We will analyse and interpret primary and secondary data collected, test hypothesis and conclude it accordingly.

CHAPTER 2
COMPANY PROFILE

COMPANY PROFILE

Natural Ice-Cream

Natural Ice Cream, is an Indian ice cream brand owned by Mangalore-based Kamaths Ourtimes Ice Creams Pvt. Ltd. It was founded by Raghunandan Srinivas Kamath who opened its first store at Juhu in Mumbai in 1984.

The chain recorded a retail turnover of 2300 crore in the financial year 2020, up from 2115 crores in 2015. The ice creams are manufactured by Kamaths Ourtimes Ice Creams and retailed by its subsidiary company Kamaths Natural Retail Pvt. Ltd.

The 2017 rebranding effort, which established the "Taste the Original" tagline, was aimed at setting it apart from similar named brands popping up.

As of April 2022, the chain has 18 directly owned stores and 119 franchised stores across 11 states. The stores are present in the states of Maharashtra, West Bengal, Karnataka, Goa, Telangana, Kerala, Madhya Pradesh, Chhattisgarh, Gujarat, Rajasthan, and Delhi NCR.

The brand's only production facility is situated in Charkop, a suburb of Kandivali in Mumbai, India. The company supplies to its own stores every day. The company spends less than 1% of its sales revenues on advertising, relying mainly on word of mouth to attain revenues.





On completing two years, the brand launched an experiential concept store in Juhu named Natural Now, which serves freshly churned ice cream straight out of the churner.

Starting with around 10 flavours, today Natural Ice Cream has 125 flavour options, of which 20 are offered throughout the year. The set of flavours change according to seasons. Some of the seasonal flavours include litchi, fig, jackfruit, Muskmelon, and watermelon. A custard apple flavour is also purveyed by the brand.

In 2006, the brand received Corporation Bank's National SME's Excellence Award in the Food and Agro Industry. In February 2009, a Natural Ice Cream store located in the Juhu Ville Parle Development scheme placed in the Limca Book of Records for the largest ice cream slab, which weighed 3,000 kilograms. The brand was awarded as Best in Customer Service - Regional Retailer of the Year in 2013. In 2014 the brand received the gold medal for most innovative ice cream flavour (cucumber) in the Great Indian Ice Cream Contest.

In 2016, Natural Ice Cream was awarded for home grown concept in food service by Coca-Cola Golden Spoon Awards and received the Most Admired Food Service Chain of the Year in the Ice-cream & Dessert Parlours category.

It was named as India's Top 10 brand for customer experience in a KPMG survey.

Natural Ice-cream Pvt Ltd is an unlisted private company incorporated on 15 April 1994. It is classified as a private limited company and is in Mumbai, Maharashtra. Its authorized share capital is INR 15.00 lac and the total paid-up capital is INR 1.00 lac.

Natural Ice-cream Pvt Ltd's operating revenues range is INR 100cr for the financial year ending on 31 March 2022. Its EBITDA has increased by 111.90% over the previous year. At the same time, its book net worth has increased by 18.66%.

The status of Natural Ice-cream Pvt Ltd is - Active.

The last reported AGM (Annual General Meeting) of Natural Ice-cream Pvt Ltd, per records, was held on 30 September 2022. Also, as per our records, its last balance sheet was prepared for the period ending on 31 March 2022.

Natural Ice-cream Pvt Ltd has three directors - Imtiyaz Mohamed Patel, Irfan Mohamadali Patel, and others.

The Corporate Identification Number (CIN) of Natural Ice-cream Pvt Ltd is U15544MH1994PTC077753. The registered office of Natural Ice-cream Pvt Ltd is at, SHOP NO. 6 CLASSIC CORNERHILL ROAD, BANDRA WEST, MUMBAI

Here is a summary of financial information of NATURAL ICECREAM PVT LTD for the financial year ending on 31 March 2022: -

Revenue/turnover of NATURAL ICECREAM PVT LTD is INR 100cr

Net worth of the company has increased by 18.66%

EBITDA of the company has increased by 111.90%

Total assets of the company has increased by 19.12%

Liabilities of the company has increased by 28.33%

The company has 3 directors and no reported key management personnel.

The longest serving directors currently on board are Irfan Mohamadali Patel and Yunus Mohamadali Patel who were appointed on 15 June 2001. They have been on the board for more than 21 years. The most recently appointed director is Imtiyaz Mohamed Patel, who was appointed on 01 February 2019.

Imtiyaz Mohamed Patel has the largest number of other directorships with a seat at a total of 3 companies. In total, the company is connected to 2 other companies through its directors.



The unique selling proposition (USP) of the Naturals shop is Naturals niche:

- Transparency of its operations
- Seasonal based on fruit variety
- Natural fruits
- freshly churned,
- premium ice creams at reasonable prices

The business model of Naturals can be understood according to these four variants:

Marketing strategy: The following is the marketing plan used by the Naturals ice cream parlour:

- Promotion through word-of-mouth

Value proposition: A Naturals Ice Cream franchise is likely to provide you with a lot of value.

- Unlike its competitors, it provides natural fruit ice creams in a selection of 150 flavours, 20 of which are accessible throughout the year at reasonable costs.

- This allows customers from all over the country to sample natural ice cream in cups, cones, and cartons, as well as seasonal variations.

Target consumers: The consumers that are targeted by the Naturals Ice Cream franchise could be:

- Teenagers, kids, and working-class
- Consumers of all age groups
- Gen X generation
- Low, middle, and high-income level consumers
- events, celebrations, parties, etc.

