**A Comprehensive Study on Consumer Awareness, Buying Behaviour and Satisfaction Levels of Sugam Ice Cream in Vadodara City**

**ABSTRACT:**

This study explored consumer awareness, buying behavior, and satisfaction levels related to Sugam Ice Cream in Vadodara City, based on responses from 150 individuals across various age groups, income levels, and localities. The majority of consumers were male (58%), aged 26–35 (39%), employed (39%), and from middle-income households (₹10,000–₹50,000 per month). Key localities included Karelibag, Chhani, and Maneja. Brand awareness for Sugam stood at 48%, significantly lower than Amul (98%) and Havmor (95%). Among those aware, only 33% were active buyers, preferring cups (76%), sticks (66%), and cones (52%). Popular flavors included chocolate (86%) and dry fruit (76%), with affordability (88%), taste (74%), and flavor variety (42%) driving preference. However, challenges emerged: 70% of buyers reported product unavailability, and 74% cited poor packaging. Despite this, 84% of users expressed satisfaction with Sugam. Non-buyers mainly avoided the brand due to lack of awareness (81%), unavailability (61%), and brand preference (47%). Encouragingly, 63% of non-buyers were open to trying Sugam, especially if offered free tastings (96%), more advertising (84%), and improved availability (24%). The study concluded that while Sugam Ice Cream enjoys strong product satisfaction among existing users, its market reach remains limited. Growth opportunities lie in increasing brand awareness, enhancing product availability, upgrading packaging, and launching targeted promotional campaigns aimed at urban youth and middle-income families in Vadodara.

Keywords: Consumer awareness, Buying behavior, Customer satisfaction, Sugam Ice Cream, Ice Cream preferences, Brand perception, Vadodara market

**(I) INTRODUCTION**

India’s Ice Cream sector has witnessed substantial growth in recent years, fueled by rising disposable incomes, changing dietary habits, and a surge in demand for indulgent yet accessible treats. Within this evolving landscape, regional brands like Sugam Ice Cream have emerged as key players, catering to a growing consumer base that values both quality and affordability. The Indian Ice Cream market was valued at approximately USD 3.4 billion in 2024 and is projected to reach USD 8.3 billion by 2033, reflecting a compound annual growth rate (CAGR) of 10.5% [1]. This trajectory underscores a shift in consumer preferences toward convenient, flavorful frozen desserts that complement fast-paced urban lifestyles.

Sugam Ice Cream, a well-established brand in Gujarat, particularly in Vadodara, has steadily expanded its reach by offering a wide variety of products including cups, cones, candies, family packs, and novelty items like Ice Cream cakes. With increasing competition in the frozen dessert market, consumer awareness and brand recall have become critical determinants of market success [2]. Factors such as product availability, quality consistency, pricing, and promotional activities play a pivotal role in shaping consumer buying behavior.

Modern consumers are increasingly driven by experience and satisfaction. As such, Sugam Ice Cream’s ability to deliver a satisfying taste profile, innovative flavors, and appealing packaging has become central to its brand image. Moreover, as consumers become more health-conscious and ingredient-aware, their expectations regarding transparency, nutritional value, and product quality are influencing their brand loyalty and repeat purchase behavior [3].

This study aims to undertake a comprehensive analysis of consumer awareness, buying behavior, and satisfaction levels associated with Sugam Ice Cream in Vadodara city. By exploring aspects such as brand familiarity, product preferences, pricing perceptions, and satisfaction with different product types, this research seeks to uncover the key drivers that influence consumer decisions. The insights derived will provide valuable guidance for marketing strategies, product development, and customer engagement, enabling Sugam Ice Cream to strengthen its positioning in a competitive market landscape.

**(II) Review of literature**

Kumar *et al.,* (2019) conducted an insightful study on consumer awareness and preferences towards packaged Ice Cream in urban India. This research primarily focused on assessing the level of consumer knowledge regarding Ice Cream ingredients, nutritional content, and the extent of brand trust influencing purchasing decisions. The findings revealed that consumers demonstrated a moderate awareness of health-related aspects of Ice Cream, such as calorie content and ingredient quality. Overall, the study underscored the importance for Ice Cream manufacturers to invest in informative marketing strategies to enhance consumer understanding and encourage informed decision-making. This research contributes to the broader understanding of how consumer awareness affects product preference in the dairy industry, particularly in developing urban markets.

