

A STUDY OF BRAND LUXURY OF ICE CREAM OUTLETS IN COIMBATORE, INDIA

S.HEMALATHA¹, S.MOGHANA LAVANYA², K.MAHENDRAN³ & V.M.INDUMATHI⁴

^{1,2,4} Assistant Professor (ARM), Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India

³ Professor & Head, Department of Agricultural & Rural Management, TNAU, Coimbatore, Tamil Nadu, India

ABSTRACT

Ice cream is an important component in desserts which was the favourite of everyone irrespective of the age. This industry has immense potential and need to be probed for further growth. Brand luxury is a new concept which measures the luxury status of a brand. Brand luxury index is used to assess the status of luxury of a brand. BLI consists of conspicuousness, uniqueness, quality, hedonism and extended self. The measurement of brand luxury will help for the marketers to fix the price and assess the level of the product in the brand. The study was conducted in icecream parlours in Coimbatore city. Kwality walls, Bon-Bon, Arun, Boomerang and Amul were the brands whose luxury was measured. Among these brands it was found that Boomerang brand found to be the luxurious brand among others taken for the study.

KEYWORDS: Ice Cream, Brand Luxury Index, Marketing Strategies