FINANCIALS OF NATURAL ICE-CREAM:

Operating Revenue	INR 1cr - 100cr
EBITDA	^111.90%
Net worth	^18.66%
Debt/Equity Ratio	0.07
Return on Equity	15.72%
Total Assets	^19.12%
Fixed Assets	^114.14%
Current Assets	^5.99%
Current Liabilities	^28.33%
Trade Receivables	^51.45%
Trade Payables	^11.62%
Current Ratio	4.53

CHAPTER 3
LITERATURE REVIEW

LITERATURE REVIEW

In the literature review focusing on word-of-mouth publicity concerning natural ice creams, the author might draw upon various studies and authors to provide a comprehensive understanding of the topic. Some potential authors and studies that could be referenced include:

Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Journal of Marketing*, 57(1), 1-22.

Keller's work discusses the importance of brand equity and how word-of-mouth can contribute to building a strong brand reputation, which could be applicable to natural ice cream brands.

Smith, R. E., & Swinyard, W. R. (1982). Information response models: An integrated approach. *Journal of Marketing*, 46(1), 81-93.

Smith and Swinyard's model explores how consumers process information and make decisions, including the role of word-of-mouth in influencing consumer behavior, which could be relevant to understanding how consumers choose natural ice cream products based on recommendations.

Sen, S., & Bhattacharya, C. B. (2001). Does doing well always lead to doing better? Consumer reactions to corporate social responsibility. *Journal of Marketing Research*, 38(2), 225-243.

This study examines consumer responses to corporate social responsibility initiatives, which could be pertinent to understanding how word-of-mouth regarding the natural and ethical aspects of ice cream production influences consumer perceptions and behaviours.

Brown, T. J., Barry, T. E., Dacin, P. A., & Gunst, R. F. (2005). Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and

behaviours in a retailing context. *Journal of the Academy of Marketing Science*, 33(2), 123-138.

Brown et al. investigate factors influencing positive word-of-mouth intentions and behaviours in a retail context, which could provide insights into what motivates consumers to recommend natural ice creams to others.

Berger, J., & Iyengar, R. (2013). Communication channels and word of mouth: How the medium shapes the message. *Journal of Consumer Research*, 40(3), 567-579.

Berger and Iyengar's study investigates how different communication channels (e.g., face-to-face, online, social media) influence the content and impact of word-of-mouth recommendations, which could be relevant for understanding how consumers share information about natural ice creams.

Chevalier, J. A., & Mayzlin, D. (2006). The effect of word of mouth on sales: Online book reviews. *Journal of Marketing Research*, 43(3), 345-354.

This study examines the impact of online word-of-mouth, specifically through reviews, on product sales, providing insights into how online platforms can influence consumer decisions, potentially applicable to natural ice cream brands' online presence and reputation management.

Melewar, T. C., & Karaosmanoglu, E. (2006). Seven dimensions of corporate identity: A categorisation from the practitioners' perspectives. *European Journal of Marketing*, 40(7/8), 846-869.

Melewar and Karaosmanoglu's work explores dimensions of corporate identity, which could

be relevant for understanding how natural ice cream brands cultivate their identities and leverage them in word-of-mouth marketing efforts.

Kozinets, R. V. (2002). Can consumers escape the market? Emancipatory illuminations from burning man. *Journal of Consumer Research*, 29(1), 20-38.

Kozinets' study examines alternative consumer communities and their word-of-mouth dynamics, offering insights into how subcultures and niche communities might influence perceptions and conversations surrounding natural ice creams.

CHAPTER 4
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

DEFINITION

Research is a systematic investigation or study undertaken to discover, interpret, or revise facts, theories, applications, or laws in any field of knowledge. It involves gathering information, analysing data, and drawing conclusions to advance understanding or solve problems.

Research is the process of exploring and investigating a particular topic or question using established methodologies and techniques. It involves formulating hypotheses, collecting and analysing data, and drawing conclusions based on evidence. The aim of research is to contribute new knowledge, solve problems, or deepen understanding within a specific field or discipline. It can take various forms, including experimental studies, surveys, case studies, literature reviews, and theoretical analyses.

OBJECTIVE OF RESEARCH METHODOLOGY

1. Quantitative Research Methodology:

Involves the collection and analysis of numerical data to quantify relationships, trends, and patterns. It often utilizes surveys, experiments, and statistical analysis to test hypotheses and generalize findings to a larger population.

2. Qualitative Research Methodology:

Focuses on exploring and understanding phenomena in-depth through non-numerical data such as interviews, observations, and textual analysis. It emphasizes context, meaning, and subjective experiences to generate rich and nuanced insights.

3. Mixed Methods Research Methodology:

Integrates both quantitative and qualitative approaches within a single study to provide a comprehensive understanding of research questions or phenomena. It involves collecting, analyzing, and interpreting both numerical and non-numerical data.

4. Experimental Research Methodology:

Involves manipulating one or more variables under controlled conditions to examine cause-and-effect relationships. It typically includes random assignment, control groups, and rigorous experimental designs to establish causal relationships.

5. Descriptive Research Methodology:

Aims to describe the characteristics or behaviour of a population or phenomenon without manipulating variables. It often involves surveys, observations, and case studies to provide detailed descriptions and insights.

6. Case Study Research Methodology:

Focuses on in-depth investigation of a specific case, situation, or individual to understand complex phenomena within their real-life context. It often involves multiple data sources and triangulation to enhance validity and reliability.

