Attributes Influence Customers towards Ice Cream Purchase with Brand Preference and Income Effect on Purchasing Ice Cream: An Empirical Study on Dhaka City

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Abstract

This paper identifies various attributes influencing consumers to purchase Icecream from a retail store. Our team has done this research during the year 2021. Notably, it confesses the behavioural patterns of consumers and perceptions regarding ice cream with the association between the income effect and purchase decisions. To conduct the research, we collected raw data from an online survey of 152 consumers of different ages. Participants from the separate age group provided their opinion in the pre-setted questionary. After gathering the raw data, we used three effective methods, Henry Garrett’s ranking technique, Chi-Square Independence Test, and PCA, to rank the consumer-preferred ice cream flavour, income effect on purchasing ice cream and factors that attract consumers to buy ice cream. Raw data was gathered from the survey and coordinated with the Excel Programme. SPSS was used to implement Chi-Square and PCA tests, but Henry Garrett’s ranking was done on Excel Programme. This step-by-step analysis shows the consumer inside regarding existing brand preferences regarding ice cream in Bangladesh. Furthermore, this research depicts the scenario of the Dhaka city dwellers about their choosing factors for ice cream, favourite flavours and purchase power.

Index terms—

1.I. Introduction

Ice cream is a perishable, delicious, wholesome, nutritious frozen dairy food. Globally, the Ice cream market grew at the Compound Annual Growth Rate (CAGR) of around 6% during 2009-2016, which reached approximately 19.7 million metric tons in 2016 (Helmold & Terry, 2021; Munawar & Disman, 2023). European countries dominated the global ice cream market with more than 40% of the total volume in the same year. On the other hand, China and Brazil jointly became the reason for two-fifths of global ice cream sales (Brandenburg et al., 2019; Hamad & Omar, 2013; Sawant, 2014). Furthermore, the ice cream industry contributes 0.053 percent of the world’s GDP. Ice cream is unquestionably one of Bangladesh’s most renowned and favourite food products among children and adults (Islam & Liang, 2012; Shazzat Hossain et al., 2021). The ice cream sector of Bangladesh has been in place for decades. The ice cream industry of Bangladesh started to grow by establishing Igloo Ice Cream Unit by Abdul Monem Ltd in 1964 (Ramadani et al., 2022; Shazzat Hossain et al., 2022). Since then, the business scope in this field has been increasing. To gain and maximise the company’s profit, several local giant companies have invested in ice cream production units (Martin, 2018). As a result, Bangladesh has seven branded ice cream companies that mix with new wings of ice cream production of various companies along with previously established renowned brands (Puspitasari et al., 2020; Sawant, 2014).

According to Lanka Bangla Investment Guide 2018, this industry had a market of exactly 1,200 cores BDT in 2018. Again, they reported that it would grow positively near about 15% in recent years (Wang et al., 2023). The study said that three companies hold a 79% share of the market volume. Igloo Ice Cream Ltd placed first with acquiring 38%, and Polar Ice Cream became second with 28% of the market share. Bellissimo and Za’nm Zee
The ice cream industry and consumer perceptions were the root point. Ultimately, various participant’s emotions about the attributes that influence customers towards ice cream purchase with brand preference have been considered. This research reveals the key attributes influencing the consumer of an ice cream buyer and their income effect on having an ice cream.

2 II. Methodology

In regard to performing the research analysis

The convenience sampling technique was adopted for this study, and the study is based on two types of data sources. The entire research process was conducted based on primary data through a questionnaire comprising 152 consumers and secondary data. It is a quantitative study collecting data by interviewing the respondents, who are consumers of ice cream in Dhaka, Bangladesh. The quantitative analysis represents a given reality in data collection by taking interviews based on a questionnaire and acquiring respondents for an electronic survey. There-fore, the study process had to be split into two parts: primary research and secondary research. In this crosssectional survey research design, the nature of data is described by detailed explanations and mood of analysis survey results.

4 b) Data Collection

The primary data is collected by an open-ended interview questionnaire and collecting respondent’s responses using an online research survey method with some descriptive questions. All the respondents belong to the capital of Bangladesh, called Dhaka. Initially, the personal-contact approach was administered for the responses to the survey questionnaire. The Google survey form has been used to collect the responses from the respondents. Ice cream lovers were the respondents for the survey, and 152 respondents took part. Among all the respondents, only 30 respondents were willing to provide an interview. Therefore, 120 respondents completed the survey form digitally through email and social media. Three sections had developed to gather the responses accurately from the interview throughout the questionnaire. Different sources were considered for collecting secondary data, such as books, available literature, newspapers, magazines and websites.

