



Inspiring Excellence

**Internship Report**  
**On**  
**Consumer Behavior Analysis of Bloop Ice Cream**

**Submitted to-**

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**Brac Business School**

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**Submitted by-**

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“Consumer Analysis Of Bloop Ice Cream”**

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## Letter Of Transmittal

December 9th, 2018

Mr. Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

Dear Sir,

With great pleasure and honor, I submit this internship report that I have been assigned to me as an important requirement of BBA program at BRAC University.

I have found the study to be pretty interesting, beneficial and knowledgeable. I have tried my level best to prepare an effective & creditable report.

This report is about the “Consumer Behavior Analysis of Bloop Ice Cream”.

I also want to thank you for your support and patience with me and I appreciate the opportunity provided by BRAC University and Analyzen Bangladesh to give me the opportunity, to work on this project.

Yours sincerely,

Farshid Humayun

Id:12204068

Brac Business School

Brac University

## Acknowledgement

I would like to express my gratitude to all the people involved both directly and indirectly in the preparation of this report. I apologize to the people whose names that I have not mentioned, and their contribution is highly appreciated by me. First & foremost of all, I would like to convey my heartiest gratitude and total devotion to almighty Allah for blessing me with the ability, strength, patience as well as keeping me active in performing my internship everyday jobs successfully.

**Mr. Feihan Ahsan**, Internship Supervisor & Lecturer of BRAC Business School, BRAC University of Bangladesh who has been my academic supervisor for the course Internship. He was kind enough to allocate his valuable time to provide me with his humble guidance, motivating thoughts, sufficient & applicable directions for the successful preparation of this report.

I would especially like to convey my gratitude to, **Mr. Ridwan Hafiz** and **Mr. Sumit Saha** at Analyzen Bangladesh for guiding me throughout my stay as an intern at the company. Without their guidance, suggestions and humbleness towards me, this report would have been incomplete.

Sincerely Yours,

Farshid Humayun

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## Executive summary

The ice-cream industry in Bangladesh has been here from the 1950's. Igloo is one of the oldest and most popular in the ice-cream industry of Bangladesh followed by the popular brand Polar. The ice-cream industry of Bangladesh is worth over 500 crores. The major player in the ice cream market is Igloo, as they 40-15% market share and has been a leader in the ice-cream market industry since, 1997. They are the pioneering ice cream company in Bangladesh. They started their operation in Chittagong and has been going on since 1964. The ice cream market of Bangladesh, is oligopoly. After that, there has been a lot of players in the ice cream industry. They are Polar, Kwality, Bellissimo, Zaa and Zee etc. The industry has become way more competitive than it was ever before.

Bloop Ice Cream, belongs to the parent company called Golden Harvest Ltd and entered market during the first week of April in 2013. Golden Harvest already had their expertise on, cold chains. Bloop ice-cream, is very different from all the other brands, as the other brands usually focus on their products, ingredients and taste but Bloop on the other hand tried to be vibrant, fun and humorous. They, completely went for a different approach with unique billboard and TVC advertisements. They were able to create a big buzz in the ice-cream industry.

Bloop, soon fell apart in ranks in terms of taste, brand identity and consumer preference compared to their competitors.

This report, focuses on why they fell apart and the recommendations they need to make a comeback as a great brand again.

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## **Consumer Behavior Analysis of Bloop Ice Cream**

**Introduction:** Analyzen is the first ever digital agency in Bangladesh to abroad. It started out in 2008 by by two graduating students Sumit Saha and Ridwan Hafiz from BUET computer science and engineering. It quickly gained success and became a one stop digital agency of one the largest brand portfolio in Bangladesh. Analyzen has gained a lot of clients over the years. Some of their clients are, Samsung Mobile and Consumer Electronics, Brands of Unilever, Grameenphone, Aarong,6 brands of Unilever, British American Tobacco, Microsoft Bangladesh and finally Bloop ice cream. So, to sum it up, of the biggest players of the market work with Analyzen.

The ice-cream industry is one of the vast growing industry in Bangladesh. Golden Harvest started out in the ice market in Bangladesh, with the brand called “Bloop Ice Cream”, containing at least 40 different ice cream. They are the only ice cream brand, that not only adapted a whole new marketing strategy for themselves but were able to attract huge amount of consumers with their unique styled billboards, posters located all over the Bangladesh. They were able to create a buzz for themselves which they wanted to do so, when they entered the ice-cream industry. Bloop ice cream became a client of Analyzen Bangladesh around 2016, where the digital agency not only promotes their facebook page but also makes marketing campaigns, events and promotional posts. Bloop ice cream slowly has been introducing new variations of ice cream over the years with new addition of premium line ice cream tubs to their already existing flavors.

**Background:**

Golden Harvest has been one of the pioneering force in the frozen food sector in Bangladesh. Moreover, it is one of the country's first company to develop its own cold chain network in collaboration with USAID. Golden Harvest Ice Cream Ltd. is one of its subsidiary The brand Bloop ice cream is launched by Golden Harvest Ice Cream Ltd. which is a subsidiary of the Golden Harvest group. The factory of Bloop is collaborating with Tetra Pack Sweden and the production is supervised by an experienced Danish Production manager.

**Methodology:**

This internship report is based on primary and secondary data both, collected from sources of Analyzen Bangladesh.

- Primary data is collected by taking surveys of the general public who prefers ice cream containing the age group between 15-25.
- Secondary data was gathered from the internet and researching documentations processed here Bangladesh.

### **Objective of the study:**

The objective of this report is to make an analysis of the consumer behavior of Bloop Ice cream from the experience of the full time 3-month internship period I had in Analyzen Bangladesh. I set the following statements as objectives in due to be completed by the end of the internship.

- Learning about the consumer thoughts about Bloop ice cream.
- Consumer buying behavior of the brand itself.
- Marketing strategies of the brand, style of social media content and target customers.
- Build a portfolio of the digital media generated content of the brand under my supervision.

### **Limitations:**

The report is a reflection of the experienced and knowledge I gained while working as a full time intern at Analyzen Bangladesh with the client Bloop. Primary and secondary data of this report, has been collected from inside and outside from various sources outside Analyzen Bangladesh. There were a lot of circumstances and obstacles that are mentioned below:

- Not all data were revealed for the sake of retaining the client. So, unavailability of the data was one of the biggest issues.
- Constraints on time and the difficult level of the manageability of the data was a huge factor.
- Not enough secondary data available for the selected brand.
- Primary data and surveys were the only available source for data collection.