7. Action Research Methodology:

Involves collaboration between researchers and practitioners to identify and address practical problems or challenges within specific settings. It emphasizes iterative cycles of planning, action, observation, and reflection to promote positive change and improvement.

8. Historical Research Methodology:

Examines past events, trends, and developments to understand their significance, causes, and consequences. It involves analysing archival sources, documents, and records to reconstruct historical narratives and draw insights for the present.

PROCESS OF RESEARCH METHODOLOGY

1. Identifying the research problem:

Determine what you want to investigate or study.

2. Reviewing existing literature:

Conduct a thorough review of previous research and literature related to your topic to understand what has already been done and what gaps exist.

3. Formulating research questions or hypotheses:

Based on your review, develop specific questions or hypotheses to guide your research.

4. Choosing a research design:

Decide on the type of study you will conduct, such as experimental, observational, qualitative, quantitative, etc.

5. Selecting a sample:

Determine the population you will study and select a representative sample from that population.

6. Collecting data:

Gather data through various methods, such as surveys, experiments, interviews, observations, etc.

7. Analyzing data:

Use appropriate statistical or qualitative analysis techniques to interpret the data collected.

8. Interpreting results:

Draw conclusions based on the analysis of your data and relate them back to your research questions or hypotheses.

9. Communicating findings:

Present your findings through a research paper, presentation, or other means appropriate for your audience.

10. Reflecting and revising:

Reflect on your research process and results, and consider any necessary revisions or further investigations.

PROBLEM DEFINITION

The basic purpose of this study is to see, if advertisement of a product is absolute necessary to make it big and gain profit from it.

Here I have taken the example of Natural Ice-cream.

We will see how this particular brand have grown and gained profits from its products and made the brand a household name with advertising.

We will particularly focus on WOM (Word-of-Mouth) Publicity in this study

SCOPE OF THE STUDY

Word of mouth is very vital as it can form strong relationships with consumers when it is positive. In particular, word of mouth that contains recommendations to others is considered to be the source of information that has the most effect before buying. Researchers emphasized that positive word of mouth can be created if a product or service meets or exceeds the expectations of customers.

The following are the scope of this study:

- It can encourage many small scaled and medium scaled brands and companies to spend less on a products advertisement and spread good word of mouth reviews for their product if it is up to the mark.
- It can work as a secondary data for people who wants to research on WOM or Natural Ice-cream.

OBJECTIVES OF THE STUDY

The following are the objectives of this study:

- The main objective of this study paper is to see how brand, mainly Naturals Ice-cream became a huge brand without advertising and marketing their products.
- They strictly work on Word-of-Mouth publicity.

- The need of this paper is to establish or prove the fact that brands can become huge or grow without spending resources and money on marketing.
- Marketing is considered as an important part of growing a Business, but brands like Naturals has established that businesses could go big without spending resources on marketing and utilizing those resources in other departments. They work on word-of-mouth publicity.

LIMITATIONS OF THE STUDY:

The following are the limitations of this study:

- The data in this study is mainly customer surveys and consumer interviews and very fewer secondary data.
- This study is based on surveys and interviews of customers, staffs and branch managers limited to Nagpur only.
- This research study tries to prove that spending ample of company resources on Advertising is not always necessary for making the brand go big or grow in the market; which can be contradictory to many brands and companies; it can't be the mindset of every company and every employee

RESEARCH DESIGN

Steps or techniques used to identify, select, process, and analyze information so as to clearly understand the research problem with the help of data or information. In this study both primary and secondary data have been used to carry out the results.

RESEARCH TYPE

Descriptive research- in a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting data collection.

SAMPLE DESIGN

- ❖ **Non-probability-** In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.

NON- PROFITABILITY

- ❖ **Convenience sampling-** This method depends on the ease of access to subjects such as surveying customers at a mall or passer-by on a busy street.

DATA COLLECTION

1. Primary Data

Primary data is information that is used or obtained for the first time and has never been Used before. There are a variety of primary data sources from which information can be Gathered.

❖ **Questionnaire:**

A questionnaire is a research tool featuring a series of questions used to collect useful Information from respondents. I can use Google forms for questionnaire.

2. Secondary Data

Secondary data are those which have already been collected by someone else and which have already been passed through a statistical process. It involves various features of a Particular brand collected from magazines, the internet etc.

Sampling Design

Sample Size - 50

Sampling Framework - Nagpur City

Sampling Method - Convenience Sampling

HYPOTHESIS OF THE STUDY

Hypothesis:

Null Hypothesis: Spending many resources on the marketing of a company's products is not necessary to make the brand big or grow in the market.

Alternative Hypothesis: Spending many resources on the marketing of a company's products is necessary to make the brand big or grow in the market.

We are taking only one Hypothesis in this research study

CHAPTER 5
DATA ANALYSIS & INTERPRETATION

DATA ANALYSIS & INTERPRETATION

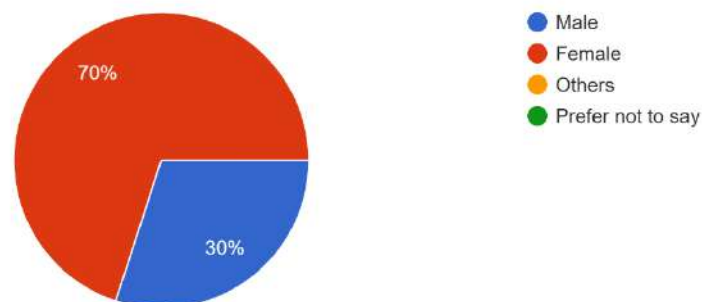
INTRODUCTION- Above data has been collected from 50 respondents.

