**A Survey on Consumer Preferences and Trends in Cake Consumption**

**ABSTRACT:**

This study examines cake consumption patterns among youth aged 18–24 in Anand City, Gujarat, based on data from 100 respondents collected via a web-based questionnaire. The majority were undergraduates from urban, middle-income households, with 55% male and 45% female participants. Celebratory occasions drove 91% of cake purchases, with Chocolate (86%), Black Forest (53%), and Red Velvet (36%) emerging as the most preferred flavors. Medium-sized 500gm cakes were popular for their convenience and shareability. Aesthetics played a significant role, as 71% favored modern, themed cake designs. Freshness was rated very important by 74% of respondents, while 64% viewed cake quality as high. Additionally, 56% were willing to pay more for cakes made with organic or premium ingredients, and 38% were open to it depending on the price. While 84% preferred purchasing from physical bakeries, 41% had tried ordering online, with 54% expressing satisfaction and 17% reporting dissatisfaction highlighting the need for better digital service. Preferences between custom and ready-made cakes were nearly equal, with 51% showing interest in both. Overall, the findings indicate a trend-sensitive, quality-conscious, and health-aware youth market, offering significant opportunities for bakeries and food businesses to innovate in flavor, design, health appeal, and online delivery services.

Keywords: Consumer behavior, Cake consumption, Cake preferences, Cake flavors, Freshness perception, Customized cakes.

**(I) Introduction**

In recent years, global trends in the cake industry have shown a clear shift toward health-conscious indulgence, personalization, and convenience. Consumers worldwide are increasingly seeking cakes made with healthier ingredients such as low sugar, whole grains, and plant-based alternatives. There is also growing demand for premium and artisanal cakes featuring exotic flavors, organic components, and sustainable packaging. Additionally, the rise of e-commerce and digital marketing has significantly influenced buying behavior, with many consumers preferring to order customized cakes online for special occasions. These global developments align with emerging preferences observed in the Indian market, suggesting a convergence of local and international consumer expectations in the bakery sector.

India’s bakery sector, particularly the cake segment, has experienced significant transformation in recent years, driven by rapid urbanization, evolving consumer lifestyles, and increasing disposable incomes. The Indian bakery market was valued at approximately USD 13.8 billion in 2024 and is projected to reach USD 31.5 billion by 2033, reflecting a compound annual growth rate (CAGR) of 9.12% [1]. This growth is indicative of the rising demand for ready-to-eat (RTE) bakery products, including cakes, which cater to the convenience sought by modern consumers.

Cakes, once considered luxury items reserved for special occasions, have become commonplace in Indian households. The increasing popularity of cakes is attributed to factors such as the expansion of e-commerce platforms, the rise of café culture, and the growing trend of celebrating personal milestones with customized confections [2]. The demand for personalized cakes for events like birthdays, weddings, and anniversaries has led to a surge in customized cake offerings, fueling innovation and creativity within the industry [3].

Health consciousness among consumers has also influenced cake consumption patterns. There is a growing preference for healthier alternatives, such as gluten-free, sugar-free, and vegan cakes, aligning with the broader shift towards mindful eating and wellness [4]. This trend has prompted bakeries to innovate and diversify their product portfolios to meet the evolving dietary preferences of consumers.

The proliferation of online food delivery services and the convenience of ordering cakes through digital platforms have further propelled the growth of the cake market. The online cake delivery segment has witnessed significant expansion, offering same-day or midnight delivery options that appeal to urban consumers seeking convenience and variety [2].

This study aims to explore current consumer preferences, behaviors, and trends in cake consumption. This survey helps to understand factors influencing consumer cake choices such as taste, design, price, brand reputation, and occasion-based demand as well as the demographic patterns that shape these choices. The insights derived will contribute to a better understanding of evolving consumer behavior in India’s bakery segment and can guide manufacturers and retailers in aligning their offerings to market needs.