Patel *et al.,* (2018) examined the impact of consumer awareness on the buying behavior of Ice Cream products in Gujarat, as published in the *Journal of Marketing Research*. Their study focused on how knowledge regarding ingredients and hygiene standards influenced consumer preferences and purchasing decisions. The research findings indicated that consumers with higher awareness of the quality and safety aspects of Ice Cream showed a distinct preference for premium brands and hygienically packaged products.The study underscored the pivotal role of consumer education in shaping market trends, especially in regions where food safety concerns are prominent.

Chen *et al.,* (2020) explored the effect of labeling and information on consumer purchase intention of Ice Cream in China. Thia research specifically analyzed how detailed nutritional labels and information regarding the sourcing of ingredients influenced consumer awareness and buying decisions. The study revealed that transparent and comprehensive labeling significantly enhanced consumers' understanding of product quality, leading to increased trust in the brand. Consumers exposed to clear nutritional information and ethical sourcing details exhibited higher confidence in their purchase choices. The authors concluded that marketing strategies focusing on detailed product information could enhance consumer satisfaction and market performance. Overall, this research underscores the growing importance of labeling as a tool to improve consumer awareness and influence purchase decisions in the dairy industry.

Gao et al. (2023) examined key factors influencing consumers’ purchase intentions toward ice cream in an emerging market context. The study utilized a structured questionnaire and regression-based analysis to explore the effects of variables such as brand trust, perceived quality, hedonic motivation, and price consciousness. Findings revealed that perceived quality and hedonic value had a stronger impact on purchase intention than price sensitivity, suggesting that emotional and experiential attributes outweigh cost considerations. The study emphasized the importance of building brand trust and product differentiation in saturated ice cream markets. This research is particularly relevant for regional brands seeking to enhance consumer appeal in competitive, price-sensitive environments.

Lakshmi Priya et al. (2024) conducted a regional study focusing on brand loyalty and purchase behavior toward Arun Ice Creams in Coimbatore, Tamil Nadu. Using a sample of urban middle-income consumers, the research applied frequency analysis and chi-square tests to assess factors influencing repeat purchases. The results indicated that flavor variety, brand familiarity, and positive past experiences were critical in driving loyalty. The study also noted that availability and attractive pricing played a moderating role. Their findings highlight how consistent quality and emotional connection with consumers can foster loyalty, a valuable insight for local brands competing against national players in tier-2 cities.

**(III)** **OBJECTIVES**

1. To study the Demographic profile of respondents in Vadodara city
2. To study consumer awareness of Sugam Ice Cream
3. To analyze the consumer buying behaviour and satisfaction level with Sugam Ice Cream
4. To provide actionable suggestions for improving the sales of the Sugam Ice Cream

**(IV) RESEARCH METHODOLOGY**

To effectively conduct the study titled “A Comprehensive Study on Consumer Awareness, Buying Behaviour and Satisfaction Levels of Sugam Ice Cream in Vadodara City,” a well-structured research design was formulated. The study was carried out during February 2025, and employed a mixed-method approach with an emphasis on quantitative analysis.

A structured questionnaire served as the primary data collection instrument. It was carefully designed to capture key variables aligned with the study’s objectives, such as brand awareness, purchase frequency, buying preferences, influencing factors (taste, quality, price, availability, etc.), and customer satisfaction levels with Sugam Ice Cream.

The target population consisted of consumers aged 15 to 40 years residing in Vadodara city, a relevant demographic for the dairy and Ice Cream segment. A simple random sampling technique was used to eliminate bias and provide a representative overview of consumer perspectives. This ensured every eligible consumer within the defined population had an equal chance of being selected.

A total of 150 valid responses were collected through a web-based and offline hybrid survey approach. The data was compiled and analyzed using descriptive statistical tools. Techniques such as tabulation, percentage analysis, pie charts, and bar graphs were utilized to clearly interpret and present the data. This analytical approach enabled the identification of meaningful trends and patterns in consumer behavior, awareness levels, and satisfaction toward Sugam Ice Cream. The sample size of 150 respondents was selected based on convenience sampling considering time, resource availability, and representation from diverse localities within Vadodara. A similar sample size has been adopted in related consumer studies in urban regions (e.g., Kumar et al., 2019).

The structured methodology adopted in this study contributed to achieving the research objectives and offers valuable insights for both academic and business applications regarding brand positioning and strategic improvements for Sugam Ice Cream in Vadodara city.