### **CEO Profile:**

Analyzen is one of the first ever digital agency to go international. Analyzen started as a software development company in 2008 by two graduating BUET students Sumit Saha & Ridwan Hafiz. Mr. Saha has been always the technology expert of the agency while, Mr. Hafiz has always been the creative expert of the company. In 2008, Mr. Risalat Siddique a man with a multi-country experience joined Analyzen as a co-investor. The brand Analyzen has been converted to a limited company in the early 2015. In addition to that, Analyzen has a branch situated at Singapore.

Mr. Enamuzzaman Chowdhury, chairman of Golden Harvest Argo Industries Ltd. has completed Bachelor of Arts from, University of Dhaka in 1963. H3's the current chairman of Golden Harvest Argo Industries Ltd. He has a 31 years of banking experience.

### **Company Profile**

Analyzen Bangladesh is creative digital marketing agency offering innovative and creative ideas and all in one solutions. It is a flat structured organization. Each individual team of Analyzen, from Senior Planners to the Office Support staff, is known as an "Analyzer". Moreover, they do not have abbreviated long corporate titles, rather cool nick names according to their own choice which gets approved by Mr. Ridwan Hafiz and Mr. Sumit Saha.

Golden Harvest is one of Bangladesh's leading business groups with diversified interests in Food, dairy, commodity, Information Technology, Logistics, Real estate, Infrastructure Development and Insurance. Golden Harvest has been a pioneering force in the frozen food sector in Bangladesh and is the country's first company to develop its own Cold Chain network in collaboration with USAID. Golden Harvest Ice Cream Ltd. launched the ice cream brand Bloop in Bangladesh, which is a subsidiary of Golden Harvest Argo Industries Ltd. Bloop ice cream offers various flavors to the general public. Right now, they have 40 different flavors to offer.

### **Company Vision**

The vision of Analyzen Bangladesh is:

To be the best digital agency out there as Analyzen's own motto is #Bestintheworld, which they use in all of their social media promotions from their page.

The vision of Golden Harvest is:

“At Golden Harvest, we draw our inspiration from the distant stars. Our team is committed to assure a standard that makes every single purchase a pleasurable experience. Our endeavor is to offer you razor sharp sparkle through accuracy, reliability, timely delivery, cutting edge technology, and tailored solution for business needs, global reach in trade and commerce and high yield on your investments.”

## **Company Mission**

Analyzen is based on 4 values - Passion, Resilience, Delivery, and Leadership and Teamwork. Their Mission is to provide a “One Stop” solution to all the brands out there.

Golden Harvest Argo Industries Ltd. mission is,

“To be the premier agro industry in the country providing high quality products and services backed by latest technology and a team of highly motivated personnel to deliver Excellence in lifestyle.”

## **Core Values**

Analyzen is based on 4 values - Passion, Resilience, Delivery, and Leadership and Teamwork. Their office is known as the "Innovation Lab" with three departments - Team Innovation, Team Superhero & Team Space Cowboys. Team Innovation works as "Relationship Manager" for the clients.

Golden Harvest’s core values are divided into 5 categories:

Trust: Our customers can trust our products because we act with integrity and do what is right.

Responsibility: We take responsibility, ensure safety of our people and products, contribute to our local communities, and care for our environment.

Collaboration: We leverage our strengths and capabilities across our organization to earn customers' respect and loyalty.

Customer focus: We are passionate about our customers and consumers and embrace their priorities as our own.



Quality: We are committed to offer the highest quality products at all times to our customers globally.

### **Innovation**

Analyzen has set a new benchmark by creating its very own global hub operation in Singapore catering to clients in both Singapore and Philippines. This initiation of global presence, introduced the company to a new partner Delwar Hossain, a veteran Finance professional who now leads the Media Buying & Ad Publishing activities of Analyzen. In Bangladesh, no other digital agency has ever done this before.

Golden Harvest, has a lot of subsidiary section like Golden Harvest Argo Industries Ltd., Golden Harvest Cold Chain Network, Golden Harvest Commodities Ltd, Golden Harvest Developers Ltd, Golden Harvest Ice Cream Ltd, Golden Harvest Info Tech Ltd, Golden Harvest Industrial Park, Golden Harvest Brain Train Studio Ltd., Nippon Express Bangladesh Ltd., Partex Aviation Ltd, Sonali Life Insurance Co. Ltd. With these increasing number of subsidiaries, Golden Harvest not only has been increasing their product lines, fields but also their innovation methods in them.

### **Customer Satisfaction**

Analyzen focus and dedicate all of their works on bringing the perfect admiration and satisfaction of their clients. The people who work in Analyzen are called Analyzers. The Analyzers are blessed to work with good people and good clients those values morals, integrity and care about people. They also provide the team with multiple learning opportunities every day. So, not only the people who work in

Analyzen are getting to learn something new every day but they get to complete work on customer satisfaction of each clients.

Golden Harvest has a competitive advantage that allows it to carefully select its profitable yet high demanding product lines in a Niche market and at the same time, enjoys high degree of independence. Thus, Golden Harvest is benchmarking itself in the Ready to cook frozen food industry in terms of quality, pricing and the exotic brand flavors with customer satisfaction.

**Team work:**

Analyzen is based on 4 values. Passion, Resilience, Delivery and Teamwork. These 4 values make analyzers to complete their works and projects as a team.

Golden Harvest believe in the following goal:

“Our people, products and processes are aligned to meet the demand of our discerning customers. Our goal is to achieve a distinction like the luminaries in the sky. Our prime objective is to deliver a quality that demonstrates a true reflection of our vision – Experiencing the lifestyle”

## **Company Culture**

Analyzen Bangladesh's office is known as the "Innovation lab", which has three departments. Team Innovation, Team Superhero & Team Space Cowboys. Team Innovation works as "Relationship Manager" for the clients.

Golden Harvest believes in a vision for creating a work-culture to foster creativity, innovation and productivity through dynamic and engaged people. They work relentlessly to establish Golden Harvest as a platform to learn, grow and contribute for consistently delivering international standard innovative products and services for an improved lifestyle.

## **Clients**

Analyzen has one of the biggest client base in social media. Some of their biggest clients are- Samsung Mobile and Consumer Electronics, 19 Brands of Unilever, Grameenphone, Aarong, 6 Brands of Nestlé Nutrition, Standard Chartered Bank, Be Here Now, Microsoft, British American Tobacco, Tonic, Himalaya Herbals, Meena Bazaar, Bloop Ice Cream, Rahim Afrooz and many more. Or to sum it up, the biggest players across different industries work with Analyzen.

