



The Flavors of Choice: A Deep Dive into Consumer Preferences for Ice Cream

N Indhupriya^{1*}, G Gnanaselvi²

Nallamuthu Gounder Mahalingam College

Corresponding Author: N Indhupriya indhupriyan12@gmail.com

ARTICLE INFO

Keywords: Ice Cream, Consumer, Influence, Flavour

Received : 5 July

Revised : 18 August

Accepted: 18 September

©2025 Indhupriya Gnanaselvi: This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

This study, "The Flavors of Choice: A Deep Dive into Consumer Preferences for Ice Cream," investigates the key factors that influence consumer buying behaviour in the competitive ice cream market. The research aims to understand consumer preferences and attitudes towards ice cream, addressing the lack of awareness about the factors that drive purchasing decisions. A descriptive research design was employed, utilizing a structured questionnaire to collect primary data from a sample of 130 respondents selected through a random sampling technique. The findings reveal that taste and variety of Flavors are the most significant factors influencing consumer choice, followed closely by value for money, and quality and sustainability along with nutritional content. The study also determined that a majority of consumers purchase ice cream on a monthly basis and prefer to enjoy it at home, often with family. The analysis indicates that traditional marketing efforts like promotions and discounts are the least influential factors in a consumer's decision-making process. The study concludes with suggestions for manufacturers and marketers, recommending a focus on product excellence, transparent communication of value and quality, and targeted marketing that emphasizes core product attributes to enhance customer satisfaction and drive business growth

INTRODUCTION

The ice cream industry has experienced significant growth in recent years, driven by increasing demand for premium and unique frozen dessert experiences. With a wide range of flavours, brands and packaging options available, consumers are faced with a complex of decision-making process when purchasing ice cream. Understanding the factors that influence consumer's buying behaviour towards ice cream is crucial for manufacturers and marketers seeking to develop effective marketing strategies, improve product offerings, and enhance customer satisfaction. This study aims to explore the factors that influence consumer's buying behaviour towards ice cream, including demographic, psychological, and environmental factors. By understanding these factors, manufacturers and marketers can develop targeted marketing strategies, improve product offering, and enhance customer satisfaction, ultimately driving business growth and profitability in the competitive ice cream market.

It encompasses the examination of consumer preferences, such as their favourite flavours, textures, and packaging designs, alongside the influence of seasonal demand, which often peaks during warmer months but is gradually extending to year-round consumption. Additionally, the study considers the balance between brand loyalty and price sensitivity, exploring how consumers navigate their desire for trusted brands versus cost-effective options. Impulse buying is another critical aspect, as ice cream is frequently chosen spontaneously, influenced by strategic marketing and placement in stores. Cultural and regional factors play a significant role in shaping flavour preferences and purchasing habits, while the growing trend toward healthier lifestyles has sparked interest in options like low-fat, vegan, or sugar-free ice cream. Lastly marketing and promotional efforts, including advertisements, social media campaigns, and in-store promotions, significantly impact consumer choices, making this study a comprehensive analysis of both emotional and practical aspects tied to the enjoyment of ice cream.

LITERATURE REVIEW

Renuka Gopalakrishna (2006), in their study entitled "consumers preferences, quality and nutritive value of selected ice creams" the main objectives of the study is to consumer preferences, evaluate the quality and nutritive value, and analyse the relationship between preferences and quality/nutritive value. The data collected were primary data with a sample size of 100 respondent's using random sampling method. The study employed a descriptive research design, using a structured questionnaire, sensory evaluation, proximate analysis to collect data. The findings of the study concluded that manufacturers should focus on improving quality and nutritive value.

Yavuz Topcu (2015) In their study entitled "Turkish Consumer Decisions Affecting Ice Cream Consumption" the main aim of the study is to investigate the factors influencing Turkish consumer's decision to consume ice cream. The study collected are primary data, a sample size of 384 respondents was selected through Convenience sampling method.the study employed a descriptive research design. Statistical tools used were Factor analysis, Regression analysis

and Chi-square test to analyse the data. the study also founded that consumer attitude and preferences such as health conscious and indulgence, played a significant role in ice cream consumption.

Agnieszka Palka (2017), in their study entitled “consumers preferences on impulse ice cream” the main objectives of the study is to identify factors influencing impulse buying, analyse consumer preferences for ice cream flavours, packaging, and pricing and demographic differences in impulse buying behaviour. The data collected were primary data with a sample size of 300 respondents using convenience sampling method. The study employed a descriptive research design, using a structured questionnaire to collect data. Techniques such as descriptive statistics, Factor analysis, chi-square test were used to analyse the data. The study concluded t

Abu Sadat Chowdhury (2020), in their study entitled “How product availability influences consumers while buying ice cream”. The main aim of the study is to investigate the impact of product availability on consumer purchasing decisions of ice cream. The study uses primary data with a sample size of 300 respondents through the convenient sampling method. The techniques used in the study were Descriptive statistics, correlation analysis, regression analysis were used to analyse the data. The study concluded that product availability plays a crucial role in influencing consumers purchasing decisions of ice cream.

