

CHAPTER FOUR

RESULTS

The previous chapter explained the research methodology. This chapter reports the results of the study “Comparison of Teenagers’ Satisfaction with Wall’s and Nestle Ice Cream: A Study of M.6 Students at High Schools in Bangkoknoi Area”. The data was collected from 250 questionnaires of M.6 students in the Bangkoknoi area in order to look at the degree of their satisfaction with these two brands of ice cream.

After the collected data was entered into Statistical Package for the Social Science (SPSS Version 12.0 processes), the results were divided into 3 parts based on the objectives of the study.

- 4.1 Respondents’ general information
- 4.2 Respondents’ satisfaction with Wall’s and Nestle ice cream
- 4.3 Respondents’ opinions and suggestions for Wall’s and Nestle ice cream

4.1 RESPONDENTS’ GENERAL INFORMATION

This part shows the respondents’ general information including the demographic information and ice cream purchasing behavior. The results are presented in the form of numbers and percentages below in Tables 4-10.

4.1.1 Gender

According to Table 4, most respondents were female (71.2%).

Table 4. Descriptive Statistics for Gender of the Respondents

Gender	Frequency	Percentage
Male	72	28.8
Female	178	71.2
Total	250	100.0

4.1.2 Age

Table 5 represents statistical data on the age of the respondents. The majority of the respondents were 18 years old (45.6%), followed by 17 years old (41.2%). The smallest group of the respondents were 15 years old (3.2%).

Table 5. Descriptive Statistics for Age of the Respondents

Age	Frequency	Percentage
15 years old	8	3.2
16 years old	25	10.0
17 years old	103	41.2
18 years old	114	45.6
Total	250	100.0

4.1.3 Daily Allowance

Table 6 describes statistical data on the daily allowance of the respondents. More than half of the respondents received a daily allowance of 100-150 THB/day (52.4%). 37.6% received a daily allowance at less than 100 THB/day. The smallest group of the respondents received a daily allowance of more than 300 THB/day (0.8%).

Table 6. Descriptive Statistics for Daily Allowance of the Respondents

Daily allowance (THB/Day)	Frequency	Percentage
Less than 100	94	37.6
100-150	131	52.4
151-200	19	7.6
201-250	4	1.6
More than 300	2	0.8
Total	250	100.0

4.1.4 Frequency of Ice Cream Purchases

Table 7 explains the statistical data on the frequency of ice cream purchasing of the respondents. It shows that the biggest group representing 33.2% purchased ice cream more than 1 time per week. 24% of the respondents purchased ice cream 1 time per week and only 9.2% purchased ice cream everyday.

Table 7. Descriptive Statistics for Frequency of Ice Cream Purchases

Frequency of Ice Cream Purchases	Frequency	Percentage
Everyday	23	9.2
1 time per week	60	24.0
More than 1 time per week	83	33.2
1 time per two weeks	35	14.0
1 time per month	33	13.2
Other	16	6.4
Total	250	100.0

4.1.5 Money Spent on Ice Cream Purchases

As shown in Table 8, most respondents spent less than 20 THB/time (73.6%) when purchasing ice cream, followed by 20-50 THB/time (21.2%). Only 0.8% spent more than 100 THB/time when purchasing ice cream.

Table 8. Descriptive Statistics for Money Spent on Ice Cream Purchases

Money Spent (THB/per time)	Frequency	Percentage
Less than 20	184	73.6
20-50	53	21.2
50-100	11	4.4
More than 100	2	0.8
Total	250	100.0

4.1.6 Preferable Type of Ice Cream

Table 9 represents statistical data on the preferable type of ice cream respondents purchased most often. The majority of the respondents purchased ice cream bars most often (38.0%), followed by ice cream cones (28.0%). The smallest group of the respondents purchased ice cream scoops most often (16.4%).

Table 9. Descriptive Statistics for Preferable Type of Ice Cream

Ice Cream Type	Frequency	Percentage
Ice cream cone	70	28.0
Ice cream scoop	41	16.4
Ice cream bar	95	38.0
Ice cream cup	44	17.6
Total	250	100.0

4.1.7 Most Selected Ice Cream Brand

Table 10 describes the statistical data of the ice cream brand respondents chose more often. The table shows that most respondents consumed Wall's ice cream (69.6%) more often than Nestle ice cream (30.4%).