The questions are asked to mixed groups of people are

1) GENDER WISE CLASSIFICATION

Sr. No	Particulars	Responses	Percentages
1	Male	15	30%
2	Female	35	70%
3	Others	-	-
4	Prefer not to say	-	-
Total	-	50	100%

Gender
50 responses



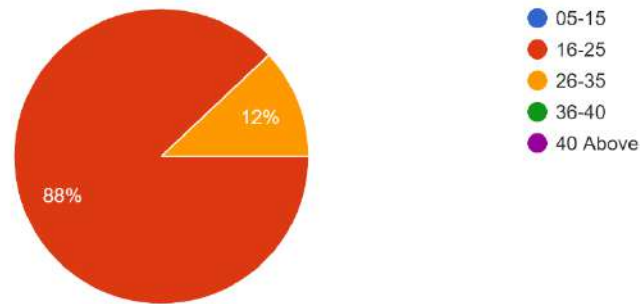
INTERPRETATION:

From the above fig, out of 50 respondents, 30% of people are male and 70% of people are female, conclude us that females are fonder of Ice-Creams.

2)AGE WISE CLASSIFICATION

Sr. No	Particulars	Responses	Percentage
1	5-15	-	-
2	16-25	44	88%
3	26-35	6	12%
4	36-40	-	-
5	40 above	-	-
Total	-	50	100%

Age
50 responses



INTERPRETATION:

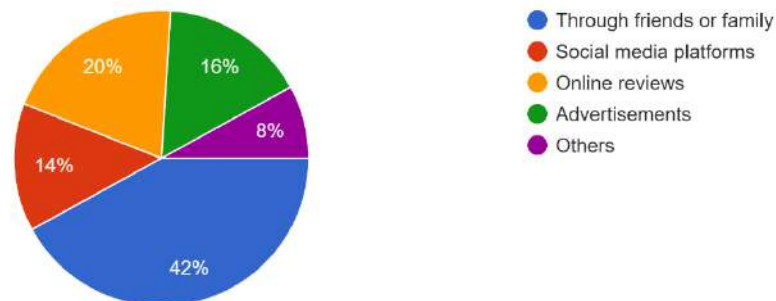
From the above fig, out of the 50 respondents, 88% of people are from age between 16-25, 12% of people are from age between 26-35. It proves that Youth are more interested in Ice cream rather than other age groups.

3)WHERE TO HEAR ABOUT NATURAL ICE CREAM

Sr. No	Particulars	Responses	Percentage
1	Through friends & Family	21	42%
2	Social Media	7	14%
3	Online Review	10	20%
4	Advertisements	8	16%
5	Others	4	8%
Total	-	50	100%

1. How did you first hear about natural ice cream?

50 responses



INTERPRETATION:

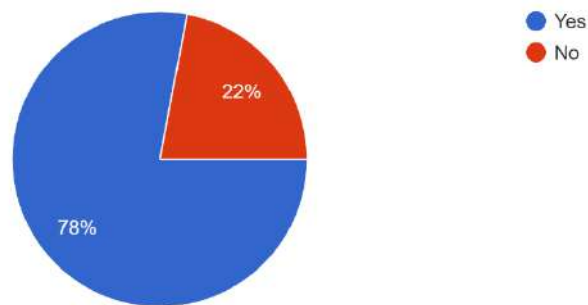
From the above fig, out of the 50 respondents, 42% of people heard about natural ice cream through friends and family, 14% people heard in social media, 20% of people heard by online review, 16% of people heard by advertisements, 8% of people heard by others. Above graph refers to Word of Mouth strategy plays a very significant role through friends and family.

4) HAVE YOU EVER RECOMMENDED NATURAL ICE CREAM TO OTHERS

Sr. No	Particulars	Responses	Percentage
1	Yes	39	78%
2	No	11	22%
Total	-	50	100%

2. Have you ever recommended natural ice cream to others?

50 responses



INTERPRETATION:

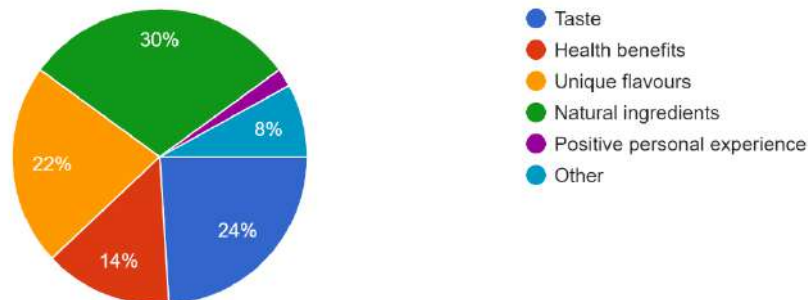
From the above fig, out of the 50 respondents, 78% of people agree to recommending to others, 22% of people do not agree to recommending to others.