**(V) RESULTS AND DISCUSSION**

**5.1 To study the** **Demographic profile of respondents**

Table 1 presents the demographic profile of the 150 respondents surveyed for the study. It includes key variables such as age, gender, occupation, location, monthly family income, providing a comprehensive overview of the sample population.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 1: Demographic Profile of Respondents (n=150)** | | | |
| **Sr. No.** | **Particular** | **Frequency** | **Percentage (%)** |
| **Gender** | | | |
| 1. | Male | 87 | 58 |
| 2. | Female | 63 | 42 |
|  | **Total** | **150** | **100** |
| **Age** | | | |
| 1. | Below 18 | 3 | 2 |
| 2. | 18-25 | 27 | 18 |
| 3. | 26-35 | 58 | 39 |
| 4. | 36-45 | 44 | 29 |
| 5. | 46-60 | 17 | 11 |
| 6. | Above 60 | 1 | 1 |
|  | **Total** | **150** | **100** |
| **Occupation** | | | |
| 1. | Students | 27 | 18% |
| 2. | Employee | 59 | 39% |
| 3. | Business Owner | 40 | 27% |
| 4. | Homemaker | 21 | 14% |
| 5. | Retired | 3 | 2% |
|  | **Total** | **150** | **100** |
| **Monthly income** | | | |
| 1. | Below 10000 | 15 | 10 |
| 2. | 10000-50000 | 55 | 37 |
| 3. | 50001-100000 | 48 | 32 |
| 4. | Above 100000 | 32 | 21 |
|  | **Total** | **150** | **100** |
| **Area** | | | |
| 1. | Ajwa road | 20 | 13% |
| 2. | Alkapuri | 19 | 13% |
| 3. | Chhani | 22 | 15% |
| 4. | Karelibag | 25 | 17% |
| 5. | Maneja | 24 | 16% |
| 6. | Manjalpur | 20 | 13% |
| 7. | Soma Talav | 20 | 13% |
|  | **Total** | **150** | **100** |

1. **Gender** **wise distribution:** The gender wise distribution of respondents in different Sugam Ice Cream brand across various parlour. In Ice Cream parlour, 87 respondents (58%) were male, while 63 respondents (42%) were female. This data indicates a higher proportion of male respondents compared to female respondents.

Figure: 1 Gender wise distribution of respondents

1. **Age** **wise distribution:** Out of 150 respondents, 3 respondents (2%) were below the age of 18, 27 respondents (18%) were between 18–25 years, 58 respondents (39%) were between 26–35 years, 44 respondents (29%) were between 36–45 years, 17 respondents (11%) were between 46–60 years, and 1 respondent (1%) was above 60 year. This data indicates a higher concentration of adult respondents in different Sugam Ice Cream parlours, particularly those between 26 to 35 years of age.
2. **Occupation** **wise distribution:** The occupation wise distribution of respondents in different Sugam Ice Cream brand at different parlour. Out of 150 respondents, 27 respondents (18%) were students, 59 respondents (39%) were employees, 40 respondents (27%) were business owners, 21 respondents (14%) were homemakers, and 3 respondents (2%) were retired professionals. This data indicates that, in terms of occupation, the highest number of respondents were employees.
3. **Monthly income** **wise distribution:** Out of the150 respondents, 15 respondents (10%) had a monthly income below ₹10,000, 55 respondents (37%) had an income between ₹10,000 and ₹50,000, 48 respondents (32%) earned between ₹50,001 and ₹1,00,000, and 32 respondents (21%) had an income above ₹1,00,000. These data indicate that the majority of respondents fall within the middle-income categories, with a significant portion earning higher incomes.
4. **Area** **wise distribution:** Area wise distribution of respondents for sugam Ice Cream. out of the total respondents, 20 respondents (13%) were from Ajwa Road, 19 respondents (13%) from Alkapuri, 22 respondents (15%) from Chhani, 25 respondents (17%) from Karelibag, 24 respondents (16%) from Maneja, 20 respondents (13%) from Manjalpur, and 20 respondents (13%) from Soma Talav. These data indicate that the highest number of respondents were from the Karelibag area of Vadodara.