## **Research**

Bangladesh's ice cream industry era started from the era of 1950's and from then, it has developed into a BDT 500 Crore industry. Since then, Bangladesh's ice cream industry has seen a lot of competitive players. Among them, Igloo still remains the first. Followed by, Polar Ice cream, third position used to be Kwality Ice cream's but now it belongs to Bellissimo Ice cream's which is a local company offering premium ice creams at affordable range. Bellissimo ice cream is aged only 5-6 years but before that, foreign brands used to dominate the huge amount of the ice cream market. Bloop Ice cream is nowhere around the top three, as Za and Zee, a late competitor but still above than Bloop ice Cream. Bloop ice cream's strategy contained of unique parody of famous brands via famous ATL channels (TVCs, Billboards, Radio channels). Parody is certainly new to Bangladesh, which is making mimicking something in a very comedic way. Bloop Ice Cream certainly, created a buzz when they entered the market, with their flashy billboards, posters and questionable billboards as people did ask themselves, what is this brand? What is it about? Etc. Then, they finally launched their product line, which contained flashy masked characters as their brand mascots with unique names.

On the other hand, the customers didn't like what bloop was offering as the taste of their ice creams felt weird and had too much color. A big buzz followed by a dissatisfaction of products, quickly made Bloop ice cream lose a huge number of customers. In addition to that, many people, knew what Bloop was but when questioned, they did not know, if it was a candy or an ice cream. So, a lot of these issues heavily damaged the brand equity.

Based on the above challenges, this report analyzed the brand Bloop Ice Cream, as why consumers don't prefer them? what made them fall on the ranks before they could rise? Etc. questions. Moreover, their market strategies also have to be questioned as they adapted a relatively new marketing approach to an ice cream brand that no one has ever done before. Which seemed good at the first but it was one of their downfalls.

### **Purpose of the Study**

This paper analyzes consumer preference, their purchase behavior, their thoughts about the brand. This analysis, will not only reveal why the brand failed as an Ice cream brand but also their flaws in their marketing strategies.

### **Problem Statement**

#### **Internship**

This consumer analysis has been conducted, as part of the Brac Business School Internship Program upon successful completion of the program.

#### **Research**

Bloop Ice Cream started off with a very big buzz in Bangladesh which not only they attracted the attention of consumers to themselves but all over the country. People questioning what about the brand is about, when known that it was an ice cream brand, almost everyone was very excited about the taste about it. Bloop Ice cream failed to emphasis on that huge buzz they generated as many general public failed to recognize the brand itself as an ice cream brand. Some of them though, this could be a tv show, a radio show or candy itself, as the brand teased themselves with their parody marketing via ATC channels.

## **Brand Element Of Bloop**

### **Brand Name**

The word “Bloop” actually means, short pitched noises or a mistake. So, basically the brand Name- Bloop, is actually short for the word ‘Bloopers’ which means mistakes that are funny. Now, this might sound extremely weird that a brand has associated itself with something that essentially means mistake. Then again, this was a conscious decision on Bloop’s part. They wanted to associate themselves with something that signifies as something that is not serious or irrational at all. Thus, they have associated themselves with the word derived from ‘Bloopers’ since bloopers are at most times irrational.

### **Products**

Bloop’s product has been divided into 2 categories, divided into 43 SKUs.

1. **Basic Product line:** This product line competes with other ice creams on the same price and mass level.
2. **Premium Product line:** This product line produces premium products with superior ingredients and are priced at a premium level. On the other hand, their premium products are tub ice- creams and are not considered to be that pricy.

### **Brand Color:**

The primary logo font color of Bloop is purple with an eye catchy yellow color in the background and the masked mascot character on the font. Recently, they ditched their mascot character and replaced it with only the font Bloop in purple color and yellow background at the back.

## **Packaging**

Bloop has an innovative packaging color than its competitors. They have used colors much more extensively than its competitors, and its baseline products have a characteristic- 'Bloop-y' eye mascot character in the packaging.

The fancy use of colors and the characteristic eyes have become Bloop's defining factors of Bloop. This has increased the consumer recall of Bloop by a lot, and ability to identify Bloop has also been increased. The colors are catchy, because of this element. As, this have made them disguisable among the other products but also it has made their product line such more complicated with unique names and use of too many fusion colors in their products.

## **Research Questions**

1. Is there a significant relation between brand identity and customers?
2. Is there a significant relation between the flavors of the products and customer preference?
3. Is there a significant relation between the price range of the products and consumer buying behavior?
4. Is there a significance relation between product names and consumer buying behavior?
5. Is there a significance relation between marketing strategies and brand perspective of the consumer?

## **Hypothesis testing**

These hypotheses will be tested later on this report.

1.Ho: There is no significant relation between brand identity and customers.

Ha: There is significant relation between brand identity and customers.

2.Ho: There is no significant relation between the flavors of the products and customer preference.

Ha: There is significant relation between the flavors of the products and customer preference.

3.Ho: There is no significant relation between the price range of the products and consumer buying behavior.

Ha: There is significant relation between the price range of the products and consumer buying behavior.

4.Ho: There is no significant relation between product names and consumer buying behavior.

Ha: There is significant relation between product names and consumer buying behavior.

5.Ho: There is no significance relation between marketing strategies and brand perspective of the consumer.

Ha: There is significance relation between marketing strategies and brand perspective of the consumer.



### **Significance of the study**

This study will ensure why an ice cream brand with an innovative market approach in Bangladesh started out as great in the industry but later fell apart. Moreover, it will also answer why their target market was advertised towards mass people while it seemed they were more favorable to the young generation. Consumer perspective of the overall brand and their products and what makes them buy their product etc.

### **Methodology**

The research of consumer behavior analysis of Bloop ice cream is conducted through an online open-ended questionnaire survey. The survey is conveyed upon the people of mostly young generation of age, mostly containing 18-25years of people.

Furthermore, the research mostly involves in a quantitative analysis of 20 questions contains either yes or no as the answer or more than that. Respondents were asked to indicate the option which, best defined their opinion about the brand and their consumer behavior. The questionnaire was also personally asked to a few people face to face before filling up the form, on their end too. Most, of the answers were from the target audience as well from the general public who has a basic idea about the ice cream industry of Bangladesh or at least heard about the Bloop brand. The online questionnaire was created on Google forms for the respondents, as they fill out the survey and conduct the research.