Table 10. Descriptive Statistics for the Most Selected Ice Cream Brand

Ice Cream Brand	Frequency	Percentage
Nestle	76	30.4
Wall's	174	69.6
Total	250	100.0

4.2 RESPONDENTS' SATISFACTION WITH WALL'S AND NESTLE ICE CREAM

This part shows the respondents' satisfaction level and the key factors that make teenagers' satisfied with Wall's and Nestle ice cream. The second part of the questionnaire was designed to measure the satisfaction level covering three areas: satisfaction of brand acceptance, satisfaction of brand image and satisfaction of marketing strategies. The respondents' suggestions for Wall's and Nestle ice cream are also included in this part.

4.2.1 Overall Satisfaction with Wall's and Nestle Ice Cream

As shown in Table 11, the overall satisfaction level of the respondents is displayed as follows:

The respondents were satisfied with Wall's ice cream (3.78) more than Nestle ice cream (3.63). However, the overall satisfaction score for both brands could be interpreted as 'Good'.

For Wall's ice cream, the respondents were most satisfied with brand acceptance with the score of 3.87 or 'Good'. In contrast, for Nestle ice cream, the respondents were most satisfied with marketing strategies with the score of 3.69 or 'Good'. However, the satisfaction level for Nestle marketing strategies (3.69) was still lower than the satisfaction level for Wall's marketing strategies which were rated as the second highest level of satisfaction (3.81). The lowest satisfaction level for Wall's and Nestle ice cream was given to the brand image with the score of 3.49 or 'Good' and 3.28 or 'Moderate' respectively.

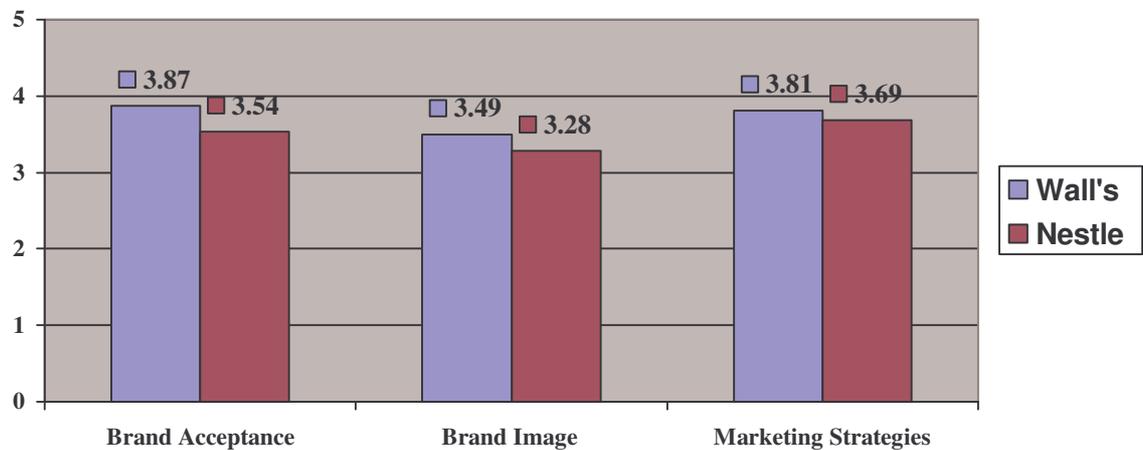
Table 11. Descriptive Statistics for Overall Satisfaction with Wall's and Nestle Ice Cream

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
Brand Acceptance	3.87	0.56	Good	3.54	0.59	Good
Brand Image	3.49	0.82	Good	3.28	0.82	Moderate
Marketing Strategies	3.81	0.52	Good	3.69	0.53	Good
Total	3.78	0.49	Good	3.63	0.51	Good

* Satisfaction Level n = 250.

In order to make the results of overall satisfaction with Wall's and Nestle ice cream easier to understand and to compare, the above results are displayed in graphical form in Figure 2.

Figure 2. Graphical figure for the overall satisfaction with Wall's and Nestle ice cream.



4.2.2 Satisfaction of Brand Acceptance

Table 12 describes the respondents' satisfaction level with Wall's and Nestle brand acceptance. The respondents were satisfied with Wall's more than Nestle ice cream. The satisfaction level for Wall's ice cream was 3.87 or 'Good', whereas the satisfaction level for Nestle ice cream was 3.54 or 'Good'.