Figure: 2 Area wise distribution of respondents

**5.2 To study consumer awareness of Sugam Ice Cream**

The level of consumer awareness regarding Sugam Ice Cream is explored in this section. The objective was to evaluate consumers' knowledge of Sugam Ice Cream's distinct features, taste variety, nutritional value, and quality standards through a set of well-structured questions. By analyzing consumer responses, insights can be gained to strengthen Sugam's market presence and identify any gaps in awareness that can be addressed through targeted promotional and educational campaigns.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 2: Consumer awareness of Sugam Ice Cream (n=150)** | | | |
| **Sr. No.** | **Particular** | **Frequency** | **Percentage (%)** |
| **Awareness about different Ice Cream brands** | | | |
| 1. | Sugam | 72 | 48 |
| 2. | Amul | 147 | 98 |
| 3. | Havmor | 143 | 95 |
| 4. | Vadilal | 142 | 95 |
| 5. | Hocco | 123 | 82 |
| 6. | Kwality Walls | 61 | 41 |
| 7. | Sheetal | 24 | 16 |
| 8. | Khushboo | 6 | 4 |
| **Respondents purchase behaviour toward Sugam Ice Cream** | | | |
| 1. | Purchase | 50 | 33% |
| 2. | Not purchase | 100 | 67% |
|  | **Total** | **150** | **100** |
| **Frequency of Sugam Ice Cream consumption (n=50)** | | | |
| 1. | 2-3 times a week | 9 | 18% |
| 2. | Once a week | 24 | 48% |
| 3. | Once a month | 10 | 20% |
| 4. | Rarely | 7 | 14% |
|  | **Total** | **50** | **100** |
| **Place of purchase of respondents** | | | |
| 1. | Baroda dairy parlours | 40 | 80% |
| 2. | Sugam parlours | 32 | 64% |
| 3. | Retail Store | 11 | 22% |
|  | **Total** | **50** | **100** |

1. **Awareness about different Ice Cream brands:** Different brand like Sugam, Amul, Havmore, Vadilal, Hocco, Kwality walls, Sheetal, and Khushboo. Out of total respondents 72 respondents (48%) were aware about Sugam, 147 respondents (98%) were aware about Amul, 143 respondents (95%) were aware about Havmor, 143 respondents (95%) were aware about Vadilal, 123 respondents (82%) were aware about Hocco, 61 (41%) are aware about Kwality Walls, 24 respondents (16%) are aware about Sheetal, and 6 respondents (4%) are aware about Khushboo Ice Cream brand. These data show that highest number of respondents aware about Amul Ice Cream brand.
2. **Respondents purchase behaviour toward Sugam Ice Cream:** Respondents purchase behaviour toward Sugam Ice Cream out of total respondents, 50 respondents (33%) were purchasing Sugam Ice Cream and 100 respondents (67%) were not purchasing Sugam Ice Cream.
3. **Frequency of Sugam Ice Cream consumption:** Frequency of consuming of Sugam Ice Cream out of total respondents who purchase Sugam Ice Cream were 50, 9 respondents (18%) were purchasing 2-3 times a Week, 24 respondents (48%) were purchasing Once a week, 10 respondents (20%) were purchasing Once a month, and 7 respondents (14%) were purchasing rarely. These data indicate that out of total respondents who purchase Sugam Ice Cream in that purchasing once a week are high.
4. **Places of purchase of respondents:** Places of purchase of respondents from there they frequently purchasing Sugam Ice Cream. Out of the total respondents purchasing Sugam Ice Cream, 40 respondents (80%) purchased from Baroda Dairy parlours, 32 respondents (64%) purchased from Sugam parlours, and 11 respondents (22%) purchased from retail stores. These data indicated that the majority of respondents purchased from Baroda Dairy parlours.

**5.3 Analysis of Data from Respondents Who Purchase Sugam Ice Cream**

This table provides insights into consumer behavior and preferences among respondents who purchase Sugam Ice Cream. It highlights key aspects such as brand loyalty, flavor preferences, frequency of consumption, and factors influencing purchase decisions like taste, price, availability, and packaging.

