**A study on Ice Cream Brand Preference Survey for Youth of Anand City**

**ABSTRACT:**

Ice cream consumption among urban Indian youth has surged due to lifestyle shifts and evolving preferences, yet brand loyalty and decision-making behavior remain underexplored. This study addresses the gap by analyzing youth-centric brand preferences in Anand City’s growing FMCG segment. This study investigates ice cream brand preferences and consumption habits among youth in Anand City. Conducted in January 2024, the research surveyed 100 respondents aged 15 to 30 using a web-based questionnaire. The demographic analysis revealed a predominantly young sample, with 79% aged 21-25, a slight female majority (56%), and a significant portion being college students (63%). Most respondents were from urban areas (62%) and middle-income households (48% earning ₹10,000–₹50,000 monthly). A notable 76% reported being health-conscious. Ice cream consumption is occasional, with 26% rarely consuming and 21% monthly, and retail stores (48%) and company outlets (40%) being the most preferred purchase locations, while online purchases remain minimal (9%). Cones (68%) and cups (60%) are the most popular serving types. Amul emerged as the dominant brand, with 97% familiarity and highest preference across all product categories. Chocolate, butterscotch, and cookies & cream were the most liked flavors. Brand reputation, taste, and variety of flavors were the primary drivers of brand choice. While only 19% always considered nutritional value, 45% did so occasionally, and packaging significantly influenced buying decisions for 80% of the sample. Overall, consumers expressed high satisfaction with value for money (64% satisfied, 14% very satisfied) and strong willingness to recommend their preferred brands (78%). Seasonal and limited-edition flavors also positively influenced brand engagement. A structured web-based questionnaire was used to collect responses from 100 participants aged 15–30. Descriptive statistics were employed to evaluate consumption habits, brand familiarity, and purchase motivations.

**Keywords:** Ice Cream, Brand Preference, Consumer Habits, Youth, Anand City, Brand Perception, Purchase Behavior.

1. **INTRODUCTION**

Ice cream is a beloved global treat with a rich history and diverse variations. Originating in ancient China and Persia, it evolved into modern forms across Europe and America. Today, traditional dairy-based ice cream, gelato, sorbet, sherbet, frozen yogurt, and non-dairy alternatives cater to a wide range of tastes and dietary needs. Each region offers unique Flavours the U.S. enjoys classic vanilla and chocolate, Italy is famous for its gelato, Japan offers matcha and black sesame, and India has kulfi (Shah & Chavda, 2020). The market is also influenced by health-conscious trends, leading to low-fat, low-sugar, and high-protein options, as well as non-dairy alternatives (Moreno-Quispe et al., 2023). Premium and artisanal ice creams, known for their high-quality ingredients and unique Flavours, are gaining popularity (Sipple et al., 2022). Exotic and experimental Flavours such as avocado, Thai tea, and use are becoming more common. Sustainability is increasingly important, with a focus on eco-friendly packaging and ethical sourcing (Bower & Baxter, 2000). Despite the rapid growth of the Indian ice cream market, limited research focuses on youth-specific brand preferences in tier-2 cities like Anand. Existing studies emphasize metropolitan consumption patterns but overlook semi-urban youth decision-making influenced by taste, pricing, branding, and digital exposure. This study bridges this knowledge gap by providing region-specific insights that can guide localized marketing and product strategies.

**Ice cream industry in India**

The India Ice Cream Market is expected to grow at a compound annual growth rate (CAGR) of 14.79% from FY2025 to FY2032 and reach a valuation of USD 3.68 billion in FY2024. Because of the growing population, particularly among millennials and generation Z, which has led to a preference for organic and vegan products, a rise in ice cream consumption even during the winter, and a growing demand for ice creams with unusual and seasonal flavors, the market is predicted to reach USD 11.11 billion by FY2032F.

The ice cream market offers a wide variety of goods, including artisanal, take-home, and impulse ice cream. In India, 400 milliliters of ice cream are consumed annually per person. E-commerce and other fast door-step delivery trends, together with several cutting-edge technological developments, have also contributed to the industry's eagerly awaited expansion.