The highest satisfaction level for Wall's and Nestle ice cream was given to the same factor 'this ice cream brand is well known among teenagers'. For this factor, the respondents rated Wall's ice cream with the score of 4.52 or 'Excellent', while they rated Nestle ice cream with the score of 4.14 or 'Good'. The next highest level of satisfaction was also given to the same factor 'this ice cream brand is accepted by my friends'. However, the satisfaction level for Wall's ice cream (4.15 or 'Good') was higher than the satisfaction level for Nestle ice cream (3.82 or 'Good'). The factor 'I would like to be the same as my favorite actor/actress who also eats this ice cream brand' got the lowest satisfaction level both for Wall's and Nestle ice cream. The satisfaction level for Nestle ice cream was 2.62 or 'Moderate' while the satisfaction level for Wall's ice cream was 2.57 or 'Bad'.

Table 12. Descriptive Statistics for Satisfaction of Brand Acceptance

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
This ice cream brand is accepted by my friends.	4.15	0.77	Good	3.82	0.83	Good
This ice cream brand is preferred by my family.	3.96	0.94	Good	3.52	0.91	Good
This ice cream brand is well known among teenagers.	4.52	0.71	Excellent	4.14	0.79	Good
I would like to be the same as my favorite actor/actress who also eats this ice cream brand.	2.57	1.25	Bad	2.62	1.27	Moderate
I get more familiar with this ice cream brand.	4.14	0.95	Good	3.62	0.90	Good
Total	3.87	0.56	Good	3.54	0.59	Good

* Satisfaction Level n = 250.

4.2.3 Satisfaction of Brand Image

Table 13 describes the respondents' satisfaction level with Wall's and Nestle brand image. The table shows that the overall satisfaction level for Wall's brand image (3.49) was higher than the overall satisfaction level for Nestle brand image (3.28). The score of Wall's ice cream could be interpreted as 'Good', whereas the score of Nestle ice cream could be interpreted as 'Moderate'.

The highest level of satisfaction for Wall's and Nestle ice cream was given to the factor 'I like the brand image of this ice cream because it looks reliable' with the score of 3.99 or 'Good' and 3.71 or 'Good' respectively. Similarly, the second highest level of satisfaction for both brands was given to the same factor 'This ice cream brand reflects the image of a teenager who is modern and chic'. The respondents rated Wall's ice cream with the score of 3.42 but they rated Nestle ice cream with the score of 3.21. The factor 'eating this ice cream's brand makes me look wealthy in society' got the lowest level of satisfaction for both brands. Wall's ice cream was rated with the score of 2.86 or 'Moderate', while Nestle ice cream was rated with the score of 2.78 or 'Moderate'. The results show that the satisfaction level for Wall's ice cream on these three mentioned factors was higher than the satisfaction level for Nestle ice cream.

Table 13. Descriptive Statistics for Satisfaction of Brand Image

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
I like the brand image of this ice cream because it looks reliable.	3.99	0.94	Good	3.71	0.89	Good
This ice cream brand reflects the image of a teenager who is modern and chic.	3.70	1.00	Good	3.41	0.95	Good
Eating this ice cream's brand makes me look wealthy in society.	2.86	1.27	Moderate	2.78	1.28	Moderate
Its music and movie marketing strategies suit my lifestyle.	3.42	1.21	Good	3.21	1.10	Moderate
Total	3.49	0.82	Good	3.28	0.82	Moderate

* Satisfaction Level n = 250.

4.2.4 Overall Satisfaction of Marketing Strategies

According to Table 14, the respondents were satisfied with Wall's marketing strategies more than Nestle marketing strategies with the rating score of 3.81 and 3.69 respectively. The score of both brands could be interpreted as 'Good'.

For both brands, product strategy was rated with the highest level of satisfaction. Wall's ice cream was rated with the score of 3.99 or 'Good', while Nestle ice cream was rated with the score of 3.80 or 'Good'. The distribution channel strategy was rated with the second highest level of satisfaction for both brands. Wall's ice cream was rated with the score of 3.84, whereas Nestle ice cream was rated with the score of 3.71. The lowest level of satisfaction for both brands was given to promotion strategy. The respondents rated Wall's ice cream with the score of 3.58 or 'Good', while they rated Nestle ice cream with the score of 3.55 or 'Good'. The results show that the satisfaction level for Wall's ice cream on these three mentioned factors was higher than the satisfaction level for Nestle ice cream.