**(II) Review of literature**

Velickova and Tomovska (2025), in their chapter on emerging trends in the baking market, offer a detailed exploration of shifting consumer preferences, with a particular focus on sourdough-based products. The authors note a growing demand for bakery goods perceived as artisanal, natural, and health-enhancing—attributes that sourdough products effectively embody due to their fermentation-based preparation and nutritional profile. The study discusses how modern consumers are increasingly drawn to traditional baking techniques, not just for their distinctive flavors and textures, but also for their digestive and metabolic benefits. Importantly, the research highlights how sourdough aligns with broader market trends such as clean-label expectations, reduced sugar and additive content, and the resurgence of slow food movements. According to Velickova and Tomovska, sourdough’s natural fermentation process is also being embraced for its potential to improve gut health, lower glycemic index, and increase the bioavailability of nutrients. In addition to health benefits, the study underscores that consumer acceptance is strongly influenced by factors such as sensory appeal, product labeling, and the growing awareness of food origin and production practices. The authors suggest that for sourdough-based products to gain broader market traction, especially in non-traditional markets, there is a need for targeted education and marketing that clearly communicates their unique benefits.

Alba-Martínez et al. (2022) investigated how the visual appeal of high-quality cakes influences consumers' emotional responses. Their study found that appearance significantly affects first impressions and purchase intentions, especially in premium and artisanal products. Visually attractive cakes triggered positive emotions such as joy, anticipation, and trust. The research emphasizes that color, shape, and decoration play a vital role in perceived quality. Emotional engagement through visual assessment is particularly strong among younger consumers and social media users. The study highlights that visual presentation can elevate both hedonic experience and brand value. Thus, aesthetic appeal is a critical marketing tool in the premium cake segment.

Choudhary et al. (2021) examined consumer behavior patterns related to bakery products, focusing on preferences, purchase frequency, and influencing factors. The study revealed that taste, freshness, and quality are primary drivers of consumer choice, followed by price and brand reputation. Urban consumers showed higher preference for ready-to-eat and packaged bakery items. The research also found that younger age groups are more experimental, often trying new bakery varieties. Availability and attractive packaging significantly impact impulse buying behavior. Health consciousness is emerging but still secondary to taste. Overall, the study highlights evolving trends and the need for targeted marketing in the bakery sector.

Martinez and Gomez (2019) provide a comprehensive overview of evolving trends in the baking industry, particularly focusing on the growing consumer demand for healthier and more sustainable baked products. Their study emphasizes a key paradox in modern food consumption: while consumers continue to seek indulgent experiences, they increasingly expect these to align with health and environmental values. The authors examine how this dual expectation has driven innovations in baking, including the use of alternative flours (e.g., whole grains, legume-based flours), natural sweeteners, and functional ingredients with added health benefits such as fiber or antioxidants. The research further notes the rise of clean-label products, where transparency in ingredient sourcing and the absence of artificial additives significantly influence purchase decisions. Martinez and Gomez argue that the baking industry must balance sensory appeal (taste, texture, visual presentation) with nutritional and sustainability considerations to remain competitive. Additionally, they highlight the role of food science in improving the nutritional profile of baked goods without compromising on taste or shelf life. Overall, their findings reflect a broader shift in consumer attitudes where indulgence is no longer defined solely by richness or sweetness, but also by the perceived wholesomeness and ethical sourcing of ingredients.

Hashem et al. (2018) conducted a cross-sectional survey to analyze sugar and energy content in cakes and biscuits sold in the UK. The study found alarmingly high levels of sugar, with many products exceeding recommended daily limits in a single serving. This poses serious public health concerns, particularly among children and frequent snack consumers. The findings provided key evidence supporting the UK’s sugar-reduction program. The authors called for reformulation by manufacturers to reduce sugar without compromising taste. They also emphasized the importance of clearer labeling to inform healthier choices. The study underlines the urgent need for regulatory and industry efforts to curb excessive sugar consumption through baked goods.

**(III) OBJECTIVES**

1. To study consumer awareness and acceptance of healthier or premium ingredients
2. To identify popular cake preferences among consumers
3. To explore consumption pattern, consumer preferences for cake types
4. To evaluate consumer behavior toward online vs. offline cake purchases and satisfaction level

**(IV) RESEARCH METHODOLOGY**

To effectively carry out the study titled “A Survey on Consumer Preferences and Trends in Cake Consumption,” a structured and methodical research design was developed. The research was conducted in March 2024, utilizing a web-based survey as the principal tool for collecting primary data. A structured questionnaire was crafted to gather relevant information based on the study’s core objectives, including preferences in cake types, purchasing behavior, consumption patterns, and satisfaction levels.

The target population included individuals aged 18 to 40 years, a segment widely recognized for actively engaging in cake purchases for personal celebrations, social gatherings, and online orders. A random sampling method was employed to ensure fairness and inclusivity, allowing each eligible respondent within the defined demographic an equal chance of being selected. This helped reduce selection bias and enhanced the overall validity and applicability of the findings.

