

## **CHAPTER 7**

### **SCOPE FOR FURTHER RESEARCH**

#### **7.1 Contribution Made by The Researcher to Existing Body of Knowledge:**

The researcher has critically analyzed the consumption pattern of ice cream for consumers of metro city like Pune and the findings can be applicable to all metropolitan cities of India. The researcher has redefined the target segments for ice cream and the findings of the study will help the Indian ice cream industry to better understand the customer and design their communication programs to boost the consumption of ice cream. The research findings can be treated by the academia as the base for further research in consumer preferences and consumption pattern of ice cream.

#### **7.2 Scope for Further Research:**

The ice cream industry should take up a clinical research to find out whether the ice cream consumption in winter or rainy season really leads to cold or infection in throat. A further research to understand the impact of preferences for each of the parameter related to 'ice cream consumption' on 'consumption pattern' can be studied in detail with the reasoning. The present study was conducted in urban area. Similar study may be undertaken for rural area to understand the rural customer of ice cream.

The importance of 'hygiene' factor and the short supplies during summer season demand that a detailed study on 'supply chain management' of ice cream be done.