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| --- | --- | --- | --- |
| **Table 3: Data Of Respondents Who Purchase Sugam Ice Cream (n=50)** | | | |
| **Sr. No.** | **Particular** | **Frequency** | **Percentage (%)** |
| **Types of Sugam Ice Cream preferred by respondents** | | | |
| 1. | Cone | 26 | 52% |
| 2. | Stick/Dolly | 33 | 66% |
| 3. | Cup | 38 | 76% |
| 4. | Tub/Family pack | 11 | 22% |
| **Reasons for purchasing Sugam Ice Cream** | | | |
| 1. | Better taste | 37 | 74% |
| 2. | More flavours available | 21 | 42% |
| 3. | Affordable pricing | 44 | 88% |
| 4. | Easy availability | 6 | 12% |
| 5. | Better quality ingredients | 9 | 18% |
| **Flavour Preferences of Sugam Ice Cream by respondents** | | | |
| 1. | Vanilla-based | 20 | 40% |
| 2. | Chocolate-based | 43 | 86% |
| 3. | Dry fruit-based | 38 | 76% |
| 4. | Fruit-based | 19 | 38% |
| **Availability of Sugam Ice Cream compared to other brands** | | | |
| 1. | Yes | 15 | 30% |
| 2. | No | 35 | 70% |
|  | **Total** | **50** | **100** |
| **Overall satisfaction level of Sugam Ice Cream** | | | |
| 1. | Very satisfied | 3 | 6% |
| 2. | Satisfied | 39 | 78% |
| 3. | Moderate | 5 | 10% |
| 4. | Dissatisfied | 1 | 2% |
| 5. | Very dissatisfied | 2 | 4% |
|  | Total | 50 | 100 |
| **Improvements needed in Sugam Ice Cream** | | | |
| 1. | More flavors | 14 | 28% |
| 2. | Better packaging | 37 | 74% |
| 3. | Lower prices | 8 | 16% |
| 4. | More availability | 31 | 62% |
| 5. | Better promotions | 24 | 48% |

1. **Types of Sugam Ice Cream preferred by respondents:** Out of the total respondents purchasing Sugam Ice Cream, 26 respondents (52%) preferred cone Ice Cream, 33 respondents (66%) preferred stick/dolly Ice Cream, 38 respondents (76%) preferred cup Ice Cream, and 11 respondents (22%) preferred tub/family pack Ice Cream. These data indicate that the demand for cup Ice Cream is higher compared to other Sugam Ice Cream products.
2. **Reasons for purchasing Sugam Ice Cream:** Out of the total respondents, 37 respondents (74%) were purchasing Sugam Ice Cream because of its better taste, 21 respondents (42%) preferred it due to the availability of more flavors, 44 respondents (88%) chose it for its affordable pricing, 6 respondents (12%) purchased it because of its easy availability, and 9 respondents (18%) preferred it for its better-quality ingredients. Among all the factors influencing the purchase of Sugam Ice Cream, affordable pricing was the major preference.
3. **Flavour Preferences of Sugam Ice Cream by respondents:** Different flavours of Sugam Ice Cream which were prefer by respondents for purchasing. Flavours like vanilla, chocolate, dry-fruit, and fruit-based Ice Cream. Among them, 20 respondents (40%) preferred vanilla-based flavors, 43 (86%) favored chocolate-based flavors, 38 (76%) chose dry fruit-based flavors, and 19 (38%) preferred fruit-based flavors. These data indicate that chocolate-based flavors were the most popular among the respondents.
4. **Availability of Sugam Ice Cream compared to other brands:** Only 30% of respondents have found Sugam Ice Cream available in the outlets they visit, while a significant 70% reported unavailability, highlighting a gap in product reach and visibility. This suggests that Sugam Ice Cream is currently less accessible compared to more established brands in the market, which might be readily available in both exclusive brand outlets and popular supermarket chains.
5. **Overall satisfaction** **level of Sugam Ice Cream**: Overall satisfaction level of Sugam Ice Cream was measured among 50 respondents. Among them, 3 respondents (6%) were highly satisfied, 39 respondents (78%) were satisfied, 5 respondents (10%) reported moderate satisfaction, 1 respondent (2%) was dissatisfied, and 2 respondents (4%) were highly dissatisfied. These data indicate that the majority of respondents were satisfied with Sugam Ice Cream.
6. **Improvements needed in Sugam Ice Cream:** The respondents suggested various improvements for Sugam Ice Cream. Among the suggestions, 14 respondents (28%) recommended the introduction of more flavours, while 37 respondents (74%) emphasized the need for better packaging. Additionally, 8 respondents (16%) requested lower prices, 31 respondents (62%) highlighted the importance of increased availability, and 24 respondents (48%) suggested better promotional activities. These data indicate that better packaging and increased availability were the most commonly recommended improvements.