1. **RESEARCH OBJECTIVE**
2. To study the demographic profile of respondents
3. To examine the ice cream consumption habits of the respondents
4. To identify the brand preference among consumers
5. To assess the brand perception and gather consumer feedback on various ice cream brands
6. **REVIEW OF LITERATURE**

Punniyamoorty and Shetty (2011) explored brand preference patterns and influencing factors in the context of a commodity product-cement-focusing on customers in Bangalore. The study emphasized the need for product differentiation in highly competitive markets, even for generic goods, to shift consumers from low- to high-involvement buying behavior. Findings revealed that customers evaluate not just the core product, but also associated attributes such as distribution, customer service, packaging, durability, price, and brand image. The study provides valuable insights for developing effective branding strategies, suggesting that emotional and functional factors together influence brand preference even in commodity markets.

Haque, Bappy, and Arifuzzaman (2018) studied the impact of brand awareness on customer loyalty toward Igloo Ice Cream, focusing on students of Dhaka University. Using a stratified sample of 100 respondents and applying factor and regression analysis, the study identified three key brand awareness dimensions: *Marketing Programs*, *Brand Exposure Builders*, and *Brand Recognition Elements*. The findings revealed that marketing programs had the most significant influence on brand awareness, while brand name, slogan, price affordability, and event sponsorship were key drivers of customer loyalty. The study confirms a strong positive relationship between brand awareness and customer loyalty, offering strategic recommendations for improving customer retention in the ice cream industry.

Roy and Malhotra (2018) conducted an empirical study on urban brand awareness and consumer preferences for milk products in the Kolkata Metropolitan area. Despite growth in the dairy sector, the study notes regional disparities in consumption and relatively low per capita expenditure in Kolkata. The research aimed to understand brand awareness and demographic influences on consumer preference. Data collected from five randomly selected boroughs revealed no significant relationship between age, gender, or education and brand preference. However, occupation and gender were found to significantly influence brand choices. The study emphasizes the importance of understanding urban consumer behavior to tailor effective marketing strategies in specific regions.

Nwagwu and Adeboye (2020) explored how brand elements-specifically *brand name* and *product colour*-influence consumer preference for ice cream in Ota, Ogun State. Using a descriptive survey design and responses from 184 participants, the study applied regression analysis to examine the moderating role of product colour. Findings revealed that both brand name and product colour significantly affect consumer preferences. Moreover, product colour was found to strengthen the influence of brand name on customer choice. The study recommends that ice cream marketers leverage colour as a strategic branding tool to enhance brand recognition and consumer appeal.

Mittal and Tiwari (n.d.) examined consumer preferences toward leading ice cream brands-Amul, Mother Dairy, and Kwality Wall’s-with a focus on taste, packaging, and price. The study emphasizes that consumer behavior is influenced by both psychological and economic factors, making customer satisfaction central to marketing efforts. The Indian ice cream market, valued at around ₹4,000 crores and growing at 15–20% annually, remains localized due to product perishability and regional competition. Despite the presence of national brands, local players dominate specific areas. The study highlights that product attributes like taste and packaging play a key role in influencing consumer choices, especially in a market with relatively low per capita consumption.

Shah and Chavda (2020) examined customer preferences and perceptions toward various ice cream brands in Ahmedabad. Their study highlights India’s high ice cream consumption due to favorable climatic conditions and increased availability through both packaged products and parlors. The Indian ice cream market, valued at around ₹3000 crore, has seen a growth rate exceeding 15% annually, driven by major brands like Amul, Vadilal, Havmor, and Kwality Walls. The study focuses on brand awareness, customer perception, and promotional strategies influencing brand choice among consumers. It emphasizes the role of festivals, occasions, and marketing efforts in shaping consumer decisions. This research is relevant for understanding consumer behavior and brand positioning in India’s competitive FMCG landscape.

1. **RESEARCH METHODOLOGY**

To effectively carry out the study titled “Ice Cream Brand Preference Survey for Youth of Anand City,” a structured research design was developed. The research was conducted in January 2024, utilizing a web-based survey as the primary tool for data collection. A structured questionnaire was designed to gather relevant information aligned with the study objectives.