A total of 100 respondents participated in the survey. The data collected was methodically compiled and analyzed using descriptive statistical tools. Techniques such as tabulation, pie charts, and bar graphs were used to illustrate consumer preferences in terms of cake flavors, size, frosting type, packaging, and their attitudes toward online vs. offline cake purchases.

This structured approach provided clear and actionable insights into the evolving trends and consumer expectations in the cake segment, helping to better understand market demand and potential areas for product development and service improvement.

**(V) RESULTS AND DISCUSSION**

**5.1 Demographic profile of respondents**

The demographic characteristics of respondents from colleges of Anand City wre surveyed, covering various aspects such as gender, age, educational level, family income and area. Table 1 Below is detailed description of the data collected.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 1: Demographic Profile of Respondents (n=100)** | | | |
| **Sr. No.** | **Particular** | **Frequency** | **Percentage (%)** |
| **Gender** | | | |
| 1. | Male | 55 | 55 |
| 2. | Female | 45 | 45 |
|  | **Total** | **100** | **100** |
| **Age** | | | |
| 1. | 18-24 | 91 | 91 |
| 2. | 25-34 | 9 | 9 |
|  | **Total** | **100** | **100** |
| **Education level** | | | |
| 1. | HSC | 3 | 3 |
| 2. | Undergraduate | 72 | 72 |
| 3. | Postgraduate | 25 | 25 |
|  | **Total** | **100** | **100** |
| **Family income** | | | |
| 1. | Below 10000 | 12 | 12 |
| 2. | 10000-50000 | 36 | 36 |
| 3. | 50001-100000 | 30 | 30 |
| 4. | Above 100000 | 22 | 22 |
|  | **Total** | **100** | **100** |
| **Area** | | | |
| 1. | Rural | 48 | 48 |
| 2. | Urban | 52 | 52 |
|  | **Total** | **100** | **100** |

1. **Gender-wise distribution:** The sample comprised 55% male and 45% female participants, indicating a fairly balanced gender representation with a slight male majority.

Figure: 1 Gender-wise distribution (%)

1. **Age-wise distribution:** The age-wise distribution shows that the majority of the respondents (91%) belong to the 18–24 age group, while only 9% fall within the 25–34 age group. This indicates that the survey was primarily participated in by younger individuals, suggesting that insights derived from the study may predominantly reflect the preferences and trends among the youth demographic.

Figure: 2Age-wise distribution (%)

1. **Educational level wise distribution:** The educational background of the respondents shows that a majority (72%) are undergraduates, followed by 25% postgraduates, and 3% with education up to the Higher Secondary Certificate (HSC) level. This suggests that most respondents are well-educated and currently pursuing or have completed higher education.
2. **Family income wise distribution:** The income distribution reveals that 36% of the respondents belong to the income bracket of ₹10,000–₹50,000 per month, followed by 30% in the ₹50,001–₹100,000 range. Additionally, 22% earn above ₹100,000 monthly, while 12% fall below ₹10,000, indicating a diverse range of economic backgrounds.
3. **Area wise distribution:** In terms of residential location, 52% of the respondents reside in urban areas, while 48% are from rural areas.
   1. **To study consumer awareness and acceptance of healthier or premium ingredients**

This table provides insights into consumer awareness and acceptance of healthier or premium ingredients in cakes among 100 respondents. It covers brand preferences, sweetness levels, willingness to pay for organic or high-quality ingredients, and perceptions of cake quality and freshness. The data helps understand consumer attitudes toward health-conscious options and premiumization trends in the cake market.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 2: Consumer awareness and acceptance of healthier for premium ingredients (n=100)** | | | |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Awareness** | | | |
| 1. | Real Bakers | 63 | 63% |
| 2. | Atul Bakery | 50 | 50% |
| 3. | Monginis | 56 | 56% |
| 4. | Dangee Dums | 31 | 31% |
| 5. | Ever Fresh | 36 | 36% |
| 6. | Kabhi B Bakery | 32 | 32% |
| 7. | Other | 28 | 28% |
|  | **Total** | **100** | **100** |
| **Sweetness** | | | |
| 1. | Very Sweet | 2 | 2% |
| 2. | Sweet | 41 | 41% |
| 3. | Moderately sweet | 55 | 55% |
| 4. | Less Sweet | 2 | 2% |
| 5. | Unsweet | 0 | 0% |
|  | Total | **100** | **100** |
| **Organic or high-quality ingredients** | | | |
| 1. | Yes | 56 | 56% |
| 2. | No | 6 | 6% |
| 3. | Maybe, depending on the price difference | 38 | 38% |
|  | **Total** | **100** | **100** |
| **Quality of cakes** | | | |
| 1. | Very high quality | 10 | 10% |
| 2. | High quality | 64 | 64% |
| 3. | Average quality | 24 | 24% |
| 4. | Below average quality | 1 | 1% |
| 5. | Poor quality | 1 | 1% |
|  | **Total** | **100** | **100** |
| **Fresh cakes** | | | |
| 1. | Very important | 74 | 74% |
| 2. | Important | 9 | 9% |
| 3. | Moderately | 6 | 6% |
| 4. | Not important | 5 | 5% |
| 5. | Not at all important | 6 | 6% |