### **Research Design**

The function of a research design is to ensure that the evidence obtained enables us to answer the initial question as unmistakably as possible. A research design provides an outline, plan, blueprint and a framework of the research. This is an outline of how an investigation will take place and how the data is to be collected. Moreover, what instruments will be employed, how the instruments will be used and the intended means for analyzing data are collected contains in a research design.

In this report, however it is a quantitative data collection method was applied for research which evaluates the correlation of consumer behavior and Bloop ice cream. What makes consumers make decisions on the following brand? Do they prefer it? Is their marketing approach reaching the target audience? Etc. are answered later on this report.

### **Data collection Method**

The data collection method, provided the necessary data of the correspondents who filled up the questionnaire. It also a provided an overall statistics of consumer behavior and preference about the brand and their products. Furthermore, the survey was done in google docs which is an online survey platform.

### **Research Environment**

The research environment of this study ensures that the information was gathered from specific field conditions as the research was done through an online survey and a face to face interview.

### **Purpose of the study**

The purpose of the study is to bring out a correlation between consumers behaviors and Bloop ice cream. Their statistical preference about it and their perspective of the overall brand itself.

### **Sampling**

This research involved non-probability sampling as a method to select respondents. Moreover, this is called non-probability testing. On, non-probability testing sample size are selected on the basis on their availability. The respondents are selected from different organizations.

### **Sample size**

The sample size is 50 respondents which is mostly selected from different institutions. The respondents are mostly young people aged between 15-25. Some of the respondents maybe aged above. The questionnaire contained 20 questions in total.

### **Sample Procedure**

The sample of the research has been selected using a method, which contains (attribute, manual, variable) etc. and the elements of the samples has been randomly picked.

### **Instruments**

This research was conducted based on a survey questionnaire, where most of the questions are of dependent variable and most of the questions were measure by either a yes or a no. Some of the respondents wanted to include different answers, which were included into the questionnaire.

### **Variables**

Most of the variables found in the questionnaire are dependent variables as it mostly depended on consumer behavior and preference about the brand and their products.

### **Independent Variables**

Only 3 questions out of 20 questions in the questionnaire, which contained independent variables.

### **Dependent Variables**

There are 17 questions out of 20 questions, in the questionnaire which contained dependent variables.

### **Scale**

All constructs of the questionnaire were measure by a likert-scale, that contained plain yes or no as answers and more additional answers too. Moreover, the scale provided the general attitude and behavior of the consumer towards the brand and their product.

### **Data Collection**

The data collection of this report is divided into two categories.

#### **Primary data**

Online group discussion with the organization respondents. First hand data available at the agency, online group discussions and finally the questionnaire survey.

#### **Secondary data**

The data available at their website, journals and reliable articles.

## **Data Analysis**

The questionnaire was surveyed on 50 respondents aged from 15-25. The data was gathered as a percentage from the questionnaire, where it showed what percentage of the respondents responded to each question depending on their own consumer preference. The quantitative data was analyzed based on 20 questionnaires from 50 respondents. The data was measured in a Likert-scale which evaluated the attitude and perspective of each respondents. The data was converted into a percentage later on and overall, evaluated what percentage of consumer think of the products and their marketing depending on situations and outcome of the brand.

## **Key Findings**

### **Descriptive Analysis**

#### **Gender**

The questionnaire was shared with people that aged between 15-25. Male and Female respondents were in equal, in 25 each of them.

#### **Education**

Most of the respondents are university students studying at different institutes and only a few of percentage of the students are studying in schools and colleges.

#### **Hypothesis tested**

Ha: There is significant relation between brand identity and customers.

Ha: There is significant relation between the price range of the products and consumer buying behavior.

Ha: There is significant relation between product names and consumer buying behavior.

Ha: There is significance relation between marketing strategies and brand perspective of the consumer.

## **Affecting Consumer Attitudes**

The questionnaire provided an evaluated analysis of what consumers think of the brand itself. Let's divide the consumer attitudes into components. The components can be divided into the following components which are Cognitive component, Affective Component and Behavioral Component. From the survey data analysis, Bloop is affecting two of the components but not affecting one component in any way at all.

### **Cognitive Component**

Bloop is affecting the consumer attitude towards the product by their cognitive attitude towards their products and marketing promotions. They are-

- Bloop has an innovative range of flavors and how consumers are bound to choose from them.
- Bloop provides mascots for all of their ice creams and they believe they are bound to be popular.
- Bloop has flashy fusion color packaging for all of their products, which they believe are bound to sell.

The information above concludes that Bloop has a confident specific attitude towards their customers and they were confident in their products from the beginning. Unfortunately, consumers do not care about any flashy packaging or a big range of flavors. As, long as they taste great, consumers are prepared to buy good ice-creams which Bloop failed to provide.

### **Affective Component**

The factors that are affective the consumers can be divide into two sections. One is the humor and the other is the brand identity.

## **Humor**

This is one of the biggest appeal Bloop is using. Their way of parody marketing in billboards, posters and flashy packaging etc. everything just screams attention from the consumers. On the other hand, Bloop appears to be persuade consumers little to nothing in their advertisements.

In addition to that, from the questionnaire surveyed it seemed that 45.1% people liked their way of marketing and humor and 25.5% people didn't like their marketing and a few liked some of their marketing strategy.

## **Brand Identity**

The survey provided Bloop didn't provide enough brand identity for the consumers, as they thought they would be for the consumers. Their mascot cartoon characters for each product seems confusing and complex. Their use of many colors in one product sometimes makes the consumers, question the product itself, as they are not familiar with it, from the experience of other brands. Moreover, the social media marketing wanted to emphasis on emotions as they provided comic strips called "Bloop Moments", "What the Bloop fact" which put emphasis on the fact that there are moments and situations where, the consumer has to have a bloop product. The page put more focus on the cartoons rather than the product, which can be also be a cause of less awareness of their products.

On the other hand, it seems people generally didn't like taste of the ice cream itself as 52% of the consumers believe the ice cream taste bad. The rest believe, some of them taste okay but the rest taste bad, which can be another factor of consumer purchase of the product.

### **Behavioral component**

The only component which is not, affecting the consumers at all, as Bloop is not making any advertisements or campaigns to make the target market pursue their products. The last campaign of theirs was “Bloop Yummy fest” which contained free ice creams, kid games and art competition for a specific priced ticket. This campaign was focused way more towards kids rather than their targeted audience or even the mass market. So, we can conclude that, Bloop is in no way affecting the consumer behavior of their target customer. They are not attempting any new marketing strategies or attempts for reaching, new customers for their products.