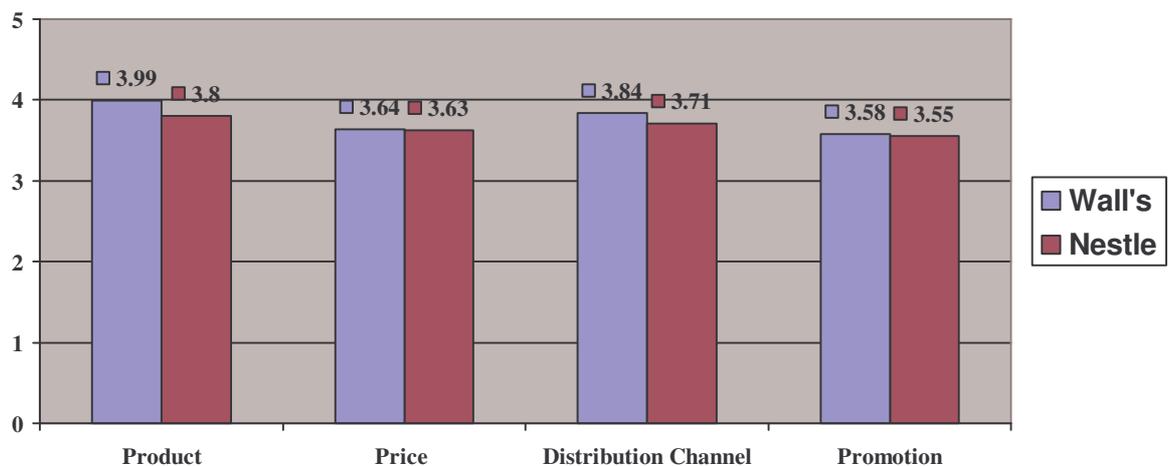
Table 14. Descriptive Statistics for Overall Satisfaction of Marketing Strategies

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
Product	3.99	0.55	Good	3.80	0.52	Good
Price	3.64	0.89	Good	3.63	0.87	Good
Distribution Channel	3.84	0.62	Good	3.71	0.62	Good
Promotion	3.58	0.78	Good	3.55	0.79	Good
Total	3.81	0.52	Good	3.69	0.53	Good

* Satisfaction Level n = 250.

In order to make the results of the overall satisfaction with Wall's and Nestle marketing strategies easier to understand and to compare, the above results are displayed in the form in Figure 3.

Figure 3. Graphical figure for the overall satisfaction with Wall's and Nestle marketing strategies.



4.2.5 Satisfaction of Products

Table 15 describes the respondents' satisfaction level with Wall's and Nestle products. The table shows that the respondents were satisfied with Wall's products (3.99) more than Nestle products (3.80). The rating score of both brands could be interpreted as 'Good'.

For Wall's ice cream, the first two factors that got the highest level of satisfaction were 'Ice cream is variable' (4.12) and 'Ice cream taste is good' (4.11). On the contrary, for Nestle ice cream, the first two important factors which got the highest level of satisfaction were 'I feel that this ice cream brand is cleaner' and 'Ice cream is variable'. The respondents rated them with the same score of 3.90 or 'Good'. The next highest satisfaction level for both brands was given to the factor 'The quality of ice cream's ingredients is good'. The score of this factor was 4.05 or 'Good' for Wall's ice cream and was 3.87 or 'Good' for Nestle ice cream. The factor 'I like trying new things and this brand always offers more new flavors' got the lowest level of

satisfaction for both brands. The rating score of Wall's ice cream was 3.43 or 'Good', while the rating score of Nestle ice cream was 3.68 or 'Good'.

Table 15: Descriptive Statistics for Satisfaction of Products

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
I like trying new things and this brand always offers more new flavours.	3.83	0.99	Good	3.68	0.94	Good
I feel that this ice cream brand is cleaner	4.03	0.90	Good	3.90	0.84	Good
Ice cream is variable.	4.12	0.88	Good	3.90	0.91	Good
The quality of ice cream's ingredients is good.	4.05	0.89	Good	3.87	0.87	Good
Ice cream taste is good.	4.11	0.69	Good	3.82	0.61	Good
Package is variable.	3.91	0.73	Good	3.73	0.67	Good
Package is attractive and beautiful.	3.89	0.65	Good	3.71	0.67	Good
Total	3.99	0.55	Good	3.80	0.52	Good

* Satisfaction Level n = 250.

4.2.6 Satisfaction of Prices

Table 16 presents the respondents' satisfaction level with the prices of Wall's and Nestle ice cream. The table shows that the satisfaction level for both brands was almost the same. The rating score of Wall's ice cream was 3.64 or 'Good' and the rating score of Nestle ice cream was 3.63 or 'Good'.