1. **Awareness about different cake brands:** The data indicates that 63% of the respondents prefer Real Bakers, making it the most favored bakery among the group. This is followed by Monginis, preferred by 56% of respondents, and Atul Bakery, chosen by 50%. Other notable preferences include Ever Fresh (36%), Kabhi B Bakery (32%), and Dangee Dums (31%). Additionally, 28% of respondents indicated a preference for other bakeries, reflecting a varied range of bakery choices among the participants.
2. **Sweetness:** The majority of respondents, 55%, prefer cakes that are moderately sweet. A significant portion, 41%, favor sweet cakes, while only a small fraction of respondents prefer very sweet (2%) or less sweet (2%) cakes. None of the respondents chose unsweetened cakes. This indicates a general preference for moderate sweetness levels among the participants.
3. **Organic or high-quality ingredients:** The data reveals that 56% of respondents are willing to pay more for cakes made with organic or high-quality ingredients. Additionally, 38% expressed conditional willingness, indicating they may pay more depending on the price difference. Only 6% are not willing to pay extra. This suggests a strong consumer inclination toward premium ingredients, provided the cost remains reasonable.
4. **Quality of cakes:** The majority of respondents, 64%, rated the product quality as high, while 10% considered it to be of very high quality. About 24% perceived the quality as average. Only a small fraction of respondents rated the quality as below average or poor, each constituting 1%. This suggests a generally positive perception of product quality among the respondents.
5. **Fresh cakes:** The results show that 74% of respondents consider it very important that cakes are freshly baked, highlighting freshness as a key quality expectation. An additional 9% regard it as important, while 6% consider it moderately important. Only a small portion of respondents view freshness as not important (5%) or not at all important (6%). This indicates a strong overall preference for freshness in cake purchases.

**5.3 To identify popular cake preferences among consumers**

This table highlights consumer preferences and perceptions regarding various cake attributes among 100 respondents. It includes popular cake flavors, preferred cake sizes, and favored design styles. The data also reflects the importance of visual appeal and portion sizes in purchase decisions, providing valuable insights into consumer trends and aesthetic preferences in the cake market.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 3: Popular cake flavors, sizes, and designs**  **(n=100)** | | | |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Flavors** | | | |
| 1. | Chocolate | 86 | 86% |
| 2. | Vanilla | 34 | 34% |
| 3. | Red Velvet | 36 | 36% |
| 4. | Fruit (e.g., strawberry, lemon) | 26 | 26% |
| 5. | Coffee/Tea-flavored | 8 | 8% |
| 6. | Butterscotch | 27 | 27% |
| 7. | Black Forest | 53 | 53% |
| 8. | White Forest | 12 | 12% |
|  | **Total** | **100** | **100** |
| **Size** | | | |
| 1. | Single slice | 12 | 12% |
| 2.. | Small (e.g., mini cakes, cupcakes) | 11 | 11% |
| 3. | 250 gm | 21 | 21% |
| 4. | 500gm | 48 | 48% |
| 5. | 1kg | 8 | 8% |
|  | **Total** | **100** | **100** |
| **Design** | | | |
| 1. | Yea | 71 | 71% |
| 2. | No | 10 | 10% |
| 3. | Occasionally | 19 | 19% |
|  | **Total** | **100** | **100** |