Then again, other key findings from the questionnaire survey from the Appendix no. 5, 51% of the respondents think, Bloop should be way more product focused, 41.1% of the respondents thought it wasn't an ice cream brand when they first saw the billboard and 41.1% thought they were only after seeing ice cream products at the corner of the billboard. The people who tried Bloop once are 57.4%, which is a lot. It seems like Bloop was able to attract their target audience at first but failed to retain them with little to no kind of promotional activities.

### **Recommendation:**

#### **Developing the mascot characters**

Each of mascot characters can be developed for each product. Right now, all they have is a flashy eye as a face and a unique name. The characters can be further developed to bring a pull-out strategy. This way people, specially kids can relate themselves to the characters. Moreover, this can be an USP of Bloop, as no other ice cream brand besides Bloop does this. So, Bloop can use this as an advantage and an opportunity to win more customers over to their side.



### **Being more product focused**

Bloop can focus on their customers by being more product focused. Their social page mostly, promotes single product per post with a comic strip or a flashy digital art. But, people focus on the art more and on the product less. This way, they are digging their own grave. If they can focus on their product once in a while, promoting what ingredient makes the ice-cream great, people can give attention to their brand again.

### **Bringing in more Distributors**

Bloop can be more available in the market, by bringing in more distributors. Thus, a great relationship should be maintained with each distributor. Right now, it's hard to find a Bloop product in the local market, or even a premium tub of theirs.

### **Introducing a great number of carts**

Bloop can introduce ice-cream carts in front of schools, colleges, universities and parks. This way, the availability of Bloop increases. Moreover, they can supply their ice-cream to small scale restaurants, to bring in more revenue.

### **Making a stronger presence in social media**

Bloop, can relaunch their social media page and focus on lots of banners, more products and consumer engagements posts.

## **Conclusion**

This report analysis finally concludes, how consumer behavior is affected by Bloop Ice cream. Then again, the relation between marketing and consumer perception is also understood by this report. Bloop ice-cream had the edge of consumer attention but their weird way of marketing and wrong target market, got in their way. If Bloop, take strategies based on the recommendation of this report, they can be as strong as Igloo ice-cream, if not better in no time.

## **Reference:**

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- Analyzen BD. About Us. Retrieved December, 2017, from <http://www.analyzenbd.com/about-analyzen/>
- Golden Harvest Ice Cream Ltd. – Golden Harvest. (n.d.). Retrieved December, 2017, from <https://goldenharvest.org/>
- Parvez, S. (2013, April 16). Brand war heats up in ice cream market. Retrieved 2017, from <http://www.thedailystar.net/news/brand-war-heats-up-in-ice-cream-market>

## Appendix 1: Products of Bloop



GOLDEN HARVEST

**bloop**  
PRODUCT RANGE

**Premium Cone**

Exotic Chocolate	110ml	Tk.70
Exotic Vanilla	110ml	Tk.70

**Premium Cup**

Chocolate Lusc	100 ml	Tk.50
English Toffee Delight	100 ml	Tk.50
Strawberry Fresco	100 ml	Tk.50

**Premium Tub**

Chocolate Lusc	1000 ml	Tk.350
English Toffee Delight	1000 ml	Tk.350
Pralines & Cream	1000 ml	Tk.350
Strawberry Fresco	1000 ml	Tk.350
Tiramisu Bliss	1000 ml	Tk.350

**Premium Tub- Sorbet**

Tropical Lusc - Mango	500 ml	Tk.175
Tropical Lusc - Lychee	500 ml	Tk.175
Tropical Lusc - Lemon & Lime	500 ml	Tk.175

Golden Harvest Ice Cream Limited  
 Shanta Western Tower, Level 9, 4/501, 8/502, 19B, Gulshan-1, Tejgaon Link Road, Tejgaon I/A, Dhaka 1208, Bangladesh  
 Tel: +880 2 8878764-7, Fax: +880 2 8878201, www.bloop.com.bd

**Appendix 2: Bloop's Packaging**



**Appendix 3: Billboard advertisements**





**GOLDEN HARVEST**

**bloop**  
Eid Fashion

**f /bloopbd**

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**GOLDEN HARVEST**

**bloop**  
PREMIUM  
Eid Fashion

**f /bloopbd**

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**GOLDEN HARVEST**

সম্ভবকে  
অসম্ভব করাই  
ব্লুপের  
কাজ

**bloop**  
PREMIUM

এক্সোটিক চকলেট আর ভ্যানিলার  
**impossible** কবিশেশন! ক্রাফি নাটস, ক্রিমি আইসক্রিম,  
লিকুইড চকলেট এন্ড স্ট্রবেরি'র দুর্ধর্ষ **taste!**

মুখে দিলেই চাকভুম পা পা!

f /bloopbd

**Appendix 4: Controversial Advertisements**

**GOLDEN HARVEST**

মাত্র **6** মিনিটে চকলেট  
থেকে মিল্কি ভ্যানিলা

বহিরে ক্রাফি chocolate layer আর ভেতরে ব্লুপের থাক  
pure vanilla বাইটে দিলেই চকলেট থেকে  
মিল্কি ভ্যানিলার রোমাঞ্চকর টেস্টে জাদি।