The target population comprised individuals aged 15 to 30 years, representing a key consumer segment for Ice Cream products. A random sampling method was employed to ensure that each individual within the defined population had an equal opportunity of being selected. This approach helped minimize selection bias and enhanced the reliability and generalizability of the findings.

A total of 100 respondents participated in the study. The primary data collected from these participants were systematically compiled and analyzed using Descriptive Statistical tools. Techniques such as tabulation, graphical representation, and charts were employed to interpret the data effectively. These methods facilitated an Ice Cream Brand Preference Survey for Youth of Anand City.

1. **RESULT AND DISCUSSION**
   1. **To study the demographic profile of respondents**

Table 1 presents the demographic profile of the 100 respondents surveyed for the study. It includes key variables such as age, gender, education/occupation, location, monthly family income, and health-consciousness levels, providing a comprehensive overview of the sample population.

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| --- | --- | --- | --- |
| Table 1: Demographic Profile of Respondents(n=100) | | | |
| Sr. No. | Particulars | Frequency | Percentage |
| Age | | | |
| 1 | Below 15 | 0 | 0 |
| 2 | 15-20 | 12 | 12 |
| 3 | 21-25 | 79 | 79 |
| 4 | 26-30 | 4 | 4 |
| 5 | Above 30 | 5 | 5 |
|  | Total | 100 | 100 |
| Gender | | | |
| 1 | Male | 44 | 44 |
| 2 | Female | 56 | 56 |
|  | Total | 100 | 100 |
| Current education/occupation | | | |
| 1 | High School Student | 0 | 0 |
| 2 | College Student | 63 | 63 |
| 3 | Working Professional | 37 | 37 |
|  | Total | 100 | 100 |
| Location | | | |
| 1 | Anand Rural | 38 | 38 |
| 2 | Anand Urban | 62 | 62 |
|  | Total | 100 | 100 |
| Monthly Family income | | | |
| 1 | Below 10000 | 8 | 8 |
| 2 | 10000 - 50000 | 48 | 48 |
| 3 | 50000 - 100000 | 31 | 31 |
| 4 | Above 100000 | 13 | 13 |
|  | Total | 100 | 100 |
| Health-Conscious level | | | |
| 1 | Highly conscious | 23 | 23 |
| 2 | Conscious | 53 | 53 |
| 3 | Moderate | 22 | 22 |
| 4 | Not conscious | 1 | 1 |
| 5 | Not at all conscious | 1 | 1 |
|  | Total | 100 | 100 |

Based on the demographic profile of the 100 respondents, the data reveals a predominantly young sample group. A substantial 79% of the respondents fall within the 21–25 years age category, while only 9% are above the age of 25. This indicates that the insights gathered in the study largely reflect the views of the younger generation.

In terms of gender distribution, the sample is slightly skewed towards females, who make up 56% of the respondents, compared to 44% males. This gender composition adds a balanced perspective to the study, allowing for gender-based interpretation where required.

When examining the current education or occupational status, a majority of 63% are college students, followed by 37% working professionals. This confirms that the respondents are mainly from an educated background, with a significant proportion likely being involved in academic or early career stages.

Looking at the geographical representation, 62% of the participants are from Anand Urban, while the remaining 38% belong to Anand Rural. This shows a stronger urban representation, which could influence brand awareness, accessibility, and purchasing habits observed in the study.

In terms of monthly family income, 48% of respondents fall within the income bracket of ₹10,000–₹50,000, followed by 31% in the ₹50,000–₹1,00,000 range. This suggests that a large portion of the sample comes from middle-income households, providing insight into purchasing behavior from a price-sensitive consumer base.

Lastly, regarding the level of health consciousness, 53% of respondents consider themselves conscious, and 23% as highly conscious. This indicates that more than three-fourths of the sample population is mindful of health-related aspects, which may influence their food and brand preferences, especially in the context of organic and health-oriented products.

* 1. **To examine the ice cream consumption habits of the respondents**

These tables (2 to 5) provides insights into the ice cream consumption habits of 100 respondents. It covers frequency of consumption, preferred purchase locations, willingness to buy online, and favored ice cream types. The data helps understand consumer preferences and trends in the ice cream market.

