

CHAPTER FIVE

CONCLUSIONS, DISCUSSION AND RECOMMENDATION

This chapter presents 1) a summary of the study, 2) a summary of the findings, 3) discussions of teenagers' satisfaction with Wall's and Nestle ice cream, 4) conclusions, and 5) recommendations for further research.

5.1 SUMMARY OF THE STUDY

This section summarizes the objectives of the study and the research methodology including the subjects, materials and procedures.

5.1.1 Objectives of the Study

This study aimed to measure the degree of teenagers' satisfaction with Wall's and Nestle ice cream in terms of brand acceptance, brand image and marketing strategies. This is critical because it can help the ice cream producers know if their teenage consumers are satisfied with their products. Furthermore, it investigated the key factors making teenagers' satisfied with Wall's and Nestle ice cream. Lastly, it also aimed to obtain their feedback and suggestions which might be beneficial for both companies in developing their products to meet customer satisfaction, which can help improve their sales performance and increase their market share.

5.1.2 Subjects, Materials, and Procedures

The subjects of this study were M.6 students from five institutes in the Bangkoknoi area. The five institutes consisted of Satri Watrakang School, Chinorotwittayalai School, Suwannaram Wittayakom School, Watdusitaram Secondary School and Suananant School.

The questionnaires, which were used as the instruments of this study to measure the degree of satisfaction with Wall's and Nestle ice cream, were distributed to 250 students from these five institutes. Teachers from each school helped distribute them to their students during December 2008-January 2009. The questionnaire consisted of 3 parts. Part one related to the demographic information and ice cream consumption behaviour. Part two asked for the satisfaction level for Wall's and Nestle

ice cream. The last part asked for suggestions and comments for further improvement. All data received from the questionnaires was analyzed by the SPSS program.

5.2 SUMMARY OF THE FINDINGS

The results of the study can be summarized as follows:

5.2.1 General Information and Ice Cream Consumption Behaviour

According to the results of the study, 71.2% of the respondents were female. Most of them were around the age of 17 and 18 years old. Moreover, more than half of them (52.4%) received a daily allowance of 100-150 THB/day.

Regarding ice cream consumption behavior, most of the respondents (33.2%) purchased ice cream more than 1 time per week, followed by 1 time per week (24%). For the amount spent, the majority of the respondents spent less than 20 THB/time when purchasing ice creams. Furthermore, ice cream bars (38%) and ice cream cones (28%) were consumed most often by the respondents. Regarding the ice cream brand the respondents consumed more often, 69.8% selected Wall's ice cream, which was more than Nestle ice cream.

5.2.2 Teenagers' Satisfaction with Wall's and Nestle Ice Cream

RQ 1: What are the degrees of teenagers' satisfaction towards Wall's and Nestle ice cream?

According to the results of the study, it was found that respondents were satisfied with Wall's (3.78) and Nestle ice cream (3.63). The overall satisfaction score for both brands could be interpreted as 'Good'. Nevertheless, it was noted that the satisfaction level for Wall's ice cream was higher than the satisfaction level for Nestle ice cream in all three areas including brand acceptance, brand image and marketing strategies.

The satisfaction score for Wall's ice cream could be interpreted as 'Good' in all three areas. However, for Nestle ice cream, the satisfaction score in only two areas including brand acceptance and marketing strategies were interpreted as 'Good' while another area 'brand image' could be interpreted as 'Moderate'.

For Wall's ice cream, the respondents were most satisfied with brand acceptance (3.87), while for Nestle ice cream, the respondents were most satisfied

with marketing strategies (3.69). The lowest satisfaction level for Wall's and Nestle ice cream was given to the brand image with scores of 3.49 and 3.28, respectively.

RQ 2: What are the key factors that make teenagers' satisfaction with Wall's and Nestle ice cream?

Regarding the area of brand acceptance, it was found that the respondents had higher satisfaction level for Wall's than Nestle. They thought Wall's is more well-known among teenagers and it is more accepted by their friends.

Similarly, the respondents were comparatively more satisfied with Wall's brand image because it looks reliable and reflects the image of a modern and chic teenager.