**5.4 Analysis of Data from Respondents Who Do Not Purchase Sugam Ice Cream**

This table explores the reasons why some respondents do not purchase Sugam Ice Cream. Common responses include a preference for other brands, never having had the opportunity to try Sugam, unavailability in their area, and lack of awareness about the flavors offered. Analysing these reasons helps identify specific barriers to customer acquisition and provides valuable insights for improving marketing, distribution, and product visibility strategies.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 4: Data Of Respondents Who Are Not Purchase Sugam Ice Cream (n=100)** | | | |
| **Sr. No.** | **Particular** | **Frequency** | **Percentage (%)** |
| **Reasons of not purchasing Sugam Ice Cream** | | | |
| 1. | I prefer another brand | 47 | 47% |
| 2. | Never got a chance to try it | 11 | 11% |
| 3. | Not available in my area | 61 | 61% |
| 4. | Not aware of the flavors offered | 81 | 81% |
| **Availability of Sugam stores in nearby area** | | | |
| 1. | Yes, but never purchased | 17 | 17% |
| 2. | No, I haven’t seen it | 83 | 83% |
|  | **Total** | **100** | **100** |
| **Respondents decision for future purchase** | | | |
| 1. | Yes, if I get a chance to try it | 63 | 63% |
| 2. | Yes, if it is available at a better price | 9 | 9% |
| 3. | No, I prefer my current brand | 28 | 28% |
|  | **Total** | **100** | **100** |
| **Factors that encourage consumers to try Sugam Ice Cream** | | | |
| 1. | Free sample tasting | 96 | 96% |
| 2. | Discount offers | 19 | 19% |
| 3. | Availability in my nearby stores | 24 | 24% |
| 4. | More advertising & brand awareness | 84 | 84% |
| **Source of Awareness among** **respondents** | | | |
| 1. | Not Seen | 95 | 95% |
| 2. | Hoardings/Billboards | 5 | 5% |
|  | **Total** | **100** | **100** |

1. **Reasons of not purchasing Sugam Ice Cream:** A majority, 81 respondents (81%) reported that they were not aware of the flavors offered by Sugam. Availability was also a significant issue, with 61 respondents (61%) indicating that Sugam Ice Cream was not available in their area. Additionally, 47 respondents (47%) preferred other brands, and 11 respondents (11%) stated that they never got a chance to try Sugam Ice Cream. These data suggest that lack of flavor awareness and limited availability are the primary reasons for not purchasing Sugam Ice Cream.
2. **Availability of Sugam stores in nearby area:** The data shows that 83% of respondents had not seen any Sugam Ice Cream stores in their vicinity, indicating a significant lack of retail presence in the region. This suggested that Sugam’s distribution network was limited and the brand had not yet achieved widespread availability. On the other hand, 17% of respondents reported that while Sugam stores were available in their area, they had never purchased from them.
3. **Respondents decision for future purchase:** The data shows that 63% of respondents expressed a willingness to purchase Sugam Ice Cream if they get a chance to try it, indicating that many consumers are open to trying the product but may not have had the opportunity yet. This presents an opportunity for product trials and sampling programs to increase consumer engagement. Additionally, 9% of respondents mentioned they would purchase Sugam if it is available at a better price, highlighting the importance of pricing strategies in attracting price-sensitive customers. On the other hand, 28% of respondents stated they prefer their current brand, suggesting that while there is interest in Sugam, brand loyalty could be a significant barrier to conversion.
4. **Factors that encourage consumers to try Sugam Ice Cream:** The data indicate that significant 96% of respondents indicated that free sample tastings would encourage them to try Sugam Ice Cream, highlighting the strong impact that product sampling can have in driving new customer trials. Additionally, 84% of respondents cited more advertising and brand awareness as a key factor, suggesting that increased visibility and marketing efforts could play a crucial role in attracting consumers. 24% of respondents mentioned that availability in nearby stores would influence their decision, emphasizing the importance of widespread distribution for easy access to the product. Finally, 19% of respondents indicated that discount offers would motivate them to try Sugam, pointing to the potential effectiveness of promotional pricing in capturing the attention of price-sensitive customers.
5. **Source of awareness among respondents:** Source of awareness among respondents reveals that a large majority of respondents, 95%, have not seen any promotional material or advertisements related to Sugam Ice Cream. This suggests a significant gap in brand visibility and marketing efforts, highlighting the potential need for increased exposure. On the other hand, 5% of respondents indicated that they became aware of Sugam Ice Cream through hoardings or billboards, pointing to a modest presence in outdoor advertising. These findings underscore the importance of expanding advertising channels and exploring more diverse marketing strategies to effectively increase brand awareness and reach a wider audience.