5 c) Data Analysis and Representation

Data is processed carefully to make comparisons, statistical analysis, and interpretation. In this paper, the techniques of data and information are presented in three different ways: textual, tabular, and graphical. Data analysis has determined the relationships among the factors or variables.

6 Percentage Analysis:

This method has been used to depict the respondent’s demographic information and various responses from the respondents to some important factor-related questions. The survey participants have chosen their favourite brand of the country, and this analysis method has been taken to declare the country’s number one ice cream brand.

7 Henry Garrett Ranking Technique: This technique

was used to evaluate the ranking of ice cream flavour. Respondents rank their favourite flavour from one to eight in the survey form. The order of merit the respondents gave was transferred into a rank using the formula. Garrett’s ranking technique highlighted the favourite flavour the respondents love to take. For conducting the method, respondents have been asked to provide the rank for all the given eight flavours. Then, the outcomes of such ranking have been converted into score values with the help of the following formula.

$$\text{Percentage Position} = \left( \frac{\text{RANK} - 0}{8} \right) \times 100$$

The percentage position has been estimated, and then it is converted into scores with the assistance of Garret’s Table. After that, for each flavour, we had...
to calculate the mean score with the help of a percentage position-based ranking table (appendix) and frequency
table. The flavour with the highest mean value is considered the higher rank, and then other ranks are done by
the sequential order of the high mean value to the low mean value. Finally, a chi-square test on SPSS will give us
a p-value. The p-value will explain whether our test results are significant or not. We needed two pieces of data
to perform a chi-square test and acquire the p-value. Those are degrees of freedom, just the number of categories
minus 1 and the alpha level (α). The researcher usually selects the alpha level. We used the alpha level of 0.05
or 5% for this research.

8 Principal Component Analysis: This research has
used PCA to analyse the perception of consumers of Dhaka related to ice cream. The method is also widely known
as principal component analysis, principal value decomposition, singular value decomposition, singular system
analysis, singular spectrum analysis, bi-orthogonal decomposition, proper orthogonal decomposition, empirical
orthogonal functions, and Karhunen-Loeve decomposition. In this way, PCA is a handy tool for the research as
the respondents were more than 150, which is helpful for the large data set. PCA is performed in a sequence of
steps, with subjective decisions made at many steps. The amount of components extracted equals the number
of variables being analysed. We have considered four factors to figure out the variance of the components.
Initially, the first counted component can be expected to account for an immense amount of the overall variance.
It is found that each succeeding component reasoned for progressively smaller amounts of variance. Although
a large integer of components may extract in this specific way, only the first few components will be potential
enough to be retained for interpretation. An eigenvalue represents the amount of variance that is accounted for
by a given component. It is shown that the Principal Component Analysis (PCA) reduces data dimensionality
by performing a covariance analysis between factors.

9 d) Data Assortment and Inspect
According to the survey report for this study, we have collected responses from 152 respondents from various age
groups with different educational qualifications. Most of the respondents were from the age group 20-30. It found
that 76% of participants belonged to the age group of 20-30. Similarly, the second-highest participants came
from the age group of 15-19, which counted exactly 15% of the total participants. People aged 31-45 showed less
interest, and only 5% took part in the survey. Undoubtedly, the lowest respondents counted from the age group
of 46-60. Only a person from that group paid attention to taking the interview face-to-face. The survey was
conducted only in Dhaka, Bangladesh. Dwellers of Dhaka showed a variety of preferences in terms of ice cream.

10 e) Final Data Scraping and Analysis
Final Data scraping and analysis were not easy for this specific research. As we have focused on 3 different
areas, 1. Attributes that influence consumers to purchase ice cream 2. Assuring that there has any income
effect on consumers for purchasing ice cream or not 3. Ranking the consumer-preferred flavour for ice cream and
ranking among the existing ice cream brands Data analysis is regulated through the consumers given information
regarding a set of questions and using a Likert scale to gather data from the survey participants. PCA has been
done to get the consumer’s preferences on ice cream purchases, and KMO Bartlett’s test was done for the data
accuracy of that factor analysis.

11 f) Magnitude and Measurement
For data collection, we tried to build a sample size of 152 ice cream consumers for respondents, and we took
their opinion based on the pre-settled questions on the questionnaire. On the contrary, we collected data on
which attributes attract them to purchase a specific ice cream. Eventually, the authors can collect Data and
information from respondents from different age groups of Dhaka Dwellers.