1. **Flavors:** The data reveals that chocolate is the most preferred flavor, favored by 86% of respondents. Other popular flavors include Black Forest 53%, Red Velvet 36%, and Vanilla 34%. Butterscotch 27% and fruit flavors such as strawberry and lemon 26% also hold moderate appeal. Coffee and tea-flavored cakes are the least preferred, with only 8% of respondents indicating a liking for these flavors. White Forest is chosen by 12% of participants, reflecting a niche preference. Overall, the preferences highlight a strong inclination towards classic and rich cake flavors.
2. **Size:** The data shows that nearly half of the respondents 48% prefer purchasing cakes weighing 500 grams. This is followed by 21% who opt for cakes weighing 250 grams. Smaller portions such as a single slice and small items like mini cakes or cupcakes are preferred by 12% and 11% of respondents, respectively. Only 8% of participants choose larger cakes weighing 1 kilogram. These results indicate a strong preference for medium-sized cakes among the respondents.
3. **Designs:** The data shows that a majority of respondents 71% enjoy cakes with unique or modern designs such as geometric, abstract, or themed styles. An additional 19% like such designs occasionally, while only 10% expressed no interest. This indicates a strong overall appreciation for creative and visually appealing cake designs among the participants.
   1. **To explore consumption pattern, consumer preferences for cake types**

This section explores consumption patterns and consumer preferences for different types of cakes among 100 respondents. It examines the frequency of cake consumption, primary reasons for purchase, and preferences for custom versus ready-made cakes. The findings offer insights into how often consumers engage with cakes and their inclinations toward personalization and convenience in cake choices.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 4: Consumption pattern, consumer preferences for cake types (n=100)** | | | |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Consumption pattern** | | | |
| 1. | Daily | 1 | 1% |
| 2. | Monthly | 12 | 12% |
| 3. | Occasionally | 71 | 71% |
| 4. | Rarely | 11 | 11% |
| 5. | Weekly | 5 | 5% |
|  | **Total** | **100** | **100** |
| **Reasons for purchasing** | | | |
| 1. | Celebrations (e.g., birthdays, weddings) | 91 | 91% |
| 2. | Special occasions (e.g., holidays, anniversaries) | 34 | 34% |
| 3. | Casual snacking | 13 | 13% |
| 4. | Gifting | 9 | 9% |
|  | **Total** | **100** | **100** |
| **Choices** | | | |
| 1. | Always prefer custom cakes | 7 | 7% |
| 2. | Mostly prefer custom cakes | 16 | 16% |
| 3. | Prefer both equally | 51 | 51% |
| 4. | Mostly prefer ready-made cakes | 23 | 23% |
| 5. | Always prefer ready-made cakes | 3 | 3% |
|  | **Total** | **100** | **100** |
| **Purchasing cakes online or from a physical** | | | |
| 1 | Online | 9 | 9% |
| 2 | Physical store | 84 | 84% |
| 3 | No preference | 7 | 7% |
|  | **Total** | **100** | **100** |

1. **Consumption pattern:** The frequency analysis reveals that a majority of respondents, 71%, visit occasionally, indicating infrequent but regular engagement. Monthly visits account for 12% of the respondents, while those who visit rarely constitute 11%. Weekly visitors make up 5%, and only 1% of respondents reported daily visits. This distribution highlights that most participants tend to visit on an occasional basis rather than following a fixed routine.
2. **Reasons for purchasing:** The data shows that the majority of respondents 91% consume cakes primarily for celebrations such as birthdays and weddings. Special occasions like holidays and anniversaries account for 34% of cake consumption. Additionally, 13% of respondents consume cakes for casual snacking, while 9% use cakes as gifts. This indicates that cakes are predominantly associated with celebratory events among the participants.
3. **Choices (custom cakes or ready-made):** The data shows that 51% of respondents prefer both custom and ready-made cakes equally. Among the remaining participants, 16% mostly prefer custom cakes, while 7% always prefer custom cakes. On the other hand, 23% mostly prefer ready-made cakes, and 3% always prefer ready-made cakes. This indicates a balanced preference overall, with a slight inclination towards flexibility in cake choice.
4. **Purchasing cakes online or from a physical:** The majority of respondents 84% prefer purchasing cakes from physical stores, indicating a strong inclination toward in-person shopping experience. Only 9% favor online purchases, while 7% have no specific preference. This reflects that traditional retail outlets remain the dominant choice for cake buyers, with limited but emerging interest in online platforms.