Statement of the Problem

The Ice cream industry is a rapidly growing market, but manufacturers and marketers face Challenges in understanding the complex factors that influences consumer’s purchasing decisions. Despite the wide range of flavours and brands available, consumer’s preferences and attitudes towards ice cream are not well understand. Furthermore, there is a lack of awareness about the various types of ice cream products available in the market.

The study aims to address the following research gaps:

1. What are the key factors that influence consumer’s purchasing decisions when it comes to ice cream?
2. What are the various attitudes towards ice cream among consumers?

Objectives of the Study

1. To explain the Awareness towards Ice Cream brands.
2. To identify the factors influencing Purchasing Decision of Ice Cream.

METHODOLOGY

The present study is mainly based on Primary data. It is collected by distributing the Questionnaires, the questionnaires containing questions relating to Socio economic profile of the respondents and their buying behaviour. Necessary guidance was given to the respondents for filling up the questionnaires. The data required for the study have been collected by using structured questionnaire in order to know consumer’s buying behaviour towards ice cream. To understand this study, a sample of 130 respondents have been chosen by using Random sampling technique.

RESULT AND DISCUSSION

Analysis and Data Interpretation

Age

For the purpose of the study Age of the respondents are divided into four categories

Table 1. Age-Wise Distribution of Respondents

Age	Frequency	Percentage
Under 18	20	15.4%
18-25	62	47.7%
25-50	24	18.5%
Above 50	24	18.5%
Total	130	100%

It is found from the above table Total of 130 Respondents, 20(15.4%) are belongs to Under 18 category, 62(47.7%) are belongs to 18-25 category, 24 (18.5%) belongs to 25-50 category, and 24(18.5%) belongs to Above 50 category. it is found that most of the respondents are from 18 25 category.

Area

For the purpose of the study Area of the respondents are divided into Two categories

Table 2. Distribution of Respondents by Area

Area	Frequency	Percentage
Town	49	37.7%
Village	81	62.3%
Total	130	100%

From the above table Total of 130 Respondents, 49(37.7%) belongs to Town category, 81(62.3%) are belongs to Village category. it is found that most of the respondents are from Village category.

Educational Level

For the purpose of the study Educational level of the respondents are divided into Four categories

Table 3. Distribution of Respondents by Educational Level

Educational Level	Frequency	Percentage
Primary Education	18	13.8%
Secondary or Higher Secondary	14	10.8%
Graduate	58	44.6%
Post Graduate	40	30.8%
Total	130	100%

From the above table Total of 130 Respondents, 18(13.8%) belongs to Primary Education category, 14(10.8%) are belongs to Secondary or Higher Secondary category, 58(44.6%) are belongs to Graduate category and 40(30.8%) belongs to Post Graduate category, it is found that most of the respondents are from Graduate category.

Occupation

For the purpose of the study Occupation of the respondents are divided into Four categories

Table 4. Distribution of Respondents by Occupation

Occupation	Frequency	Percentage
Student	66	50.8%
Employed	31	23.8%
Unemployed	22	16.9%
Self employed	11	8.5%
Total	130	100%

From the above table Total of 130 Respondents, 66(50.8%) belongs to Student category, 31(23.8%) are belongs to Employed category, 22(16.9%) are belongs to Unemployed category and 11(8.5%) belongs to Self employed category, it is found that most of the respondents are from Student category.

How Often Purchase Icecream

For the purpose of the study Purchasing decision of the respondents are divided into Four categories

Table 5. Distribution of Respondents by Frequency of Ice Cream Purchase

Purchasing Decision	Frequency	Percentage
Daily	8	6.2%
Weekly	45	34.6%
Monthly	46	35.4%
Rarely	31	23.8%
Total	130	100%

From the above table Total of 130 Respondents, 8(6.2%) belongs to daily category, 45(34.6%) are belongs to weekly category, 46(35.4%) are belongs to monthly category and 31(23.8%) belongs to Rarely category, it is found that most of the respondents are from Monthly purchasing category.

Enjoying Icecream Place

For the purpose of the study Ice cream enjoying place of the respondents are divided into Four categories

Table 6. Distribution of Respondents by Place of Enjoying Ice Cream

Enjoying Place	Frequency	Percentage
Parlour	10	7.7%
Home	56	43.1%
Restaurant	38	29.2%
School/college	26	20.0%
Total	130	100%

From the above table Total of 130 Respondents, 10(7.7%) belongs to Parlour category, 56(43.1%) are belongs to home category, 38(29.2%) are belongs to Restaurant category and 26(20.0%) belongs to School/college category, it is found that most of the respondents are from home category.

With Whom Did You Have Ice Cream

For the purpose of the study with whom the respondents are having ice cream can be divided into four categories

Table 7. Distribution of Respondents by Companion While Having Ice Cream

With Whom	Frequency	Percentage
Family	59	45.4%
Friends	57	43.8%
Colleagues	13	10.0%
Others	1	8%
Total	130	100%

From the above table Total of 130 Respondents, 59(45.4%) belongs to Family category, 57(43.8%) are belongs to Friends category, 13(10.0%) are belongs to Colleagues category and 1(8%) belongs to Post others category, it is found that most of the respondents are from Family category.