**(VI) Major Findings**

The demographic analysis indicated that most Ice Cream consumers in Vadodara who preferred Sugam Ice Cream were adults aged 26–35 (39%), with a slight male majority (58%). The consumer group largely comprised working professionals (39%) and business owners (27%), with 69% of respondents belonging to the middle and upper-middle income brackets. Urban areas like Karelibag, Maneja, and Chhani emerged as primary zones for Ice Cream consumption, highlighting high product demand in densely populated residential sectors.

Consumer awareness data showed that only 48% of respondents were familiar with Sugam Ice Cream, compared to significantly higher awareness for competitors like Amul (98%) and Havmor (95%). Despite this, those who purchased Sugam Ice Cream (33% of total respondents) showed strong preferences for cup (76%) and stick/dolly (66%) formats. Chocolate-based (86%) and dry fruit-based (76%) flavors were the top choices. Consumers chose Sugam primarily for its affordable pricing (88%), better taste (74%), and flavor variety (42%).

However, 70% of Sugam buyers faced challenges with availability, and only 30% found the product easily accessible in their preferred retail outlets. Furthermore, packaging remained a concern, with 74% suggesting improvements. Yet, customer satisfaction remained high 78% of buyers were satisfied, and another 6% were very satisfied with their overall experience.

For the 100 respondents who did not purchase Sugam, the major deterrents were a lack of awareness about the brand’s flavors (81%) and product unavailability in their area (61%). Moreover, 83% had not seen any Sugam store or promotional material. Encouragingly, 63% of these respondents were willing to consider Sugam in the future, especially if given the chance to sample the product (96%) or if brand visibility improved through advertising (84%).

Overall, the study highlighted strong consumer satisfaction among Sugam users but also revealed untapped potential due to underinvestment in branding, distribution, and promotional strategies. These findings suggested that Sugam could significantly grow its consumer base by focusing on visibility, retail expansion, strategic partnerships, and consumer engagement campaigns.

**LIMITATIONS AND FUTURE SCOPE**

This study was conducted using a sample of 150 respondents, out of which only 50 were active consumers of Sugam Ice Cream. While this provides preliminary insights, the small sample size limits the generalizability of the findings. Future research can benefit from larger, more diverse samples and the use of more robust inferential statistical tools such as chi-square tests, correlation analysis, or regression to validate the observed patterns. Additionally, future studies could explore consumer preferences over different regions or compare multiple regional brands to gain deeper insights.

**(VII) Conclusion**

The findings from this study emphasized that Sugam Ice Cream held notable brand potential in the local Vadodara market, but several obstacles hindered its broader consumer adoption. The brand had successfully created a favorable perception among its existing consumers, primarily due to competitive pricing, better taste, and appealing product formats such as cups and sticks. These preferences aligned with modern urban lifestyle needs that prioritized convenience, affordability, and taste variety.

However, Sugam Ice Cream’s low overall market penetration largely stemmed from a lack of brand awareness (only 48% familiarity) and significant distribution limitations. Nearly 70% of Sugam buyers reported difficulty in finding the product, while 81% of non-buyers were unaware of the brand’s flavors. Moreover, 83% had never seen a Sugam outlet or any promotional material. This indicated a critical need to improve brand reach through robust advertising, retail partnerships, and digital marketing.

Additionally, improvements in packaging, wider flavor availability, and targeted offers could have enhanced consumer satisfaction and loyalty. With 96% of non-users open to trying Sugam through sampling and 63% expressing intent to purchase in the future, the brand had clear opportunities for expansion. By implementing customer-oriented innovations and increasing visibility, Sugam could have significantly strengthened its competitive position.

In conclusion, while Sugam Ice Cream demonstrated high satisfaction among current consumers, unlocking its full market potential depended on overcoming challenges related to visibility, availability, and promotion. The insights provided by this study offered a practical roadmap for brand enhancement, product development, and customer engagement.

**Consent**

As per international standards or university standards, respondents’ written consent has been collected and preserved by the author(s).

**DISCLAIMER (ARTIFICIAL INTELLIGENCE)**

As a result of this declare that generative AI technologies such as Large Language Models (ChatGPT, QuillBot, etc) and text-to-image generators have been used during the writing or editing of manuscripts.

**Details of the AI usage are given below:**

1. ChatGPT

2. QuillBot

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