In addition, the level of satisfaction for Wall's ice cream in marketing strategies was higher than that for Nestle ice cream in all areas. Firstly, it was found that Wall's products were variable and tasted good while both brands set similar prices for their products. Also, it was found that Wall's distribution channels were available and variable. Wall's tricycles were regarded as more attractive but their music was less appropriate and their sales representatives were less polite, friendly and knowledgeable. Lastly, Wall's promotions were not much different from Nestle's. The respondents were satisfied with the sufficient and attractive advertising media on TV and radio that made them want to try their products.

RQ 3: Do the teenagers have any feedback or suggestions for further improvement of the products from these two companies?

According to the information summarized from the last part of the questionnaire, it was found that the respondents had similar feedback and suggestions for Wall's and Nestle ice cream. The respondents were satisfied with Wall's and Nestle ice cream in terms of brand acceptance and brand image. They thought that both brands were well-known and looked reliable. Moreover, they were satisfied with the products in terms of their cleanliness and good quality of products. However, they would like both companies to launch more variable ice creams with more flavours and styles so that they have more options. For the price, many of them suggested that both companies should reduce the price of some types of ice cream, especially ice cream

cones and make it suitable with students' economic status. For the distribution channels, most respondents were satisfied with them. Nevertheless, a few respondents would like Wall's Company to increase the number of tricycles and would like Nestle Company to increase the number of freezers. Regarding the promotion, they desired both companies to give more discounts and free premiums.

5.3 DISCUSSION

This section includes a discussion of the respondents' demographic information, the respondents' consumption behavior, and the satisfaction degrees in terms of brand acceptance, brand image and the marketing strategies.

Regarding the demographic information and ice cream consumption behaviour of the respondents, some results were similar to those of the previous studies. For example, most of the respondents purchased ice cream more than 1 time per week, followed by 1 time per week. This showed similarity with the study of Noppawan Arunplungsunti (2003, p.86) which stated that teenagers of 15-17 years old normally consumed ice cream about 1-2 times per week. Moreover, the results showed that ice cream bars and ice cream cones were consumed most often. These results were the same as the results referred by Prim Phisolayabutra (1997) in terms of ice cream type that the consumers purchased most often. In addition, the results showed that Wall's was the ice cream brand that the respondents purchased most often. Similarly, Noppawan Arunplungsunti (2003) said that the ice cream brand that people consumed most often was Wall's.

From the results of the demographic information and ice cream consumption behaviour of the respondents, some generalizations can also be drawn. For instance, most of the respondents did not get a high amount of daily allowance. More than 80% of the respondents received a daily allowance of less than 150 THB/day. Moreover, most of them spent less than 20 THB/time when purchasing ice cream. This showed the budget limitation of teenagers. Therefore, the ice cream producers should be concerned with the ice cream price when launching ice cream for children or teenagers. These results were in accord with the suggestions of the respondents who would like the ice cream producers to reduce the price of some types of ice cream, especially ice

cream cones. As a result, if the ice cream producers would like to increase the number of teenage consumers, it is suggested to reduce the price of ice cream, especially ice cream cones because from the results, ice cream bars and ice cream cones were consumed most often by the respondents of this study. The ice cream producers can try to reduce the price of ice cream cones to be less than 20 THB so that teenagers can afford them. At present, the price of this type of ice cream from both companies is about 22-23 THB. They might try to launch a smaller size of ice cream cone with a variety of flavors in order to attract teenage consumers.

In terms of teenagers' overall satisfaction with Wall's and Nestle ice cream, the results showed that the teenage respondents were satisfied with Wall's and Nestle ice cream. Their satisfaction score could be interpreted as 'Good'. This showed that both companies could profoundly understand their teenage consumers. One of the most interesting reasons is that they have applied the process structure of total customer satisfaction service system mentioned in the literature review. For example, Nestle (Thai) Company has a Research Department which investigates the preference, trend and demand of customers in order to develop their products to meet customers' satisfaction. Moreover, both companies have implemented many marketing strategies in order to increase sales volume and customers' satisfaction such as lucky draw promotion, competitive price establishment and different channels of ice cream advertising. In addition, sales representative of each company are trained by internal and external sales and marketing specialists in order to enhance their knowledge and skill to understand their customers' needs.

