

A Study on Consumer Tastes and Preferences towards Arun Ice Creams in Coimbatore Region

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Abstract: This study was conducted to understand the taste and preference of consumers towards Arun Ice-cream, a popular ice cream brand in India. The research was conducted among a sample of 100 participants from different age groups, genders, and geographical locations. A survey questionnaire was used to collect data on factors influencing the purchase of Arun Ice-cream, flavor preferences, and satisfaction level with the quality of the ice cream. The study found that consumers consider quality, taste, packaging, and price as key factors in their purchase decision. The most preferred flavor of ice cream was butter scotch, followed by vanilla and strawberry. Overall, consumers were highly satisfied with the taste and quality of Arun Ice-cream and expressed their willingness to recommend the brand to others. The research findings provide valuable insights to the company to improve its marketing strategies and product offerings, thereby increasing its customer base and profitability.

Keywords: Ice cream, Customer Behavior, Satisfaction

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