12 g) Data Manipulation and Integration
Data integration is crucial to getting accurate results from the gathered data. Based on the definition when
it is an element of quality research where the process observed various analyse with the same data points. It
controlled ideal and correct decisions with decreasing misleading data. This process can evaluate and recognise
data where the specific statistics come from respondents. That’s why this combination is implemented for quality
results.

13 III. Primary Analysis & Discussions a) Consumer’s Source
of Information about Ice Cream
In the survey form, we gave five different sources from which consumers can get news about ice cream-related
products. According to the survey findings, most respondents can learn about ice cream from social media like
Facebook, Instagram, TikTok etc. The provided news of friends can also transmit the influencing power of
consuming ice cream. 20% of respondents gather information about new ice cream products from their friends.
18 D) ASSOCIATION BETWEEN FAMILY MONTHLY INCOME AND FREQUENCY OF ICE CREAM PURCHASE BY THE CONSUMER

Television advertisements play a moderate contribution in spreading out information about ice cream. Only 16% of survey takers believe they get news from TV ads about ice cream. Family members have little influence in sharing knowledge about newly released ice cream brands. We observed that 11% of the respondents learned about ice cream from their families. A few survey takers said they could get news while visiting trade fairs. Table 3 will clarify the viewpoint of the respondents, which are the sources of information about ice cream products.

14 Table 1: Source of Information about Icecream

This bar chart illustrates software users’ priority level considering some attributes—however, the following bar diagram was created with almost the same data and value.

15 b) Preferable Season and Place for Consuming Ice

Cream with the Purpose of Consumption All the seasons are preferable to consuming ice cream, according to 49% of the survey takers. At the same time, 45% of the participants think summer is the best season for enjoying ice cream. People are unlikely to consume ice cream during cold weather like winter and the rainy season. From Figure 1, the customer’s seasonal priority of eating ice cream can be simplified. It has been reported from the survey results that customers are unwilling to eat ice cream when it is winter season. Only 2% of people were interested in having ice cream during the winter—similarly, less interest from the customers found for biting ice cream when it is raining outside. It has been reported from the survey results that customers are unwilling to eat ice cream when it is winter season. Only 2% of people wanted ice cream during the winter. Similarly, customers have less interest in biting ice cream when it is raining outside.

The survey found that Home is the preferred place for people to consume ice cream. 50% of the participants will likely enjoy ice cream at their Home. In this survey, around 40% of respondents consume ice cream for enjoyment. Among other goals of having ice cream, it becomes first according to the high response. Some people think that they eat ice cream for a sense of refreshment. Their amount is counted as nearly 39%. Only 16% of respondents agreed that ice cream consumption has no reason or is taken by them habitually. A few people take ice cream during any celebration. We saw that 38 total respondents love ice cream to eat. They usually eat ice cream frequently, more than thrice or above in a week. Consumers take those products that provide them with a certain level of satisfaction that can depend on various types of things. Satisfaction of consumers can come from the tastes of the product, after-sales service of the product, pricing of the products or any cash discount.

16 Frequency

We set a question in the questionnaire by asking about most favourite brands based on priority order. Respondents could select three brands from given brands to respond to that question. We have investigated that a maximum number of participants are willing to take ice cream from the Igloo Ice Cream Ltd brand as their priority choice. Similarly, people preferred Polar Ice Cream, the sister concern company of Dhaka Ice Cream Ltd., as the second priority of ice cream. Lovello ice cream brand of Toufiqa Food Ltd. has become the third priority of consumers where the availability of the first two brands is low.

17 Figure 4: Consumer Priority Order of Ice Cream Brands of Bangladesh

One hundred fifty-two respondents responded individually to the priority-based question for the first, second, and third priorities. We consider which brand gets the highest percentage as the priority of the vote for becoming the number one brand by the consumer choice. Similarly, we will apply this logic for counting the second and third most favourite brand by consumer choice and reasoning for the consumer choice of brands. We saw that non-branded ice cream has no attraction among the customers. Among all the brands, three brands achieve a high level of consumer satisfaction. Figure 2 depicts the consumer’s three most preferable brands in Dhaka city.