5)WHAT PROMPTED YOU TO RECOMMEND NATURAL ICE CREAM

Sr. No	Particulars	Responses	Percentage
1	Taste	12	24%
2	Health Benefits	7	14%
3	Unique Flavours	11	22%
4	Natural Ingredients	15	30%
5	Positive personal Experience	1	2%
6	others	4	8%
Total	-	50	100%

3. What prompted you to recommend natural ice cream?

50 responses



INTERPRETATION:

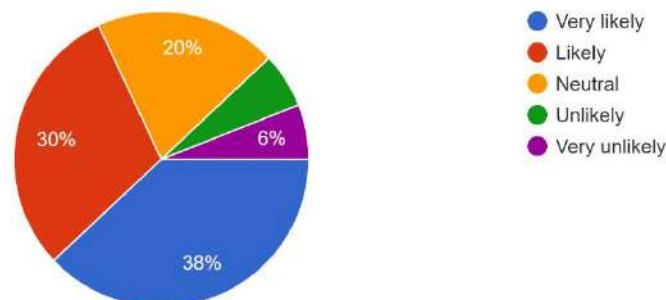
From the above fig, out of the 50 respondents, 24% of people prompted by the taste, 14% people prompted by health benefits, 22% of people prompted by natural ingredients, 30% peoples are prompted by Unique Flavors, 2% of people prompted by positive personal experience, and 8% of people by others. 15 responses consist 30% overall are in favour of Natural Ingredients that proves us why the brand is called Naturals Ice cream.

6) HOW LIKELY ARE YOU TO TRUST RECOMMENDATIONS FROM FRIENDS OR FAMILY ABOUT NATURAL ICE CREAM

Sr. No	Particulars	Responses	Percentage
1	Very Likely	19	38%
2	Likely	15	30%
3	Neutral	10	20%
4	Unlikely	3	6%
5	Very Unlikely	3	6%
Total	-	50	100%

4. How likely are you to trust recommendations from friends or family about natural ice cream?

50 responses



INTERPRETATION:

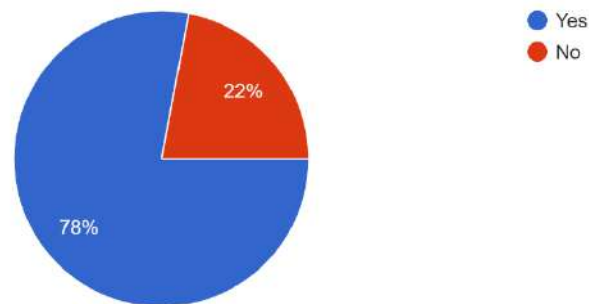
From the above fig, out of the 50 respondents, 38% of people very likely recommended from family and friends, 30% of people likely recommending from family and friends, 20% of people neutral to recommending from family and friends, 6% of people not likely recommending from family and friends, and 6% of people are very unlikely to recommending from friends and family. 19 responses are very likely to trust the Word-of-Mouth strategy.

7)DO YOU THINK WORD OF MOUTH PUBLICITY HAS INFLUENCED YOUR DECISION TO TRY NATURAL ICE CREAM

Sr. No	Particulars	Responses	Percentage
1	Yes	39	78%
2	No	11	22%
Total	-	50	100%

5. Do you think word of mouth publicity has influenced your decision to try natural ice cream?

50 responses



INTERPRETATION:

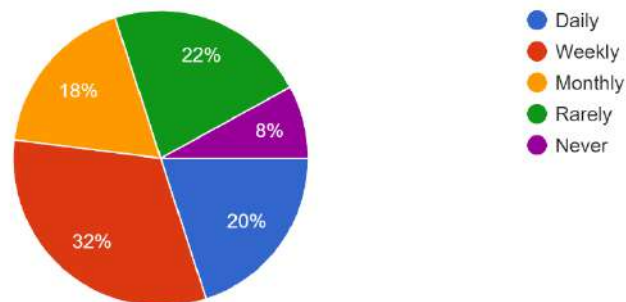
From the above fig, out of the 50 respondents, 78% of people are influenced by word of mouth, 22% of people are not influenced by word to mouth publicity. As we can see above majority people are influenced to try Naturals Ice cream.

8) ON AVERAGE, HOW FREQUENTLY DO YOU DISCUSS NATURAL ICE CREAM WITH OTHERS

Sr. No	Particulars	Responses	Percentage
1	Daily	10	20%
2	Weekly	16	32%
3	Monthly	9	18%
4	Rarely	11	22%
5	Never	4	8%
Total	-	50	100%

6. On average, how frequently do you discuss natural ice cream with others?

50 responses



INTERPRETATION:

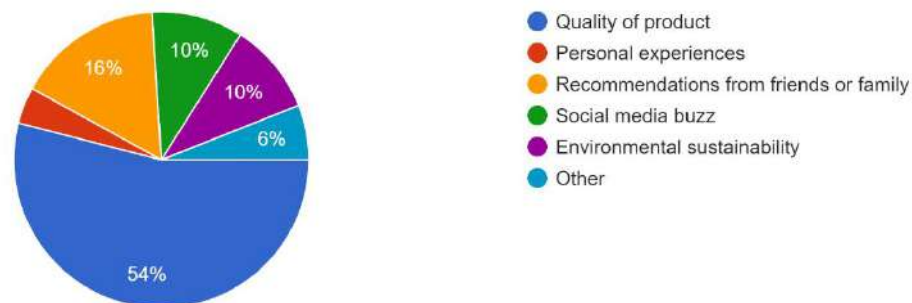
From the above fig, out of the 50 respondents, 20% of people are discussing in daily about natural ice cream, 32% of people are weekly discuss, 18% of people discussing in monthly, 22% of people are discussing in rarely, and 8% of people are not discuss about natural ice cream. Based on the graph discussion regarding Naturals Ice cream is more often weekly.