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| Table 2: Frequency of Consumption (n=100) | | | | |
| Sr. No. | Frequency of Consumption | Frequency | Percentage |
| 1 | Daily | 0 | 0 |
| 2 | 2-3 times in a week | 19 | 19 |
| 3 | Once in a week | 18 | 18 |
| 4 | Once in 2 weeks | 16 | 16 |
| 5 | Monthly | 21 | 21 |
| 6 | Rarely | 26 | 26 |
|  | Total | 100 | 100 |

Based on the data presented the consumption patterns among respondents show varied frequency levels. Notably, 26% of individuals consume ice cream rarely, while 21% consume it monthly, and only 19% report consuming it 2–3 times a week. Interestingly, none of the respondents reported daily consumption, suggesting that while ice cream is enjoyed, it is not a daily indulgence for this group.

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| Table 3: Place of Purchase wise distribution | | | |
| Sr. No. | Place of Purchase | Frequency | Percentage |
| 1 | Grocery Store | 37 | 37 |
| 2 | Cafe/Restaurant | 20 | 20 |
| 3 | Company's outlet | 40 | 40 |
| 4 | Online purchase | 5 | 5 |
| 5 | Retail store | 48 | 48 |

Table 3 shows regarding the place of purchase, the most common sources are retail stores (48%) and company outlets (40%), followed closely by grocery stores (37%). A comparatively smaller percentage purchase from cafes or restaurants (20%) and only 5% through online platforms, indicating a strong preference for in-person purchasing.

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| Table 4: Online purchase of ice cream wise distribution | | | |
| Sr. No. | Online purchase | Frequency | Percentage |
| 1 | Purchased | 9 | 9 |
| 2 | Not purchase | 91 | 91 |
|  | Total | 100 | 100 |

Table 4 shows that the trend of online purchase behavior, where a significant 91% of respondents stated they do not buy ice cream online, and only 9% do, suggesting that online channels have limited penetration in this category among the surveyed population.

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| Table 5: Preferable types of ice cream-wise distribution of Respondents | | | |
| Sr. No. | Online purchase | Frequency | Percentage |
| 1 | Cup | 60 | 60 |
| 2 | Cone | 68 | 68 |
| 3 | Candy | 35 | 35 |
| 4 | Family Pack | 41 | 41 |
| 5 | Ice Cream Cake | 12 | 12 |

In terms of preferred types of ice cream, table 5 shows that the cones are the most popular choice, preferred by 68% of respondents, followed by cups (60%) and family packs (41%). Candy (35%) and ice cream cakes (12%) are less favored. This highlights a strong preference for convenient, individual servings among consumers.

* 1. **To identify the brand preference among consumers**

These tables (6 to 11) highlights consumer preferences and perceptions regarding various ice cream brands among 100 respondents. It includes brand familiarity, preferred brands across different product types, favorite flavors, and factors influencing brand choice. Additionally, it examines the role of nutritional awareness and packaging in purchase decisions, offering valuable insights into consumer buying behavior in the ice cream segment.

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| Table 6: Familiarity with ice cream brand(n=100) | | | |
| Sr. No. | Brands | Frequency | Percentage |
| 1 | Amul | 97 | 97 |
| 2 | Vadilal | 65 | 65 |
| 3 | Kwality Walls | 32 | 32 |
| 4 | Havmor | 73 | 73 |
| 5 | Sheetal | 46 | 46 |
|  | Total | 100 | 100 |

In table 6, the data shows that Amul is the most familiar ice cream brand among respondents, with 97% awareness. Havmor follows at 73%, while Vadilal is known to 65% of participants. Sheetal and Kwality Walls have moderate familiarity, with 46% and 32% awareness, respectively. Overall, Amul dominates brand recognition in the ice cream segment.