The unavailability of a particular brand of ice cream forces the customers to alter the brand with the available one. We have found that 59% of customers buy igloo ice cream from other options for this specific case. At the same time, 42% of consumers love Polar ice cream, and 30% prefer to purchase Lovello ice cream. Interestingly, the ice cream brands of Kazi Firms Ltd. make a place in the consumer list of choice. 24.3% of consumer selects Zan Zee or Bellisimo ice cream as the second-third choice. Moven Pick ice cream is the only brand from abroad that carries nearly 8% of consumer’s initial priority. Local brands Bloop and Savoy have little consumer awareness among the respondents.

18 d) Association between Family Monthly Income and Frequency of Ice Cream Purchase by the Consumer

We have applied the Chi-Square test to investigate this association between family monthly income and ice cream purchase frequency. ?? 0 : There has no significant association between the consumer’s family monthly income and the frequency of their purchase of ice cream. To determine whether the two variables, family monthly income and frequency purchase of ice cream, are not dependent, compare the p-value to the exceptional level—usually,
extraordinary level (marked as $\alpha$ or alpha) of 0.05 functions well. An incredible level of 0.05 represents a 5% risk of winding up that an association between the variables exists when there is no actual association.

19 Igloo
Therefore, we must consider the null and alternative hypotheses to decide on the Chi-Square test. We have investigated that the computed value 0.746 is greater than the significance level. Then, we move to the null hypothesis, which is accepted based on the respondent’s given data for this particular test. In these results, the Pearson Chi-square Statistic is 3.485 and the p-value = 0.746. The likelihood chi-square statistic is 3.483, and the p-value = 0.746. Here, the P-value > $\alpha$, which can not conclude that the variables are associated. At a significance level of 0.05, we can conclude that the association between the variables is not statistically significant.

Consumers are free from the income boundary to satisfy themselves by consuming ice cream. Finally, the income of the consumers has no crucial impact on the purchase of ice cream.

20 e) Ranking the Flavours of Ice Creams
The Respondents were asked to rate their favourite flavours of ice cream from one to eight during the survey session. We have provided eight different flavour names, which are available in the shops of Dhaka city. Then, survey report data was used to analyse the flavours ranking by the Garret ranking analysis method. Table 4 illustrates how many respondents provide an individual rank for the particular flavour. This frequency table has been established based on the variety of flavours in the questionnaire. The total amount of respondents for this specific question was 152 same as the total number of respondents. With the frequency of flavours ranked by the participants, we have to calculate the individual mean score for particular flavours for every rank from one to eight. Then the sum of the mean score’s percentage of individual flavours assists in figuring out the Garret Score to rank the flavours. From the table below, one can easily get an idea of the people’s taste in Dhaka city. Ranking of Flavours by Garret Ranking Analysis makes sense that most consumers love to enjoy the taste of chocolate flavoured ice cream. It placed first based on the analysis. The other eight flavours also being ranked in the following Table 7.

21 Global Journal of Management and Business Research
Volume XXIII Issue V Version I Year 2023 ( ) B Table ??: Ranking the Varieties of Flavours of Ice Cream After cross-matching both the Garret Score Table and the sum of the mean score from our calculation of individual flavours, we have moved to build a position value table to rank the flavours. This position value table is attached in the appendix. The results of the Garret ranking showed that Chocolate flavour is in the most vital position to become a prioritised flavour by the consumers surrounding Dhaka. We were followed by four other ice cream flavours; Vanilla, Butter Scotch, Mango and Strawberry. If we put a view on the ranking table, we can find that Chocolate flavoured ice cream could achieve a mean score of 63.7; as Chocolate has acquired the highest Garret Mean Score, it is placed first. In addition, vanilla has the second-highest achieved mean score, 55.9. We reported a premium ice cream product based on consumer preference in the third position. With 48.1 mean scores, Butter Scotch has become Dhaka’s third favourite ice cream. Similarly, an average score was gained by Strawberry flavoured ice cream and became secured fifth place with a mean score of 43.3.

Customers showed less affection for having three flavours, Blue Berry, Red Velvet, and Pistachios. According to the analysis of flavour ranking, we found that Red Velvet ranked sixth with a mean score of 36.3, Blue Berry ranked seven with a mean score of 35.1, and Pistachios became eighth with a mean score of 34.9.