However, the teenagers' satisfaction degree with Wall's and Nestle ice cream was different. According to the results of the study, the majority of the respondents were satisfied with Wall's ice cream more than Nestle ice cream in all areas including brand acceptance, brand image and marketing strategies. These results were in accord with the consumption behavior of the respondents who purchased Wall's ice cream more than Nestle ice cream. Similarly, Noppawan Arunplungsunti (2003, p.85) said that ice cream brand that people consumed most often was Wall's ice cream. One of the most probable reasons that should not be ignored is that Wall's ice cream is the pioneer brand. As mentioned in the literature review regarding the overview of Wall's and Nestle ice cream business in Thailand, Wall's ice cream seems to be more

advantaged than Nestle ice cream because it is the pioneer brand or the initial brand entering into mass ice cream market. Unilever started their Wall's ice cream business 7 years earlier than Nestle (Thai). Wilasinee Pimpaiboon (2001, p.59) referred to the statement of Alpert et al. that the pioneer brand is superior to the follower brand because the pioneer brand can create a good perception for the consumers in terms of the good quality of products, the specialization in production and the credibility of the products. This perception can make consumers have good attitude with the pioneer brand, leading them to purchase the products of the pioneer brand more than the follower brand. In addition, the pioneer brand creates the good image for its brand since it makes the consumers feel that they purchase the original products. The consumers might feel that Wall's ice cream is the original product of mass ice cream. Furthermore, when people think about Wall's brand, they think of ice cream products. In contrast, when people think about Nestle brand, they might first think of coffee products under the brand 'Nescafe' because coffee is the core product of Nestle Company. Nestle ice cream has just been developed and become well-known in the last few years. However, other factors making teenagers more satisfied with Wall's ice cream should not be excluded such as the number of distribution channels, the variety of products or the interesting promotions.

According to Kotler (2001), the factors which influence consumers' buying behaviour can be divided into four types; cultural factors, social factors, personal factors and psychological factors. Regarding brand acceptance, it was found that social factors were the key factors making teenagers most satisfied with these two brands of ice cream. For Wall's and Nestle ice cream, the first social factor which had the highest level of satisfaction was 'This ice cream brand is well known among teenagers'. It was followed by another social factor 'This ice cream brand is accepted by my friends'. This can be implied that both companies understood teenagers who prefer to be accepted by their friends and society so they were able to implement their various marketing strategies making their brand and their products well-known among teenagers.

Regarding brand image, it was found that psychological factors were the key factors making teenagers most satisfied with these two brands of ice cream. The highest level of satisfaction with Wall's and Nestle ice cream was given to the factor 'I

like the brand image of this ice cream because it looks reliable', followed by the factor 'This ice cream brand reflects the image of a teenager who is modern and chic'. However, the satisfaction level for Wall's image was higher than the satisfaction level for Nestle image. Since Wall's ice cream is the pioneer brand, it is possible that Wall's image looks better than Nestle's image in terms of their reliability, expertise and long experience in the ice cream business.

For products, the teenagers were satisfied with Wall's and Nestle ice cream. The highest satisfaction level with Wall's and Nestle ice cream was given to the factor concerning the variety of products. At present, both companies have various ice cream styles such as the cones, bars, boxes and scoops. Therefore, they should keep on developing more new ice cream styles for their teenage consumers because this is one of the most important factors that can help generate the ice cream sales. Another important way that both companies should try to improve is to launch more new flavors. According to the results, the factor 'I like trying new things and this brand always offers more new flavors' had the least satisfaction level. As a result, increasing the number of new flavors might be able to attract more consumers.

In terms of prices, the results showed that the satisfaction level of the teenagers with these two brands was very similar. According to Table 3 showing examples of price comparison between Wall's and Nestle ice cream, their present pricing strategies are not much different. If both companies would like to maintain the same price range, they should try to focus on other marketing strategies in order to attract the competitors' consumers such as launching more various promotions, creating more interesting advertising, developing different kinds of products or increasing the distribution channels. However, if they would like to increase their sales volumes, reducing the ice cream price, which was also suggested by the respondents, is one of the most interesting strategies.