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| Table 7: Preferred ice cream brand for each type of serving (n=100) | | | | | | | | | | | |
| Sr. No. | Brands | Cup | | Cone | | Candy | | Family Pack | | Ice cream cake | |
| F | % | F | % | F | % | F | % | F | % |
| 1 | Amul | 76 | 76 | 52 | 52 | 56 | 56 | 59 | 59 | 43 | 43 |
| 2 | Vadilal | 9 | 9 | 15 | 15 | 18 | 18 | 16 | 16 | 10 | 10 |
| 3 | Kwality Walls | 3 | 3 | 8 | 8 | 8 | 8 | 3 | 3 | 7 | 7 |
| 4 | Havmor | 10 | 10 | 22 | 22 | 15 | 15 | 19 | 19 | 30 | 30 |
| 5 | Sheetal | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 1 | 1 | 1 |
| 6 | Other | 1 | 1 | 1 | 1 | 2 | 2 | 2 | 2 | 9 | 9 |

The data reveals that Amul is the most preferred brand across all types of ice cream servings. It leads in cups (76%), candy (56%), cones (52%), family packs (59%), and even ice cream cakes (43%). Havmor holds the second position for cones (22%) and shows notable preference for ice cream cakes (30%), indicating a strong presence in premium or specialty segments. Vadilal is moderately preferred, especially for candy (18%) and family packs (16%), while Kwality Walls has limited preference across all categories. Sheetal and other brands have minimal consumer preference in all types. Overall, the data reflects Amul's strong dominance in consumer choices for all ice cream formats.

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| Table 8: Favorite Ice Cream Flavour (n=100) | | | | | | | | | | | | |
| Sr. No. | Ice cream Flavour | Most Like | | Like | | Moderate | | Dislike | | Most Dislike | |
| F | % | F | % | F | % | F | % | F | % |
| 1 | Chocolate | 48 | 48 | 11 | 11 | 16 | 16 | 12 | 12 | 13 | 13 |
| 2 | Vanilla | 34 | 34 | 26 | 26 | 15 | 15 | 17 | 17 | 8 | 8 |
| 3 | Strawberry | 21 | 21 | 15 | 15 | 30 | 30 | 18 | 18 | 16 | 16 |
| 4 | Mango | 23 | 23 | 32 | 32 | 19 | 19 | 9 | 9 | 17 | 17 |
| 5 | Cookies and Cream | 40 | 40 | 23 | 23 | 20 | 20 | 6 | 6 | 11 | 11 |
| 6 | Mint Chocolate chip | 20 | 20 | 24 | 24 | 31 | 31 | 5 | 5 | 20 | 20 |
| 7 | Butterscotch | 45 | 45 | 23 | 23 | 12 | 12 | 8 | 8 | 12 | 12 |
| 8 | Other | 23 | 23 | 16 | 16 | 23 | 23 | 17 | 17 | 21 | 21 |

In table 8, The data shows that Chocolate (48%), Butterscotch (45%), and Cookies and Cream (40%) are the top three most liked ice cream flavors among respondents, indicating strong overall preference. Vanilla and Mango also have moderate popularity, with a combined majority of "Most Like" and "Like" responses (60% and 55%, respectively). Strawberry and Mint Chocolate Chip have a mixed response—many rate them as moderate or even express dislike, especially in the case of Mint Chocolate Chip, which has a notable 20% “Most Dislike” response. The "Other" category reflects varied individual preferences, but it also includes a significant portion of respondents (21%) who dislike such flavors. Overall, classic and creamy flavors like Chocolate and Butterscotch clearly dominate consumer taste preferences.

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| Table 9: Reasons for preference of brands (n=100) | | | | | | | | | | | | |
| Sr. No. | Reasons | Very satisfied | | Satisfied | | Moderate | | Dissatisfied | | Very dissatisfied | |
| F | % | F | % | F | % | F | % | F | % |
| 1 | Palatable/Taste | 53 | 53 | 37 | 37 | 9 | 9 | 0 | 0 | 1 | 1 |
| 2 | Quality of ingredients | 43 | 43 | 39 | 39 | 15 | 15 | 2 | 2 | 1 | 1 |
| 3 | Variety of Flavors | 49 | 49 | 43 | 43 | 7 | 7 | 0 | 0 | 1 | 1 |
| 4 | Packaging | 42 | 42 | 37 | 37 | 18 | 18 | 0 | 0 | 3 | 3 |
| 5 | Brand reputation | 56 | 56 | 31 | 31 | 12 | 12 | 0 | 0 | 1 | 1 |
| 6 | Price | 35 | 35 | 32 | 32 | 25 | 25 | 4 | 4 | 4 | 4 |
| 7 | Availability | 48 | 48 | 38 | 38 | 10 | 10 | 3 | 3 | 1 | 1 |