22 f) Factor Analysis to Determine the Consumer Perceptions
From frequency analysis, we can interpret that consumers primarily eat Chocolate flavoured ice cream, which has huge demand. In contrast, customers rated Vanilla flavoured ice cream just after the Chocolate flavoured ice cream. Sig. 0 KMO measure of sampling adequacy was found to be 0.866, and Bartlett’s test represented a significance of 0.000. It showed that the above parameters are highly significant. Due to having perfect results from the statistical calculation, sampling adequacy should be more than 0.5 to perform factor analysis. The above table shows a sampling adequacy of 0.866, which means factor analysis can be achieved. Hence, factor analysis had applied to 15 variables measuring the perception of consumers regarding ice cream. It has been found that 15 variables have been reduced into four predominant factors. These four factors are quality of ingredients, quantity, appearance, price, and taste. Individually the factors have a variance; respectively, quality of ingredients was observed at 20.037%, quantity has 19.114% of the variance, appearance noted 14.303% of the variance, and price and taste, counted 7.315% of the variance. The total variance was explained as 60.768%. The first factor is "Quality of Ingredients used in ice cream", and it includes four sub-variables. Toppings of ice cream are lucrative, I prefer to buy ice cream if there is a combo offer, Ingredients level of quality uses in ice cream is satisfactory, I like ice cream for the freshness and coldness. The quality of ingredients used in Ice cream is satisfactory. I like ice creams due to the freshness and coldness, which explains 20.037% of the variances. "Quality of Ice cream" comes next to the previous factor. It has been comprised of 4 variables: I am pleased with the weight of ice cream with its price, I buy ice cream for its extraordinary packaging, I feel the price charged is authentic, Ice creams are available in a wide variety, and it reports 19.114% of the variance. The next factor is "Appearance", which...
comprises two different variables respectively; I buy ice cream due to the influence of catchy advertisements. The
visual image of ice cream convinces me to purchase it, showing 14.3030% of the variance. "Price and Taste" is
the last factor of this factor analysis part. Based on five separate variables, the related question was there for
the consumers. Those are the price of ice creams that do not match their given quality I will purchase ice cream
no matter that how much the price of it I will buy ice cream no matter how much the price is; I love to consume
ice cream throughout the first week of the month, and I'm not too fond of the perishability of ice cream, and I
think the ice cream is yummy. The last factor explains 7.315% of the variance.

23 Component

24 IV. Significant Findings of the Study

25 ?

There is no association between the family’s monthly income and ice cream purchase frequency. ? Chocolate-
flavoured ice cream becomes the first in position according to the consumer’s purchasing frequency and rank.

26 ?

The majority (40%) of the respondents eat ice cream for enjoyment. ? Maximum (49%) of the consumer learn
about ice cream from social media. ? Igloo ice cream became the number one brand according to consumer
preferences. ? A large number of respondents (72 participants) consumed ice cream only once a week. ? 50% of
the customers prefer ice cream in their home environment.

27 ?

Factor Analysis revealed four factors: quality of Ingredients used in ice cream, the quantity of ice cream,
appearance, and price & taste.

28 V. Conclusion

29 This study aimed to assess the consumer behavior of city people regarding ice cream. Luckily, the paper found
the attributes that influenced the city dwellers of Bangladesh to buy ice cream and checked the income effect on
purchasing power for ice cream.

29 Despite having various limitations, this research

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32 VI. Suggestion for Future Work

33 This research has unbarred an enormous scope for future studies. The potential scopes are discussed below:
1. It is a way forward for the existing companies to do nationwide surveys and apply provided methods to get consumer insights. Popular brands will reduce their possibility of destruction as they are already mature.

2. Upcoming brands can also be benefited by getting consumer preference in different areas like pricing of ice creams and preferred sizes, discovering new SKUs and taking the opportunity of economies of scale. This research will help determine the less popular flavours with only a 1-5% contribution to a company’s total sales. Thus, companies can stop making those flavours and reduce their cost of production.

Nevertheless, this research can also be implemented in other FMCG sectors like beverage, bakery products, and chain restaurants like pizza hut, Mac Donald etc.

3 Global Journal of Management and Business Research

Figure 1: Global

Figure 2: Figure 1 :
\[ ?? \times 2 = \frac{\left( ?? \times ?? + ?? \times ?? \right)}{??} \times 2 \times ?? \]

Where,
\[ C = \text{Degrees of freedom} \]
\[ O = \text{Observed value (s)} \]
\[ E = \text{Expected value(s)} \]

The Chi-square test of association evaluated relationships between categorical variables between the monthly income of respondents and the purchase frequency of ice cream. The Chi-square the test has two types of statistical hypotheses. Those are provided below.

a. Null Hypothesis:

b. Alternative Hypothesis: If there are relationships between the selected categorical variables for this research. Learning about the value of one variable will assist us in predicting the value of another variable.