9)WHAT FACTORS CONTRIBUTE THE MOST TO A POSITIVE WORD OF MOUTH ABOUT NATURAL ICE CREAM

Sr. No	Particulars	Responses	Percentage
1	Quality of Product	27	54%
2	Personal experience	2	4%
3	Recommendation from friends and family	8	16%
4	Social media buzz	5	10%
5	Environmental sustainability	5	10%
6	Other	3	6%
Total	-	50	100%

7. What factors contribute the most to a positive word of mouth about natural ice cream?

50 responses



INTERPRETATION:

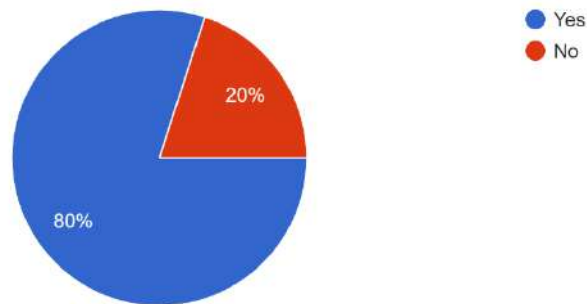
From the above fig, out of the 50 respondents, 54% of people are factors contribute by quality of product, 4% of people are personal experience, 16% of people are recommending from friends and family, 10% of people are social media buzz, and 10% of people are environmental sustainability, and 6% of people are contributed by other factor. As above graph, Quality of product has 54% responses out of 100%, that proves quality matters the most to a positive Word of Mouth about Naturals Ice cream.

10)Have you ever tried natural ice cream based solely on hearing positive feedback from others

Sr. No	Particulars	Responses	Percentage
1	Yes	40	80%
2	No	10	20%
Total	-	50	100%

8. Have you ever tried natural ice cream based solely on hearing positive feedback from others?

50 responses



INTERPRETATION:

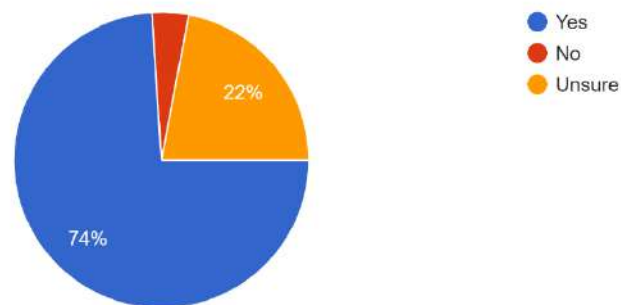
From the above fig, out of the 50 respondents, 80% of people are agree to hearing positive feedback, and 20% of people are not agree to hearing positive feedback from others.

11)WOULD YOU SAY THAT WORD OF MOUTH PUBLICITY PLAYS A SIGNIFICANT ROLE IN PROMOTING NATURAL ICE CREAM COMPARED TO OTHER FORMS OF ADVERTISING

Sr. No	Particulars	Responses	Percentage
1	Yes	37	74%
2	No	2	4%
3	Unsure	11	22%
Total	-	50	100%

9. Would you say that word of mouth publicity plays a significant role in promoting natural ice cream compared to other forms of advertising?

50 responses



INTERPRETATION:

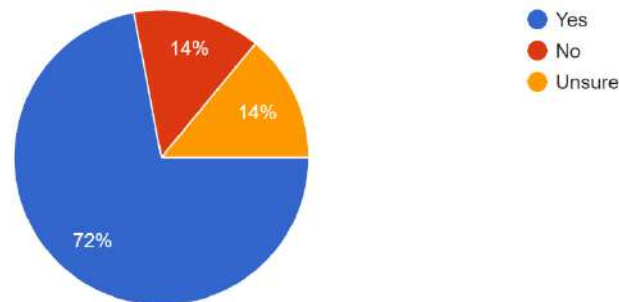
From the above fig, out of the 50 respondents, 74% of people say the word-of-mouth publicity a significant role in natural ice cream, 4% of people are not agree to about this statement, and 22% of people are not sure about this. So, we can say Word of Mouth publicity plays a very significant role in promoting natural ice cream compared to other forms of advertising.

12)DO YOU THINK THE AVAILABILITY OF NATURAL ICE CREAM IN LOCAL STORE OR OUTLETS AFFECTS ITS WORD-OF-MOUTH PUBLICITY

Sr. No	Particulars	Responses	Percentage
1	Yes	36	72%
2	No	7	14%
3	Unsure	7	14%
Total	-	50	100%

10. Do you think the availability of Natural Ice Cream in local store or outlets affects its Word of Mouth publicity ?

50 responses



INTERPRETATION:

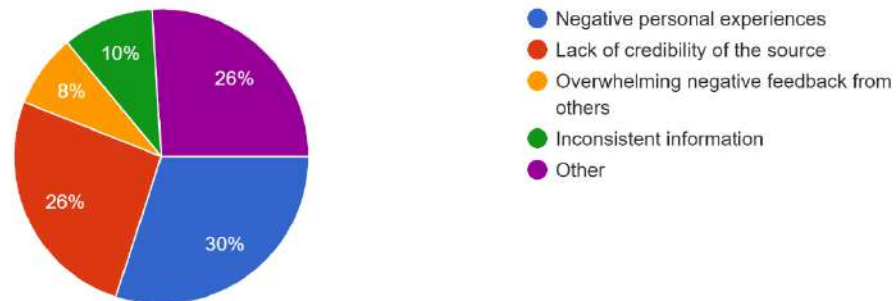
From the above fig, out of the 50 respondents, 72% of people say the natural ice cream are available in local store, 14% of people are not agree to about this statement, and 14% of people are not sure about this. As above we can say the availability of natural ice cream in local store or outlets affects its word-of-mouth publicity