The data of table 9, highlights that taste (palatability) and brand reputation are the strongest reasons for brand preference among consumers, with 53% and 56% of respondents, respectively, being "very satisfied." These factors are closely followed by variety of flavors (49%), availability (48%), and quality of ingredients (43%), which also receive high satisfaction levels. Packaging receives positive feedback too, though slightly less strong, with 42% "very satisfied" and 37% "satisfied." Price, however, stands out as the least satisfying factor—only 35% are "very satisfied," and a notable 25% rate it as "moderate," with 8% expressing dissatisfaction. This suggests that while product quality and brand value are appreciated, pricing may be a concern for some consumers. Overall, the key drivers for brand preference are taste, brand image, and flavor variety, while price remains a relatively weaker point.

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| Table 10: Consideration of calorie count or nutritional information before purchasing ice cream (n=100) | | | |
| Sr. No. | Consideration | Frequency | Percentage |
| 1 | Yes, always | 19 | 19 |
| 2 | Sometimes | 45 | 45 |
| 3 | Neutral | 12 | 12 |
| 4 | Rarely | 15 | 15 |
| 5 | Never | 9 | 9 |
|  | Total | 100 | 100 |

In table 10, the data shows that only 19% of respondents always consider calorie count or nutritional information before purchasing ice cream, while the majority—45%—do so only sometimes. A smaller portion remains neutral (12%) or rarely considers it (15%), and 9% never take it into account. This suggests that although health consciousness exists among some consumers, nutritional factors are not a primary concern for most when it comes to ice cream purchases. Taste and enjoyment likely outweigh health considerations for the majority.

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| Table 11: Influence of Packaging and presentation in purchasing of ice cream (n=100) | | | |
| Sr. No. | Influence | Frequency | Percentage |
| 1 | Yes, very much | 41 | 1 |
| 2 | Somewhat | 39 | 2 |
| 3 | Neutral | 12 | 3 |
| 4 | Not really | 7 | 4 |
| 5 | Not at all | 1 | 5 |
|  | Total | 100 | 100 |

The data of table 11, indicates that packaging and presentation significantly influence consumer purchasing decisions for ice cream. A majority—41% say “Yes, very much” and 39% say “Somewhat”—suggesting that 80% of respondents are positively influenced by how the product looks. Only a small portion remains neutral (12%), and very few report that packaging has little to no influence (7% "Not really" and 1% "Not at all"). This reflects the importance of attractive, appealing packaging in drawing consumer attention and encouraging purchase decisions in the competitive ice cream market.

* 1. **To assess the brand perception and gather consumer feedback on various ice cream brands**

These tables(12 to 14) presents consumer feedback regarding their perception of ice cream brands, specifically focusing on value for money, the impact of seasonal or limited-edition flavors, and their willingness to recommend the brand to others. Understanding consumer satisfaction and advocacy helps in evaluating brand loyalty and areas of improvement from a consumer standpoint.

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| Table 12: Rate the value for money of preferred brand’s ice cream (n=100) | | | |
| Sr. No. | Satisfaction level | Frequency | Percentage |
| 1 | Very satisfied | 14 | 14 |
| 2 | Satisfied | 64 | 64 |
| 3 | Moderate | 20 | 20 |
| 4 | Dissatisfied | 1 | 1 |
| 5 | Strongly dissatisfied | 1 | 1 |
|  | Total | 100 | 100 |

In above table 12, the data shows that a majority of consumers are satisfied (64%) with the value for money offered by their preferred ice cream brand, while 14% are very satisfied, indicating overall positive sentiment. Only 2% expressed dissatisfaction, suggesting that most brands are meeting consumer expectations regarding pricing and quality.