If Favourite Flavour is Not Available

For the purpose of the study If flavour is not available the purchasing decision of the respondents can be divided into Two categories

Table 8. Distribution of Respondents by Purchasing Decision When Favourite Flavour is Not Available

Purchasing Decision	Frequency	Percentage
Change flavour	70	53.8%
Go to another shop	60	46.2%
Total	130	100%

From the above table Total of 130 Respondents, 70(53.8%) belongs to Change Flavour category, 60(46.2%) are belongs to Go to another shop category, it is found that most of the respondents change flavour category.

Factors Influencing Ice Cream Purchasing Decision--- Weighted Average Method

Table 9. Factors Influencing Ice Cream Purchasing Decision (Weighted Average Method)

Factors	1	2	3	4	5	Total	Mean Score	Rank
Taste	1	4	3	9	113	619	4.76	1
Variety of Flavours	2	3	18	52	55	545	4.19	2
Uniqueness of Flavours	2	10	33	36	49	510	3.92	5
Price	10	11	25	39	45	488	3.75	6

Value for Money	2	11	26	37	54	520	4	3
Promotions & Discounts	17	12	28	42	31	448	3.44	10
Reputation	12	12	37	33	36	459	3.53	9
Quality & Sustainability	1	10	37	26	56	516	3.96	4
Nutritional Content	5	11	20	41	53	516	3.96	4
Convenience Of Purchasing	5	10	39	39	37	483	3.71	7
Packaging	9	11	32	32	39	471	3.62	8

From the above table Taste is the first factor that influence consumers purchasing behaviour of ice cream, Variety of flavours is the second factor that influence their purchasing, value for money is the third factor and quality and sustainability and nutritional content becomes the fourth factor influencing consumer purchasing decision, uniqueness of flavours becomes the fifth factor, price is the sixth factor in determining the purchasing decision, convenience of purchase is the seventh factor and reputation is the ninth factor and promotions and discounts is the last factor in determining the purchasing decision of ice cream.

Suggestions

1. **Prioritize Taste and Flavor Variety:** Invest heavily in R&D to create new, appealing flavors and ensure consistent quality. Offer a diverse range of flavors, including both classic favorites and innovative new ones, to attract a wider customer base.
2. **Highlight Value for Money:** Communicate the value proposition of your products through clear messaging about the quality of ingredients, generous serving sizes, and the premium experience offered.
3. **Emphasize Quality and Health Aspects:** Use high-quality ingredients and market them explicitly. Develop and promote healthier options such as low-fat, sugar-free, or vegan ice creams to appeal to health-conscious consumers. Highlight sustainable practices in production and sourcing.
4. **Strengthen Brand Reputation:** Build a positive brand image through consistent product quality, effective customer service, and community engagement. A strong reputation builds consumer trust and loyalty.

CONCLUSION AND RECOMMENDATION

This study highlighted the increasing importance of value for money, product quality, and nutritional content, indicating a more discerning consumer base that is moving beyond just taste. While younger consumers are the largest demographic, and students form the largest occupational group, the preferences for taste and value cut across various segments. The findings also provide a clear message to marketers: traditional promotional strategies like discounts are less

effective than focusing on the core product attributes that consumers value most. Building a strong brand reputation based on quality, variety, and ethical practices is a more sustainable long-term strategy for success. The high propensity for in-home consumption also suggests that the focus should be on retail availability and appealing to family-oriented purchasing behaviours.

REFERENCES

- Agnieszka palka,(2017), Consumers preferences om impulse ice cream, Gdynia Maritime University.
- Chowdhury, Abu Sadat (2020), How product availability influences consumers while buying ice cream. BRAC University, 2020
- Renuka gopalakrishna (2006), Consumer preference s quality and nutritive value of selected ice creams.SNDT Womens University.
- Renuka gopalakrishna (2006), Consumer preference s quality and nutritive value of selected ice creams.SNDT Womens University.
- Selvalakshmi M, Anurani, R.R. (2013) Consumer tastes and preferences towards ice cream with special reference to Arun ice cream, TSM Business Review, Vol. 1, issue 1, 2013, p.58.
- Topcu, Yuvuz.(2015) Turkish consumer decisions affecting ice cream consumption. Italian Journal of Food Science, Vol. 27, 2015, pp. 29-39.
- Topcu, Yuvuz.(2015) Turkish consumer decisions affecting ice cream consumption. Italian Journal of Food Science, Vol. 27, 2015, pp. 29-39.
- Tulika Sood, et al., (2014), A Study of the relationship between Repurchase and brand loyalty for ice cream of Amul and Saras in Jaipur, PARIDNYA-The MIBM Research journal, 18-32,2014.
- Vanelle Maria da Silva, et al., (2014), Study of the perception of consumers in relation to different ice cream concepts, Food Quality and preferences 36, pp. 161-168, 2014.