**bloop**

CHOC-O-PAPA

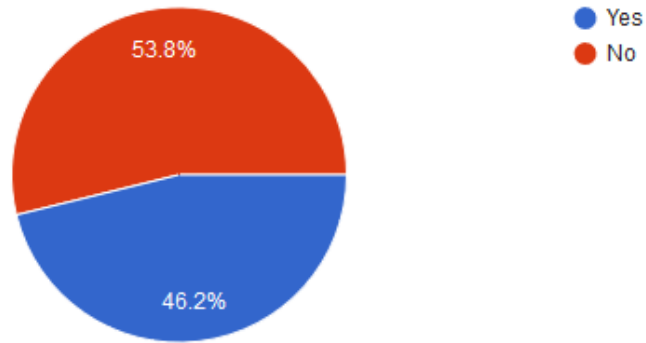
f /bloopbd

**Appendix 5: Survey taken of 52 Respondents(Male/Female)**

1. Do you prefer Bloop Ice cream over others?

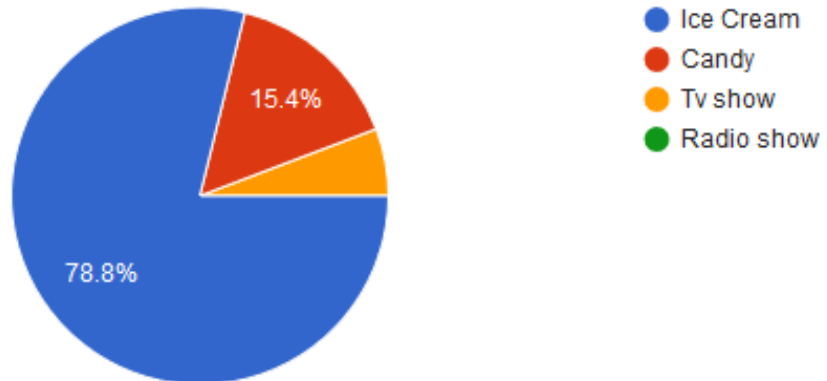


52 responses



2. Do you know what Bloop is?

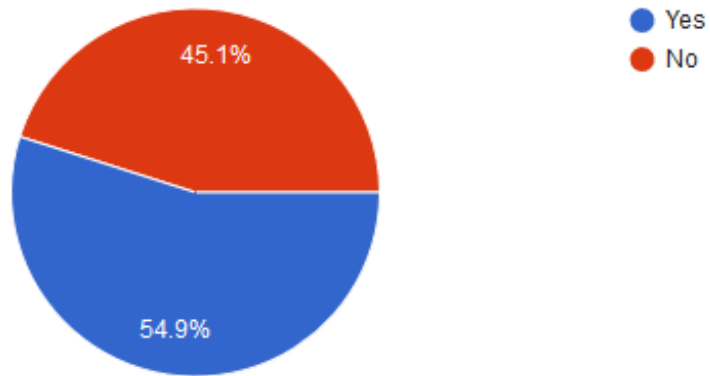
52 responses





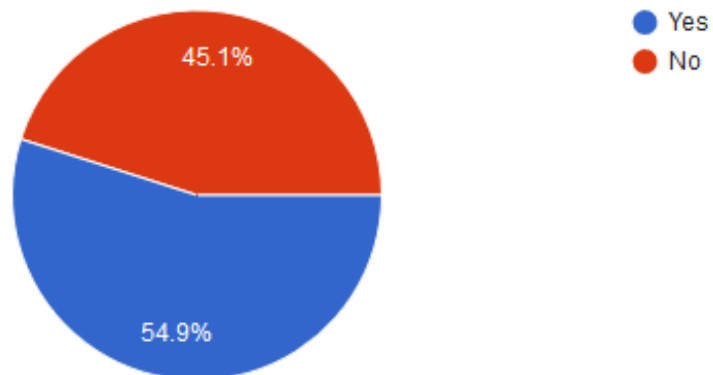
### 3. Are Bloop's product lines hard to remember?

51 responses



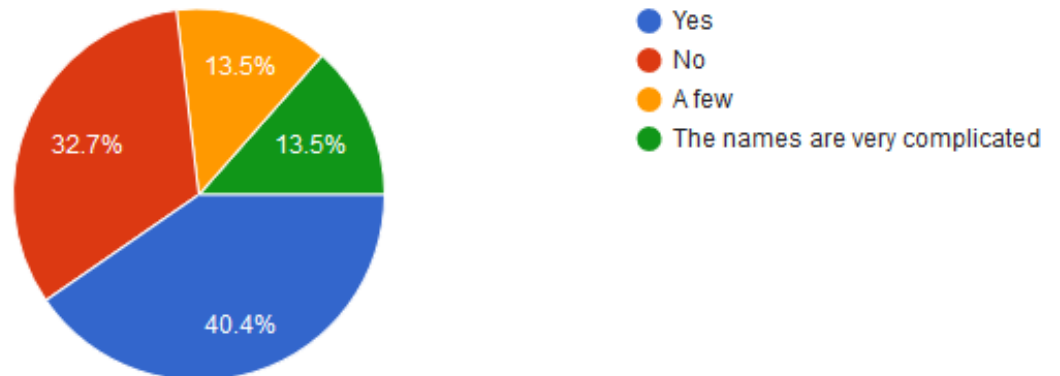
### 3. Are Bloop's product lines hard to remember?

51 responses



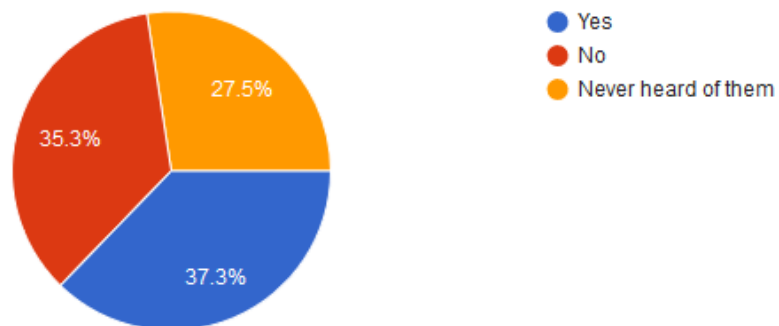
#### 4.Can you name 2-3 Bloop products?

52 responses



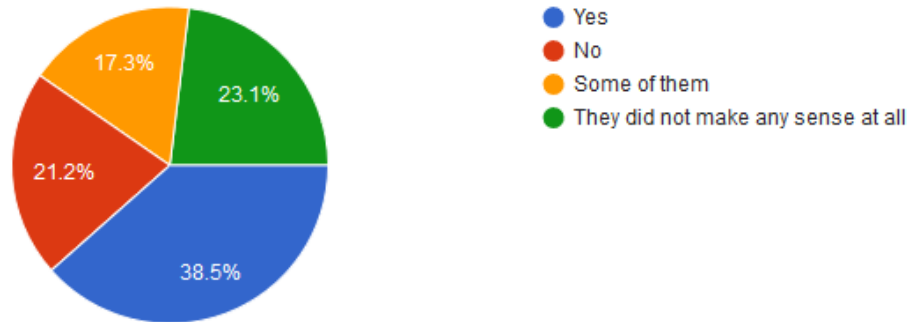
#### 5.Do you know Bloop has a premium product line?

51 responses



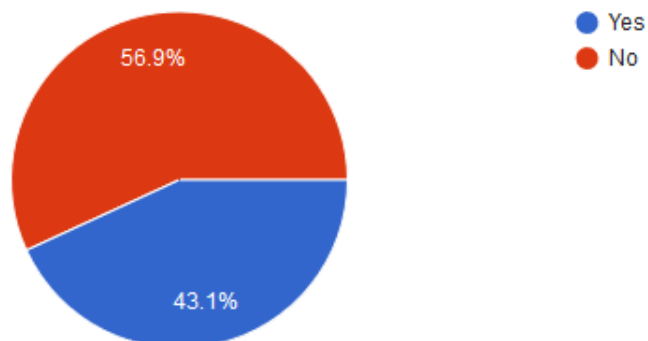
## 6. Did you find the Bloop marketing witty full?