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| Table 13: Influence of availability of limited edition or seasonal flavours to brand preference (n=100) | | | |
| Sr. No. | Influence of availability | Frequency | Percentage |
| 1 | Yes, very much | 25 | 25 |
| 2 | Sometimes | 48 | 48 |
| 3 | Neutral | 11 | 11 |
| 4 | Not really | 11 | 11 |
| 5 | Not at all | 5 | 5 |
|  | Total | 100 | 100 |

The table 13 shows regarding the influence of seasonal or limited-edition flavours, 25% are highly influenced and 48% are sometimes influenced, showing that such offerings can enhance brand appeal and engagement. Only a small portion (16%) are not influenced, indicating potential for seasonal marketing strategies.

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| --- | --- | --- | --- |
| Table 14: Willingness to Recommend Brand to others (n=100) | | | |
| Sr. No. | Willingness | Frequency | Percentage |
| 1 | Very Willing | 26 | 26 |
| 2 | Willing | 52 | 52 |
| 3 | Neutral | 20 | 20 |
| 4 | Unwilling | 1 | 1 |
| 5 | Very Unwilling | 1 | 1 |
|  | Total | 100 | 100 |

In terms of brand advocacy, table 14 shows that 78% of respondents are either very willing (26%) or willing (52%) to recommend their preferred brand to others. This highlights strong consumer trust and satisfaction, suggesting high levels of brand loyalty.

**Major findings**

The study found that most ice cream consumers in Anand city are young adults aged 21–25, with a slight female majority (56%) and a large portion being college students (63%). Urban residents made up 62% of the sample, and nearly half of the participants belonged to middle-income families earning ₹10,000–₹50,000 per month. A strong health consciousness was observed, with 76% identifying as either conscious or highly conscious, suggesting growing awareness of nutrition among youth.

Ice cream is generally consumed occasionally, with 26% consuming it rarely and 21% monthly. Retail stores (48%) and company outlets (40%) were the most preferred purchase locations, while online purchases remained minimal (9%). Cone (68%) and cup (60%) formats were the most popular, indicating a preference for convenient servings.

Amul emerged as the dominant brand, preferred across all product categories and familiar to 97% of respondents. Chocolate, butterscotch, and cookies & cream were the most liked flavors. Brand choices were mainly driven by taste, reputation, and variety of flavors. Packaging and availability were also influential, while price showed a more mixed impact. Although only 19% always considered nutritional value, 45% did so occasionally, and packaging significantly affected buying behavior for 80% of the sample.

Overall, most respondents were satisfied with their preferred brand's value for money, and 78% were willing to recommend it to others. Seasonal and limited-edition flavors also positively influenced brand engagement, indicating opportunities for targeted marketing strategies.

**CONCLUSION**

The demographic analysis shows that the majority of ice cream consumers in Anand city are young adults aged 21–25, with a higher proportion of females and college students. Most belong to urban areas and middle-income families, and a considerable number are health-conscious. This indicates that the target market for ice cream brands is educated, youthful, and moderately health-aware.

Consumption habits reveal that ice cream is enjoyed occasionally, with the highest frequency being 2–3 times per week (19%), and most purchases are made from retail stores (48%) and company outlets (40%). Online purchases remain minimal. Consumers prefer cones (68%) and cups (60%) over other forms, suggesting a preference for easy-to-consume options.

In terms of brand preference, Amul dominates across all product categories and enjoys the highest familiarity and trust. Havmor and Vadilal follow at a distance. Popular flavors include chocolate, butterscotch, and cookies & cream. Brand choices are strongly influenced by taste, reputation, and flavor variety. Packaging and nutritional awareness also play a role, though price sensitivity varies among individuals.

Feedback on brand perception is largely positive, with most consumers satisfied with the value for money. Seasonal and limited-edition flavors attract consumer interest and influence brand engagement. Moreover, a large majority (78%) are willing to recommend their preferred brand, indicating strong brand loyalty and customer satisfaction in the region.

**Consent**

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

COMPETING INTERESTS

Authors have declared that they have no known competing financial interests OR non-financial interests OR personal relationships that could have appeared to influence the work reported in this paper.

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