For the area of distribution channels, the teenagers were satisfied with Wall's and Nestle distribution channels. Although the satisfaction level for Wall's was higher than the satisfaction level for Nestle, it was noted that the satisfaction degree of these two companies was not much different. The factor which had the highest different score between Wall's and Nestle ice cream was 'Distribution channel is available'. As mentioned in the literature review part regarding the overview of Wall's and Nestle ice

cream business in Thailand, Wall's ice cream seems to be in a better position than Nestle ice cream in terms of distribution channel because it has two big business alliances like 7-Eleven which has about 2,000 shops around the country and Family Mart which also has several branches throughout the country. Moreover, Wall's ice cream has about 50,000 ice cream freezers while Nestle has only about 13,000 ice cream freezers. Hence, in order to improve their sales performance, one of the best strategies for Nestle ice cream is that the company should try to increase the number of distribution channels so that the consumers can obtain their products more easily.

Regarding the area of promotions, the teenagers were satisfied with Wall's and Nestle promotions. The overall satisfaction level for Wall's ice cream and Nestle ice cream was not much different. As indicated in the literature review part regarding the overview of Wall's and Nestle ice cream business in Thailand, both companies have launched various similar marketing strategies such as social corporate activities and advertising. For example, the project of Wall's ice cream is called "More Rider", the project giving bicycles to children living in rural areas. Similarly, the project of Nestle ice cream is to enter into the schools around the country in order to arrange schools activities such as essay competitions or ice cream stick collection to be exchanged for educational equipment. Moreover, in terms of advertising, both companies have customized their advertising according to their target group. They have advertising for both child and teenage groups. For the satisfaction level, the highest satisfaction level was given to all advertising factors which were 'Advertising through various media such as TV and radio is adequate', followed by 'Advertising is so attractive and various that I want to try'. Therefore, both companies can maintain their advertising strategies because they satisfy the teenagers. On the contrary, they should try focus more on the discount and premium promotions since these two factors had the lowest satisfaction levels for both companies. In order to increase the sales volume, they can try giving more discounts and interesting premiums which were also mentioned by the respondents of this study in the suggestion part of the questionnaire.

5.4 CONCLUSIONS

The following conclusions can be drawn from the discussion above:

5.4.1 The teenagers were satisfied with Wall's and Nestle ice cream in all areas including brand acceptance, brand image and marketing strategies.

5.4.2 The satisfaction level for Wall's ice cream was higher than the satisfaction level for Nestle ice cream in all areas including brand acceptance, brand image and marketing strategies.

5.4.3 For Wall's ice cream, the teenagers were satisfied with brand acceptance the most but for Nestle ice cream, they were satisfied with marketing strategies the most.

5.4.4 Regarding the marketing strategies, in order to increase sales volume, both companies should try:

5.4.4.1 Launching more new ice cream flavors with more various styles

5.4.4.2 Reducing the ice cream prices, especially the ice cream cones so that the teenagers can afford them

5.4.4.3 Increasing the distribution channels such as the freezers and ice cream tricycles, especially Nestle (Thai) Ltd., so that it is easier for teenagers to buy the products

5.4.4.4 Giving more discount promotions and free premiums because of the lowest satisfaction level

5.5 RECOMMENDATIONS FOR FURTHER STUDIES

Based on the findings of the study, the following recommendations are made for further study.

5.5.1 The major limitation of the study was the generalization collected from the sample in one area of Bangkok. Moreover, due to time constraint, the sample size was limited. In order to compare the results and to get better generalization, further study in other areas with a larger sample size is suggested.

5.5.2 From the results, most teenage respondents were female. The results might be different if there were more male teenagers. Therefore, further studies with a similar number of male and female teenagers are recommended.

5.5.3 Further study on the satisfaction of other ice cream segments, such as children segment, is recommended because the child ice cream market has continuously grown among the slumping economic situation of Thailand in both companies.

5.5.4 For those who are interested in running an ice cream business or those who are running an ice cream business, they should be aware of the important factors making teenagers' satisfied. For example, the variety of the products, the cleanliness and the good taste of ice cream are the top factors making teenagers' satisfaction. Therefore, in order to attract and maintain the consumers, they should try providing various types of ice cream as much as they can and clean their freezers and their shops in order to make their ice cream look tasty and clean. This might be able to help their consumers come back to buy the products in their shops instead of their competitors' shops.