52 responses



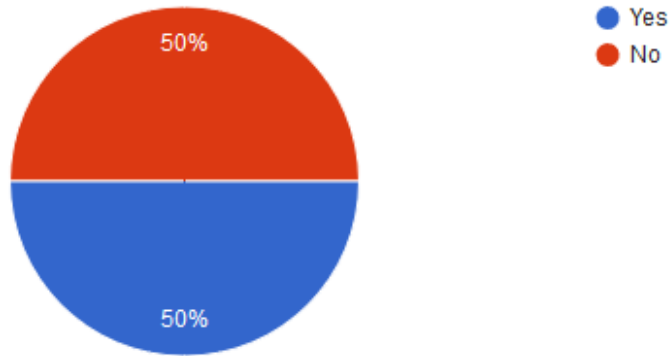
## 7. Do you think Bloop offers good products in the same price range over others?

51 responses



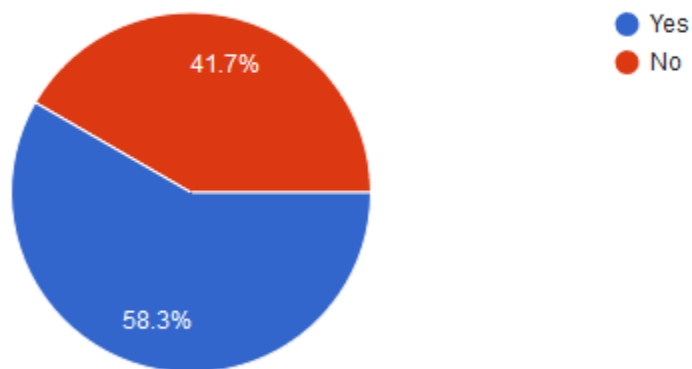
### 8. Do you like Bloop as a brand?

50 responses



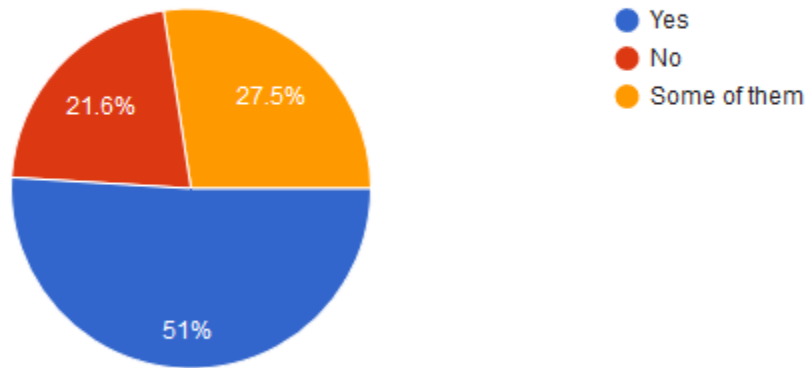
### 9. Have you ever tried Bloop ice cream?

48 responses



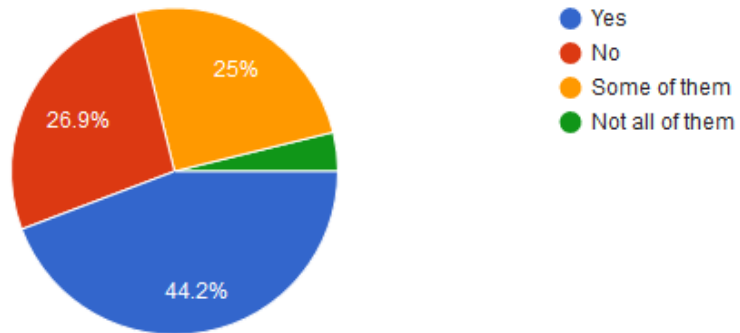
## 10. Are bloop Ice cream bad in taste?

51 responses



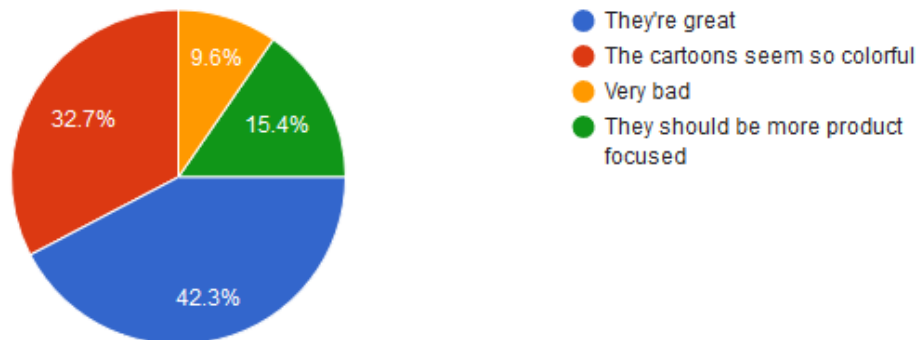
### 11. Do you like the parody of other brands and personas of Bloop ice cream?

52 responses



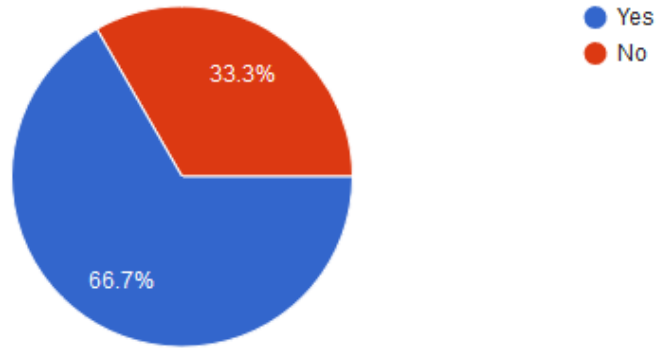
### 12. What do you think of the Bloop ice cream facebook page?