For both brands, the factor 'the price is appropriate with my economic status' had the higher level of satisfaction. For this factor, the respondents rated Wall's ice cream with the score of 3.71 or 'Good' and rated Nestle ice cream with the similar score of 3.70 or 'Good'.

Table 16: Descriptive Statistics for Satisfaction of Prices

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
The price is reasonable according to its quality	3.57	1.03	Good	3.56	1.00	Good
The price is appropriate with my economic status	3.71	0.95	Good	3.70	0.94	Good
Total	3.64	0.89	Good	3.63	0.87	Good

* Satisfaction Level n = 250.

4.2.7 Satisfaction of Distribution Channels

As shown in Table 17, the satisfaction level for Wall's distribution channels was higher than the satisfaction level for Nestle's distribution channels. The respondents rated Wall's distribution channels with the score of 3.84 or 'Good', while they rated Nestlé's distribution channels with the score of 3.71 or 'Good'.

For both brands, the factor 'Distribution channel is available' was rated with the highest level of satisfaction. Wall's ice cream was rated with the score of 4.44 or 'Excellent', whereas Nestle ice cream was rated with the score of 3.87 or 'Good'. For both brands, the second highest level of satisfaction was given to the same factor 'Distribution channel is variable'. Wall's ice cream was rated with the score of 4.16 but Nestle ice cream was rated with the lower score of 3.81. The next highest level of satisfaction for Wall's ice cream was given to the factor 'ice cream is always on shelf' (3.89), followed by the factor 'product display is neat and beautiful' (3.88). On the other hand, the next highest level of satisfaction for Nestle ice cream was given to the factor 'Product display is neat and beautiful' (3.78), followed by 'ice cream is always on shelf' (3.75).

For the tricycle distribution channel, the overall satisfaction level for Wall's ice cream (3.70) was higher than the overall satisfaction level for Nestle ice cream (3.64). However, the score of both brands could be interpreted as 'Good'. The highest satisfaction level for Wall's ice cream (3.94) and Nestle ice cream (3.81) was given to the same factor 'Design of tricycle is attractive'. Furthermore, the lowest satisfaction level for Wall's ice cream (3.54) and Nestle ice cream (3.52) was given to the same factor 'Costume of tricycle sales representative is nice'.

Similarly, for the freezer distribution channel, the overall satisfaction level for Wall's ice cream (3.75) was higher than the overall satisfaction level for Nestle ice cream (3.70). Nevertheless, the score of both brands could be interpreted as 'Good'. The highest satisfaction level for Wall's and Nestle ice cream was given to the same factor 'price board is available' with the same score of 3.82 or 'Good'. The respondents were least satisfied with Wall's and Nestle freezer on the same factor 'design of freezer is attractive'. This factor was rated with the score of 3.69 or 'Good'.

for Wall's ice cream, while it was rated with the score of 3.60 or 'Good' for Nestle ice cream.

Table 17. Descriptive Statistics for Satisfaction of Distribution Channels

Description	Wall's			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
Distribution channel is available	4.44	0.79	Excellent	3.87	0.94	Good
Distribution channel is variable	4.16	0.85	Good	3.81	0.83	Good
Product display is neat and beautiful	3.88	0.89	Good	3.78	0.87	Good
Ice cream is always on shelf	3.89	1.04	Good	3.75	1.06	Good
1.1 Tricycle						
Design of tricycle is attractive	3.94	1.01	Good	3.81	0.94	Good
Music from tricycle is nice & has appropriate volume	3.79	1.05	Good	3.64	0.96	Good
Volume of music is appropriate	3.60	1.02	Good	3.61	0.99	Good
Tricycle sales representative is polite, friendly & knowledgeable	3.60	1.01	Good	3.64	0.93	Good
Costume of tricycle sales representative is nice	3.54	0.95	Good	3.52	0.92	Good
Total	3.70	0.77	Good	3.64	0.70	Good
1.2 Ice cream Freezer						
Design of freezer is attractive	3.69	1.03	Good	3.60	0.93	Good
Price board is available	3.82	0.99	Good	3.82	0.99	Good
Price board is clear and updated	3.75	0.94	Good	3.70	0.92	Good
Total	3.75	0.84	Good	3.70	0.79	Good
Grand Total	3.84	0.62	Good	3.71	0.62	Good

* Satisfaction Level n = 250.

4.2.8 Satisfaction of Promotions

Table 18 describes the respondents' satisfaction level with the promotions of Wall's and Nestle ice cream. The table presents that the satisfaction level for both brands was not much different. The satisfaction level for Wall's ice cream was rated with the score of 3.58 or 'Good' and the satisfaction level for Nestle ice cream was rated with the score of 3.55 or 'Good'.