**5.5 To evaluate consumer behavior toward online vs. offline cake purchases and satisfaction**

This table evaluates consumer behavior related to online and offline cake purchases among 100 respondents. It covers preferred purchasing channels, frequency of online cake orders, and satisfaction levels with online ordering experiences. The data provides insights into the current market dynamics and potential growth opportunities in digital cake retailing, as well as areas for improvement in customer service.

|  |  |  |  |
| --- | --- | --- | --- |
| **Table 5: Consumer behavior toward online vs. offline cake purchases and satisfaction (n=100)** | | | |
| **Sr. No.** | **Particulars** | **Frequency** | **Percentage** |
| **Place of Purchase** | | | |
| 1. | Bakery | 88 | 88% |
| 2. | Home baker | 7 | 7% |
| 3. | Online cake delivery service | 5 | 5% |
|  | **Total** | **100** | **100** |
| **Ordered a cake online** | | | |
| 1. | Yes | 41 | 41% |
| 2. | No | 59 | 59% |
|  | **Total** | **100** | **100** |
| **Satisfaction Level** | | | |
| 1. | Very satisfied | 11 | 27% |
| 2. | satisfied | 11 | 27% |
| 3. | Moderately | 12 | 29% |
| 4. | Dissatisfied | 4 | 10% |
| 5. | Very dissatisfied | 3 | 7% |
|  | **Total** | **41** | **100** |

1. **Place of Purchase:** The data indicates that a vast majority of respondents, 88%, purchase cakes from bakeries. Home baker cakes are chosen by 7% of respondents, while 5% prefer using online cake delivery services. This distribution suggests a strong preference for bakery-sourced cakes among the participants.
2. **Ordered a cake online:** The data indicates that 59% of respondents have never ordered a cake online, while 41% have. This suggests that although a significant portion of participants are familiar with online cake purchasing, the majority still rely on traditional offline methods, pointing to potential growth opportunities for digital ordering platforms.
3. **Satisfaction Level:** Among the 41 respondents who have ordered cakes online, 27% reported being very satisfied with their experience, while an equal 27% indicated they were satisfied. A slightly larger group, 29%, described their satisfaction as moderate. On the other hand, 10% were dissatisfied, and 7% were very dissatisfied with the service. Overall, the majority of online customers express a positive or neutral experience, though there remains room for improvement in service quality.

**(VI) Major Findings**

The study revealed that cake consumption in Anand city is significantly influenced by a young and educated demographic, with 91% of respondents aged between 18–24 years and 72% pursuing undergraduate studies. A slight male majority (55%) was observed, and most participants hailed from urban areas (52%) and middle-income families, earning between ₹10,000–₹50,000 per month. This demographic profile suggests that the cake market in Anand is largely driven by college-going youth who are socially active and likely to participate in celebratory occasions.

Consumption patterns indicate that cakes are primarily purchased for celebrations such as birthdays, weddings, and special holidays, with 91% of respondents citing these occasions as their main reason for buying cakes. Casual snacking and gifting were much less common. The majority of consumers (71%) buy cakes occasionally, while only a small number make weekly or daily purchases, reinforcing the idea that cakes are still seen as a premium or celebratory item rather than a regular food product.

When it comes to flavor preferences, chocolate emerged as the clear favorite, preferred by 86% of respondents, followed by Black Forest (53%) and Red Velvet (36%). This points to a strong inclination toward rich, indulgent flavors among the youth. The 500-gram cake size was the most popular (48%), indicating a preference for medium-sized, shareable portions, especially for small gatherings. Visual appeal also plays a key role in purchasing decisions, with 71% of consumers expressing a liking for modern, themed, or uniquely designed cakes highlighting the importance of aesthetics alongside taste.

Consumers showed considerable awareness and acceptance of premium and healthier cake options. A significant 56% were willing to pay more for cakes made with organic or high-quality ingredients, while another 38% were conditionally willing depending on price. Moreover, freshness was a top concern, with 74% considering it very important that cakes are freshly baked. This indicates that while indulgence remains central, health consciousness and quality expectations are rising.

In terms of purchasing behavior, 84% of respondents preferred buying cakes from physical stores, and only 9% favored online platforms, although 41% had tried online ordering at least once. Among those who had ordered online, satisfaction was generally positive 27% were very satisfied and another 27% were satisfied, although 17% expressed dissatisfaction, indicating areas for improvement in delivery and service. Most consumers (51%) showed equal preference for custom and ready-made cakes, suggesting that flexibility in options is valued.