52 responses



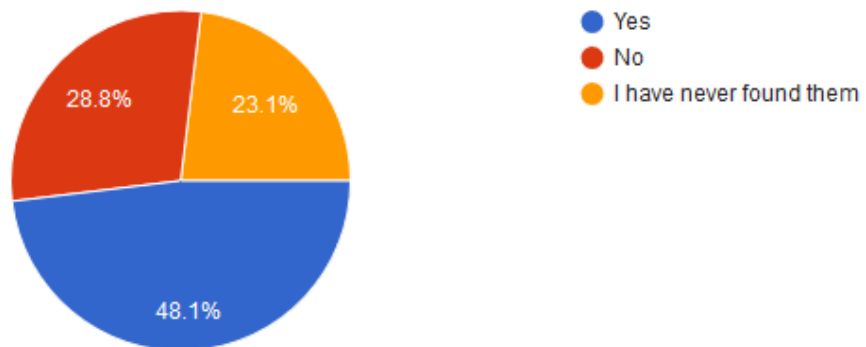
13. Do you think Bloop should focus on a few flavors instead of offering a few ones?

51 responses



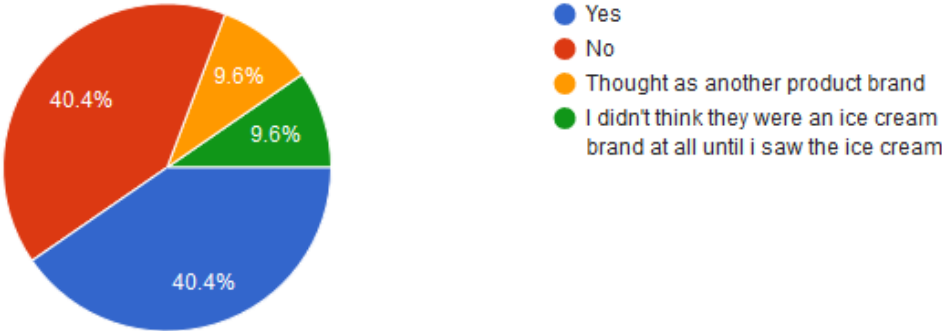
14. Did you try bloop ice cream's premium products?

52 responses



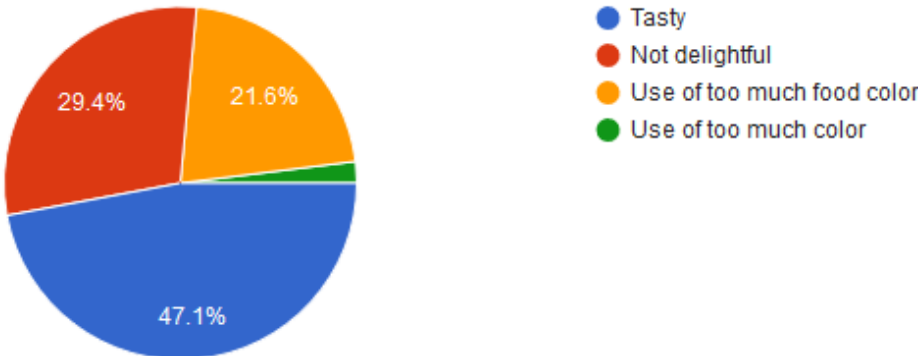
15. Did you think it was an ice cream brand at first glance,when you saw the billboards and posters?

52 responses



16.How do you compare other brands to Bloop Ice cream?

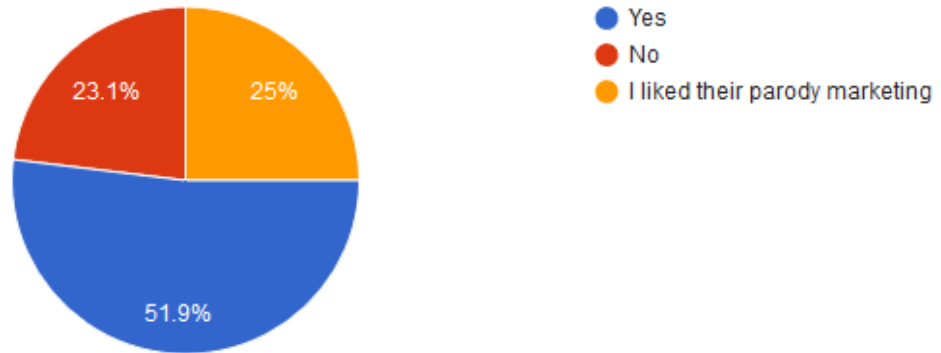
51 responses





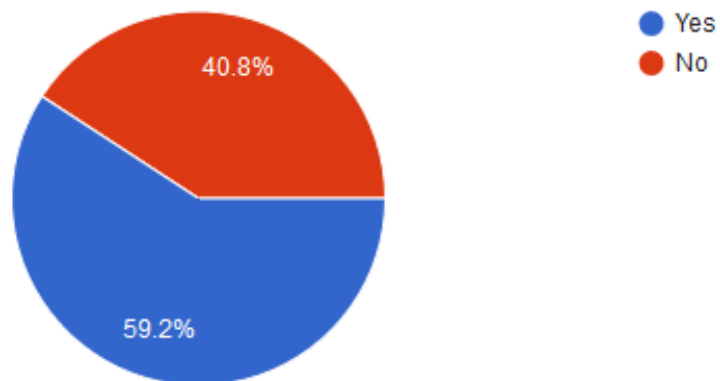
### 17. Do you think Bloop should be more product focused?

52 responses



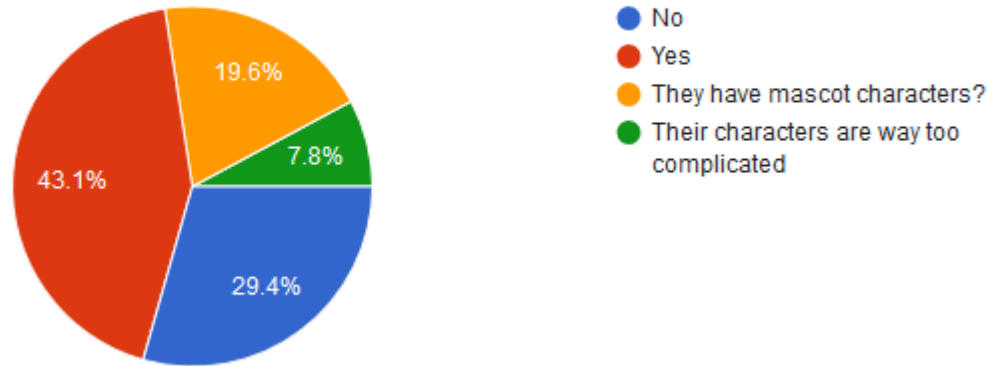
### 18. Should Bloop introduce more products?

49 responses



### 19. Do you like Bloop's variety of mascot characters?

51 responses



### 20. Would you prefer Bloop ice cream if they are to relaunch?

52 responses

