

Why does a
consumer buy an ice
cream?



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BUSTER**

In the first place we have to see in general why people buy ice creams, and what value it has to them this type of product and then we have to analyze the different types of markets because the reasons will change accordingly with the type of (children or adults, for example) and product (premium or not, for example). So basically the answer to this question is that the reason why consumers buy an ice cream depend of some variable factors that I will try to explain here. Consumers just buy a product because of the value it has to them, because it satisfy a need they had and possibly they didn't know. In the case of Ice creams, in general people buy the normal type of ice cream because of the flavor, the ice cream is competing with other kind of candies, it's a treat and it's associate with having fun outdoors in the summer. But this is a limited vision of the reality because the ice cream market is far more complex than this and with the introduction of premium ice creams such as Haagen-Dazs, the rules changed completely.

With the creation of a new market segment the reasons why average costumers bought the product changed because before the target were children that bought the ice cream has a candy and now are the adults that look to an ice cream as a sophisticated pleasure, an indulgency. So the more premium the ice cream is costumers will buy the product more for the experience itself and the less premium the product is costumers will buy the ice cream only for the taste and having in mind the price. Evaluate the Haagen-Dazs Marketing Plan, does it look consistent? In Marketing a solid Marketing Plan including an action plan about the four P's (product, pricing, place and promotion) Demand analysis and segmentation was always seen has a great start to conquer and lead the market however if this plan it's

not consistent it will fail because all these elements are related to each other and therefore they have to be consistent with each other in order to obtain the desired effect, a strong and global brand for the product. When Haagen-Dazs entered the Market most of ice cream companies market their product to children so what they did was to create within the Market of ice creams a new model of business and support it with a strong and consistent Marketing plan to create a new concept of ice cream, as a writer said: “ Haagen-Dazs transformed a stagnant and declining market dominated by established brands with little or no interest in innovation by extending the appeal of a product that was once just a children’s treat to become an adult indulgence. There has never been a mass market for premium ice cream and so Haagen-Dazs saw that hole in the market and fill it, however they didn’t do it any way, they took advantage of the fact that in this new model of business the target were now adults and therefore with greater economical power to change the product itself, instead of focusing on selling the best product at the lower price possible Haagen-Dazs created a superior quality product and sold it not only as that but also as the ultimate sophisticated and pleasurable experience that a person could have, and people paid a very good premium for that.

In order to explain how Haagen-Dazs achieved their objectives of becoming a global brand, leader of the market of premium ice cream I will now refer to the marketing plan mix (Product, Price, Place, Promotion) and explain how the relation between all these factors contributed positively for the image of the company because only with all resources pointing in the same direction it can be made such a strong and global brand as Haagen-Dazs. In first place

we have the product, as we all know “ no marketing technique, can save a bad product” and therefore Haagen-Dazs concentrate their efforts in the creation of real good Ice cream with superior quality and made with the best and only natural ingredients, the strawberry flavor took six years to be developed and that shows the commitment to quality and excellence. So the Ice cream worth's for itself and that it's very important to obtain the positioning that the company wanted. Then we have the price that in this case had to be really high to sell the image of quality and luxury to people, the price of the ice cream have to follow it quality and people have to feel that they were paying a premium for the ice cream and that definitely this was not some other ice cream in the market, the price was really important to pass the idea that this was not ordinary ice cream for children but a rare luxury to adults. The third factor is place, and in this Haagen-Dazs was very innovating because it selected carefully the places where the product was distributed in order to have the awareness pretended and to associate the brand to a very good style of live, Haagen-Dazs distribute the product to the best restaurants in the most cosmopolitan cities in Europe, it create the shops to have impact in important areas of that cities and it have great results in the way it did that. Then we have the promotion, and in this topic Haagen-Dazs was really different from the competition and gain to things with it: gain awareness from the costumers very quickly and distinguished also form them very quickly associating the ice cream to the ultimate pleasure and define it has the finest and exceptional eating experience.

We also have the segmentation of the product, there are five types of segments to be distinguished: the children, the adult and then the normal

and premium segment and in addition we have the health segment. The Haagen-Dazs accordingly to its strategy positioned in the upper segment as we can see in the graph below. The important thing that we have to analyze is that all this factor were align to make Haagen-Dazs a global brand marked by its quality and focused in differentiation from ordinary ice creams place and promotion achieved the awareness from costumers and positioned the product in the premium sector while the research and improving the quality of the product and the fixation of its high price also contributed for the image of an excellent ice cream.