Overall, the findings indicate a strong preference for both traditional and premium cake flavors, particularly among urban and working professionals. Visual presentation and packaging strongly affect consumer interest and purchasing decisions. Additionally, a notable portion of respondents expressed a growing interest in cakes made with healthier ingredients, suggesting new opportunities for innovation in the bakery sector.

**(VII) Conclusion**

The demographic analysis shows that the majority of cake consumers in Anand city are young adults aged 18–24, predominantly undergraduates from urban and middle-income households. This indicates that the cake market in Anand is driven largely by a youthful, educated demographic that is open to trends and values both quality and experience.

Cake consumption in the region is largely occasion-driven, with 91% of respondents associating cakes with celebrations such as birthdays and weddings. Most consumers engage with cakes occasionally (71%) rather than as a routine indulgence, reflecting the product’s role as a special treat rather than a staple. The popularity of 500gm cakes and a balanced preference for both custom and ready-made cakes indicate a demand for personalization as well as convenience.

Flavor preferences heavily lean towards classic indulgent options like chocolate, Black Forest, and Red Velvet, while modern aesthetics play a significant role in cake appeal 71% of respondents appreciate unique or themed designs. This reflects a rising trend in consumers valuing not just taste but also visual presentation and creativity in cakes.

Freshness and quality remain top priorities for consumers. With 74% considering freshly baked cakes very important and 64% rating the quality as high, it is clear that sensory satisfaction plays a vital role in purchase decisions. Additionally, over half of the respondents are willing to pay more for cakes made from organic or high-quality ingredients, which signifies a shift towards health-conscious indulgence and growing premiumization in the bakery sector.

Although traditional brick-and-mortar stores remain dominant (84%), a notable 41% of respondents have explored online cake ordering, indicating an emerging digital transition. Satisfaction with online services is generally positive, though there is room for improvement, especially in consistency and delivery experience.

In conclusion, the study highlights a shift in consumer preferences toward quality, flavor, and personalization in cake products. These insights can guide bakery businesses in product development and promotional strategies, while also offering a valuable foundation for future academic research on evolving consumer food choices.

**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

**References**

Alba-Martínez, J., Bononad-Olmo, A., Igual, M., Cunha, L. M., Martínez-Monzó, J., & García-Segovia, P. (2022). Role of Visual Assessment of High-Quality Cakes in Emotional Response of Consumers. Foods, 11(10), 1412.

Alba-Martínez, J., Bononad-Olmo, A., Igual, M., Cunha, L. M., Martínez-Monzó, J., & García-Segovia, P. (2022). Role of Visual Assessment of High-Quality Cakes in Emotional Response of Consumers. *Foods*, *11*(10), 1412.

Choudhary, S., Masih, D., Sonkar, C., & Chaudhary, P. (2021). Study on consumer behaviour for bakery products. International Journal of Advances in Agricultural Science and Technology, 8(3), 1-9.

Hashem, K. M., He, F. J., Alderton, S. A., & MacGregor, G. A. (2018). Cross-sectional survey of the amount of sugar and energy in cakes and biscuits on sale in the UK for the evaluation of the sugar-reduction programme. BMJ open, 8(7), e019075.

Hashem, K. M., He, F. J., Alderton, S. A., & MacGregor, G. A. (2018). Cross-sectional survey of the amount of sugar and energy in cakes and biscuits on sale in the UK for the evaluation of the sugar-reduction programme. *BMJ open*, *8*(7), e019075.

Martinez, M. M., & Gomez, M. (2019). Current trends in the realm of baking: When indulgent consumers demand healthy sustainable foods. *Foods*, *8*(10), 518.

Velickova, E., & Tomovska, E. (2025). Emerging trends in the baking market and consumers’ demands, preferences, and acceptance of sourdough-based products. *Handbook of Sourdough Microbiota and Fermentation*, 449-467.

Rusli, R., Nik Omar, N. R., & Md Noh, N. F. (2018). Consumers’ perceptions and preferences for traditional cake production technology in Malaysia. *Economic and Technology Management Review*, *13*.

Jang, S. O. (2014). A Study On Consumer Awareness, Preference, and Consumption Behavior Regarding Rice Cakes-With a Focus on College Students in Busan and the Yeongnam Region. *Korean journal of food and cookery science*, *30*(5), 547-555.

Tarrega, A., Quiles, A., Morell, P., Fiszman, S., & Hernando, I. (2017). Importance of consumer perceptions in fiber-enriched food products. A case study with sponge cakes. *Food & Function*, *8*(2), 574-583.