13)WHAT FACTORS, IF ANY, WOULD MAKE LESS LIKELY TO TRUST WORD OF MOUTH RECOMMENDATION ABOUT NATURAL ICE CREAM

Sr. No	Particulars	Responses	Percentage
1	Negative personal experience	15	30%
2	Lack of credibility of the source	13	26%
3	Overwhelming negative feedback from others	4	8%
4	Inconsistent Information	5	10%
5	Other	13	26%
Total	-	50	100%

11. What factors, if any, would make less likely to trust Word of Mouth recommendation about natural ice cream ?

50 responses



INTERPRETATION:

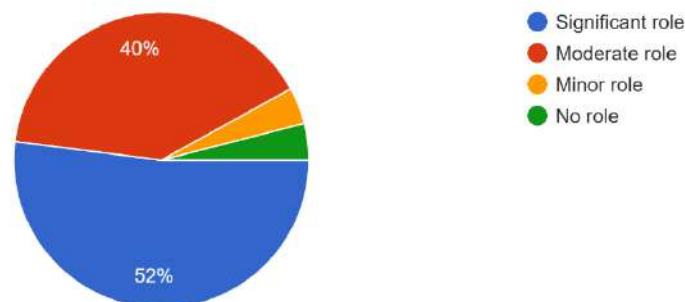
From the above fig, out of the 50 respondents, 30% of people less likely trust word of mouth recommendation about negative personal responses, 26% of people are factor recommendations in lack of credibility of source, 8% of people are overwhelming negative feedback from others, 10% of people are inconsistent information, and 26% of people are others. Negative personal experience would make less likely to trust word of mouth recommendation about natural ice cream.

14)IN YOUR OPINION WHAT ROLE DOES THE PACKAGING AND BRANDING OF NATURAL ICE CREAM PLAY IN ITS WORD-OF-MOUTH PUBLICITY

Sr. No	Particulars	Response	Percentage
1	Significant Role	26	52%
2	Moderate Role	20	40%
3	Minor Role	2	4%
4	No Role	2	4%
Total	-	50	100%

12. In your opinion what role does the packaging and branding of natural ice cream play in its Word of Mouth publicity ?

50 responses



INTERPRETATION:

From the above fig, out of the 50 respondents, 52% of people say packing and branding of natural ice cream play significant role, 40% of people are say playing moderate role, 4% of people are say minor role, and 4% of people are say no role in about packaging and branding in word to mouth publicity in natural ice cream. As above graph, Significant role and Moderate role does the packaging and branding of natural ice cream play in its word-of-mouth publicity.

CHAPTER-6
FINDINGS

FINDINGS

Based on research objectives the researcher applied appropriate analysis and tools to know about the marketing strategy of word of mouth with respect to natural ice-cream in Nagpur district. From the analysis, the researcher found the important findings of the study. In this section the researcher presents all the findings that had been discovered by using the data that was collected.

- 1) From the above fig, out of 50 respondents, 30% of people are male and 70% of people are female, conclude us that females are fonder of Ice-Creams.
- 2) From the above fig, out of the 50 respondents, 88% of people are from age between 16-25, 12% of people are from age between 26-35. It proves that Youth are more interested in Ice cream rather than other age groups.
- 3) From the above fig, out of the 50 respondents, 42% of people heard about natural ice cream through friends and family, 14% people heard in social media, 20% of people heard by online review, 16% of people heard by advertisements, 8% of people heard by others. Above graph refers to Word of Mouth strategy plays a very significant role through friends and family.
- 4) From the above fig, out of the 50 respondents, 78% of people agree to recommending to others, 22% of people do not agree to recommending to others.
- 5) From the above fig, out of the 50 respondents, 24% of people prompted by the taste, 14% people prompted by health benefits, 22% of people prompted by natural ingredients, 30% peoples are prompted by Unique Flavors, 2% of people prompted by positive personal experience, and 8% of people by others. 15 responses consist 30% overall are in favour of Natural Ingredients that proves us why the brand is called Naturals Ice cream.

- 6) From the above fig, out of the 50 respondents, 38% of people very likely recommended from family and friends, 30% of people likely recommending from family and friends, 20% of people neutral to recommending from family and friends, 6% of people not likely recommending from family and friends, and 6% of people are very unlikely to recommending from friends and family. 19 responses are very likely to trust the Word-of-Mouth strategy.
- 7) From the above fig, out of the 50 respondents, 78% of people are influenced by word of mouth, 22% of people are not influenced by word to mouth publicity. As we can see above majority people are influenced to try Naturals Ice cream.
- 8) From the above fig, out of the 50 respondents, 20% of people are discussing in daily about natural ice cream, 32% of people are weekly discuss, 18% of people discussing in monthly, 22% of people are discussing in rarely, and 8% of people are not discuss about natural ice cream. Based on the graph discussion regarding Naturals Ice cream is more often weekly.
- 9) From the above fig, out of the 50 respondents, 54% of people are factors contribute by quality of product, 4% of people are personal experience, 16% of people are recommending from friends and family, 10% of people are social media buzz, and 10% of people are environmental sustainability, and 6% of people are contributed by other factor. As above graph, Quality of product has 54% responses out of 100%, that proves quality matters the most to a positive Word of Mouth about Naturals Ice cream.
- 10) From the above fig, out of the 50 respondents, 80% of people are agree to hearing positive feedback, and 20% of people are not agree to hearing positive feedback from others.
- 11) From the above fig, out of the 50 respondents, 74% of people say the word-of-mouth publicity a significant role in natural ice cream, 4% of people are not agree to about this statement, and 22% of people are not sure about this. So, we can say Word of Mouth publicity plays a very significant role in promoting natural ice cream compared to other forms of advertising.