The factor 'advertising through various media such as TV and radio is adequate' was rated with the highest level of satisfaction both for Wall's and Nestle ice cream. However, the satisfaction score for Wall's ice cream (4.02 or 'Good') and Nestle ice cream (3.69 or 'Good') was quite different. The second highest level of

satisfaction was also given to the same factor ‘Advertising is so attractive and various that I want to try’. Wall’s ice cream was rated with the score of 3.90, whereas Nestle ice cream was rated with the score of 3.64. The lowest satisfaction level for Wall’s and Nestle ice cream was again given to the same factor ‘I like to collect the premium of this ice cream brand’ with the score of 3.24 or ‘Moderate’ and 3.39 or ‘Moderate’ respectively.

Table 18. Descriptive Statistics for Satisfaction of Promotions

Description	Wall’s			Nestle		
	\bar{x}	S.D.	Level *	\bar{x}	S.D.	Level *
This ice cream always offers discount	3.26	1.15	Moderate	3.48	1.09	Good
I like to collect the premium of this ice cream brand	3.24	1.27	Moderate	3.39	1.18	Moderate
Promotion is all year round	3.50	1.02	Good	3.57	1.03	Good
Promotions is attractive	3.56	1.03	Good	3.52	1.02	Good
Advertising is so attractive and various that I want to try	3.90	0.91	Good	3.64	0.93	Good
Advertising through various media such as TV and radio is adequate	4.02	0.94	Good	3.69	1.00	Good
Total	3.58	0.78	Good	3.55	0.79	Good

* Satisfaction Level n = 250.

4.3 RESPONDENTS’ OPINIONS AND SUGGESTIONS FOR WALL’S AND NESTLE ICE CREAM

The third part of the questionnaire included open-end questions asking the respondents to give their opinions and suggestions for Wall’s and Nestle ice cream. Therefore, this part provides this information. Their opinions and suggestions are summarized as follows:

4.3.1 Wall’s Ice Cream

In terms of brand acceptance and brand image, the respondents were quite satisfied with them. They thought that Wall’s was a good and well-known brand. Moreover, its brand and image looked quite reliable.

In terms of product, some respondents were impressed with the good quality of Wall's products. Furthermore, Wall's products looked clean and attractive for them. However, the respondents would like the company to launch more new flavors with various styles of ice cream in order to increase more options for them.

Regarding the price, although some respondents thought that the price of Wall's ice cream was suitable, most of them complained that the price was too high for students, especially ice cream cones. They suggested that the company should lower the price so that the students can afford to buy Wall's ice cream more comfortably.

In terms of distribution channel, the respondents were quite satisfied with Wall's distribution channels due to their variety and their abundance. Many respondents could find ice cream easily in 7-Eleven. Only a few respondents would like the company to increase more distribution channels such as tricycle.

For the promotion, the respondents were impressed with Wall's promotion and advertising. Only a few suggestions were given. For example, the respondents would like the company to focus more on advertising for teenagers and adults because there was too much advertising for children at this moment. More promotions such as discounts or free premiums would interest them as well.

4.3.2 Nestle Ice Cream

In terms of brand acceptance and brand image, the respondents' opinions of Nestle brand were similar to those of Wall's brand. They were satisfied with the Nestle brand because it was well known and looked reliable. Only a few respondents mentioned that Wall's brand was more well-known than Nestle brand.

In terms of products, the opinions for Nestle ice cream were not much different from those for Wall's ice cream. Many of the respondents were happy with Nestle products in terms of good quality and cleanliness. Some respondents mentioned that Nestle has increased more flavours of ice cream than in the past. Nevertheless, a few respondents suggested that the company should produce more various products and make them look more attractive and beautiful in order to interest the consumers.

For the price, the number of opinions concerning the high price of Nestle ice cream was less than those of Wall's ice cream. Nevertheless, many respondents still would like the company to reduce the ice cream price, especially ice

cream cones. They thought that the price should be more suitable for students' economic status.

Regarding the distribution channel, half of the respondents were impressed with the distribution channels of Nestle ice cream but half of them still would like the company to increase the distribution channels, especially ice cream freezers. They indicated that they could find Nestle ice cream sold through ice cream tricycles only.

In terms of promotion, the respondents were satisfied with Nestle's promotion and advertising. However, increasing more attractive advertising and promotions such as discounts would help generate more sales.