3. Chi-Square Independence Test:

Chi-square test of independence determined whether there is a significant relationship between categorical variables of the respondent’s monthly income and the ice cream purchase frequency. The Chi-Square independence test is also known as the chi-square test of association. The theoretical formula of the chi-square test is given below.

\[ \chi^2 = \frac{\sum (O - E)^2}{E} \]

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Figure 3:

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Once</th>
<th>Twice</th>
<th>Thrice or above</th>
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<tbody>
<tr>
<td>Rarely</td>
<td>72</td>
<td>42</td>
<td>38</td>
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<td>Occasionally</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Frequently</td>
<td></td>
<td></td>
<td></td>
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</table>

Figure 4: Table 2:
Total respondents = 152

<table>
<thead>
<tr>
<th>Percentage of Respondent Preferred</th>
<th>Polar</th>
<th>Lovello</th>
<th>Bloop</th>
<th>Bellissimo Za n Zee or</th>
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<tr>
<td>0.00%</td>
<td>58.60%</td>
<td>19.10%</td>
<td>3.90%</td>
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<td>10.00%</td>
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Figure 5: Table 3:

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<th>Rank</th>
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<th>Chocolate</th>
<th>Mango</th>
<th>Strawberry</th>
<th>Blue Berry</th>
<th>Red Velvet</th>
<th>Pistachios</th>
<th>Butter Scotch</th>
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<td>23</td>
<td>31</td>
<td>25</td>
<td>32</td>
<td>19</td>
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</table>

Figure 6: Table 4:

KMO and Bartlett’s Test
Kaiser-Meyer-Olkin Measure of Sampling Adequacy 0.866
Approx. ChiSquare 812.544
Bartlett’s Test of Sphericity Df 105

Figure 7: Table 6:

<table>
<thead>
<tr>
<th>Initial Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sum of Squared Loadings</th>
</tr>
</thead>
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<td>Total % of variance</td>
<td>%</td>
<td>Cumulative %</td>
</tr>
<tr>
<td>1 5.544 36.958 36.958</td>
<td>5.544 36.958 36.958</td>
<td>3.006 20.037 20.037</td>
</tr>
<tr>
<td>4 1.016 6.771 60.768</td>
<td>1.016 6.771 60.768</td>
<td>1.097 7.315 60.768</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis

Figure 8: Table 7:
Rotated Component Matrix

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<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Defined Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toppings of ice cream are lucrative</td>
<td>0.625</td>
<td></td>
<td></td>
<td></td>
<td>Quality of Factor</td>
</tr>
<tr>
<td>I prefer to buy ice cream if there is a combo offer</td>
<td>0.693</td>
<td></td>
<td></td>
<td></td>
<td>Ingredients</td>
</tr>
<tr>
<td>Ingredients level of quality used in ice cream is satisfactory I love</td>
<td>0.743</td>
<td></td>
<td></td>
<td></td>
<td>used</td>
</tr>
<tr>
<td>ice cream for the freshness and coldness</td>
<td>0.709</td>
<td></td>
<td></td>
<td></td>
<td>in ice cream</td>
</tr>
<tr>
<td>I am pleased with the weight of the ice cream with its price</td>
<td>0.726</td>
<td></td>
<td></td>
<td></td>
<td>Quantity of Ice</td>
</tr>
<tr>
<td>I buy ice cream for its extraordinary packaging</td>
<td>0.370</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I feel the price charged is authentic</td>
<td>0.829</td>
<td></td>
<td></td>
<td></td>
<td>Price of Ice</td>
</tr>
<tr>
<td>Ice creams are available in a wide variety</td>
<td>0.642</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I buy ice cream due to the influence of catchy advertisements</td>
<td>0.727</td>
<td></td>
<td></td>
<td></td>
<td>Appearance</td>
</tr>
<tr>
<td>The visual image of ice cream convince me to purchase it</td>
<td>0.418</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The price of ice creams does not match with its given quality</td>
<td>0.294</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I will buy ice cream no matter that how much the price of it</td>
<td>0.232</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I love to consume ice cream throughout the first week of the month</td>
<td>0.250</td>
<td></td>
<td></td>
<td></td>
<td>Price &amp; Taste</td>
</tr>
<tr>
<td>I’m not too fond of the perishability of ice cream</td>
<td>0.841</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I think the ice cream is yummy</td>
<td>0.110</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Figure 9: Table 8:
.1 Acknowledgements

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.3 Conflicts of Interests

We do not have any conflict of interest to disclose. All authors declare that there is no Conflict of interests.

.4 Author Agreement Statement

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