- 12) From the above fig, out of the 50 respondents, 72% of people say the natural ice cream are available in local store, 14% of people are not agree to about this statement, and 14% of people are not sure about this. As above we can say the availability of natural ice cream in local store or outlets affects its word-of-mouth publicity.
- 13) From the above fig, out of the 50 respondents, 30% of people less likely trust word of mouth recommendation about negative personal responses, 26% of people are factor recommendations in lack of credibility of source, 8% of people are overwhelming negative feedback from others, 10% of people are inconsistent information, and 26% of people are others. Negative personal experience would make less likely to trust word of mouth recommendation about natural ice cream.
- 14) From the above fig, out of the 50 respondents, 52% of people say packing and branding of natural ice cream play significant role, 40% of people are say playing moderate role, 4% of people are say minor role, and 4% of people are say no role in about packaging and branding in word to mouth publicity in natural ice cream. As above graph, Significant role and Moderate role does the packaging and branding of natural ice cream play in its word-of-mouth publicity.

CHAPTER 7
CONCLUSION

CONCLUSION

In conclusion, our study sheds light on the significance of word-of-mouth publicity for natural ice creams. The findings underscore the importance of leveraging positive consumer recommendations to build brand reputation and drive sales. Moving forward, marketers should focus on enhancing consumer engagement and optimizing product positioning to capitalize on word-of-mouth marketing. While our study contributes valuable insights, further research is warranted to explore additional factors influencing word-of-mouth dynamics within the natural food industry. Overall, this research underscores the pivotal role of word-of-mouth in shaping consumer behaviour and brand perceptions in the competitive landscape of natural ice cream.

In conclusion, the findings suggest that natural ice cream is predominantly favoured by females and youth, with word of mouth serving as a crucial influencer in its promotion. Quality, natural ingredients, and packaging contribute significantly to positive word of mouth and consumer trust. Availability in local stores also plays a vital role in its popularity.

In summary, the research underscores the importance of word-of-mouth recommendations, quality, accessibility, and branding in promoting natural ice cream. Understanding consumer preferences and leveraging word-of-mouth publicity strategies can be key drivers for the success of natural ice cream brands in the market. The research indicates a strong reliance on word-of-mouth recommendations for natural ice cream, with respondents valuing recommendations from friends and family over other forms of advertising

CHAPTER 8
SUGGETIONS

SUGGETION

- Fostering consumer advocacy through incentives and engaging content involves implementing strategies aimed at encouraging satisfied customers to become brand ambassadors and advocates.
- Boosting product visibility in stores and online platforms is essential for increasing brand awareness, attracting new customers, and driving sales.
- Expanding on the idea of offering trial opportunities to encourage first-hand experiences and recommendations involves implementing various strategies aimed at providing consumers with the chance to sample your natural ice cream products.
- Create informative content that explains the benefits of organic ingredients, such as their superior taste, nutritional value, and environmental sustainability. Use your website, blog posts, social media channels, and email newsletters to share articles, infographics, and videos that highlight the advantages of choosing organic.
- Conduct thorough research to identify influencers whose values, interests, and audience demographics align with your brand and target market. Look for influencers who have a genuine passion for food, health, sustainability, or lifestyle topics, as they are likely to resonate with your audience.
- Develop branded hashtags that customers can use when sharing content related to your natural ice cream products on social media platforms such as Instagram, Twitter, and TikTok. Promote these hashtags on your packaging, website, and social media channels to encourage participation and create a sense of community among your audience.

CHAPTER 9
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- Research Methodology – methods and techniques, C R Kothari
- Marketing Management by Philip Kotler, 15th Edition

ANNEXTURE

ANNEXTURE

Q1) Gender

- Male
- Female
- Others
- Prefer not to say

Q2) Age

- 05-15
- 16-25
- 26-35
- 36-40
- 40 Above

Q3) How did you first hear about natural ice cream?

- Through friends or family
- Social media platforms
- Online reviews
- Advertisements
- Others

Q4) Have you ever recommended natural ice cream to others?

- Yes
- No

Q5) What prompted you to recommend natural ice cream?

- Taste
- Health benefits
- Unique flavours
- Natural ingredients
- Positive personal experience
- Other

Q6) How likely are you to trust recommendations from friends or family about natural ice cream?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely

Q7) Do you think word of mouth publicity has influenced your decision to try natural ice cream?

- Yes
- No

Q8) On average, how frequently do you discuss natural ice cream with others?

- Daily
- Weekly
- Monthly
- Rarely
- Never

Q9) What factors contribute the most to a positive word of mouth about natural ice cream?

- Quality of product
- Personal experiences
- Recommendations from friends or family
- Social media buzz
- Environmental sustainability
- Other

Q10) Have you ever tried natural ice cream based solely on hearing positive feedback from others?

- Yes
- No

Q11) Would you say that word of mouth publicity plays a significant role in promoting natural ice cream compared to other forms of advertising?

- Yes
- No
- Unsure

Q12) Do you think the availability of Natural Ice Cream in local store or outlets affects its Word-of-Mouth publicity?

- Yes
- No
- Unsure

Q13) What factors, if any, would make less likely to trust Word of Mouth recommendation about natural ice cream?

- Negative personal experiences
- Lack of credibility of the source
- Overwhelming negative feedback from others
- Inconsistent information
- Other

Q14) In your opinion what role does the packaging and branding of natural ice cream play in its Word-of-Mouth publicity?

- Significant role
- Moderate role
- Minor role
- No role