

Analyzing the Attributes for Ice Cream Purchase Decisions Among Generation Z Consumers

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Abstract

Purpose : The study aimed to investigate the impact of different attributes of ice creams on purchase decisions among Generation Z consumers.

Methodology : The study is based on a survey of 233 Generation Z consumers who consumed ice cream. The questionnaire consisted of three sections, i.e., demographics, purchase behavior, and consumer behavior. The structural equation modeling (SEM) approach was applied to analyze and interpret the data.

Findings : The study demonstrated that taste, quantity, packaging, and availability influenced the purchase decision of ice cream among Generation Z consumers. The chocolate flavor was the most preferred choice among Generation Z consumers, and they preferred to purchase the ice cream at least once a week.

Practical Implications : The results would provide academicians and business practitioners with practical insights. In the highly competitive FMCG market, this research has important insights for an ice cream brand on specific attributes. A brand could obtain a competitive advantage among Generation Z consumers.

Originality : The study analyzed which specific product attributes played a vital role in selecting an ice cream among Generation Z consumers. These helpful suggestions are offered in order to promote and draw in Generation Z customers for ice cream.

Keywords : generation Z, attributes, ice cream, purchase decision, impulsive behavior

Paper Submission Date : May 14, 2024 ; **Paper sent back for Revision :** July 15, 2024 ; **Paper Acceptance Date :** September 15, 2024 ; **Paper Published Online :** December 15, 2024

Ice cream is a frozen treat that is typically created from dairy ingredients like milk and cream, along with fruit or other toppings and flavors. As per the report of Market Research (2023), India is the leading manufacturer of dairy products for the ice cream market worldwide. In 2022, the size of the Indian ice cream market was worth \$3.01 billion. The Indian Ice Cream Manufacturers Association, a group that represents 80 private ice cream producers, predicts that the industry will continue to develop between 2023 and 2028 at a CAGR of 15%, reaching a value of almost USD 6.96 billion (Market Research, 2023). The food and beverage industry, which accounts for over 3% of India's GDP, provides a living for a sizable section of the populace. The Informal Market Report (2020) projects that the food and beverage sector will see a 14.2% compound annual growth rate in sales between 2020 and 2024. This would translate into a market value of USD 1,264 million by that time (Gao et al., 2023). The

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DOI : <https://doi.org/10.17010/ijom/2024/v54/i12/174660>

demand for ice cream, a luxury food item, is rising quickly on a global scale. The cold chain infrastructure has advanced in developing countries like India, which has helped to satisfy the rising demand for ice cream there (Brondy, 2019).

The potential for growth of the country's premium ice cream companies has expanded due to growth in disposable income. Based on age, populations can be categorized into generational groups according to generation cohort theory (GCT). Previous studies using GCT revealed distinct variations in the purchasing decisions of various age groups. As the largest generation, comprising around 32% of the global population, research on this potentially influential cohort is essential. It is anticipated that this generation will significantly influence global consumer purchases (Djafarova & Bowes, 2021). The Generation Z population has demonstrated a desire to experiment with flavors and aesthetics, which has increased the variety of ice cream available (Indian Retailer Bureau, 2022). Over 50% of Indians are under 25 years old, according to the National Statistical Survey. Therefore, the goal of this study was to specifically look into the behavior of Generation Z in India (Mishra & Das, 2019). In India, ice cream has risen to the top of the dessert food chain. The region's climatic features have contributed to the steadily rising sales. Dessert sales are steadily rising across the Indian subcontinent (Market Research, 2023).

One of the top ice cream brands having substantial growth in India is Havmor. It offers a wide range of frozen treats, from traditional ice cream to kulfi and desserts, which allows one to explore various product attributes and consumer preferences. In most of Western India, Havmor has become ingrained in daily life after becoming well-known in the ice cream industry. The company operates in Gujarat, Maharashtra, Rajasthan, Madhya Pradesh, Punjab, Delhi, and many more. It is offered through more than 40,000 shops. Havmor's collection consists of more than 200 products, making it one of the company's USPs and arguably the largest in India (Havmor Ice Cream Limited, 2018). The brand has a history of almost 70 years and continues to demonstrate its dedication to exceptional quality. Every season, Havmor introduces different flavors. For the fiscal year that ended on March 31, 2022, operating revenue was expected to be over 500 crore INR (Nair, 2017). Havmor Ice Cream Limited (2018) was fully bought by the South Korean business Lotte Confectionery in order to penetrate the Indian ice cream snack industry. An all-stock deal of 1,020 crores took place. The deal extends the vision of Havmor to take the brand to a national level and grow it at a much faster pace (Das, 2019).

Sharma (2011) found that impulsive buying inclinations are not significantly impacted by age or financial status. A dedicated study has not been carried out that explores which attributes of ice cream contribute the most toward ice cream purchase and the strength of the relationship between selected attributes and the purchase decision.

Literature Review

Every customer has a unique way of acting when making a purchase. For a manufacturer to become successful, it is critical to understand the variables that influence consumers to buy ice cream and how they make their purchasing decisions to meet their demands. As a result, understanding these elements is critical. Consumer perception is the consumer's view of your company and its offerings. Its prime purpose is to assess how consumers perceive the brand and make required business improvements. The consumer is king in every business, and his/her experience is everything. As a result, businesses should focus more on improving customer experience while taking care of other parameters that improve profits. Customer perception is critical for establishing customer satisfaction and loyalty to retain existing consumers and acquire new consumers (Debnath et al., 2016). It is noteworthy that the marketer places great weight on the consumer's perception of a product's attributes (Subramanian et al., 2014). The organization must identify and prioritize the elements that have the greatest influence on consumers.

Impulsive products like ice cream are influenced by all or a combination of several factors. In general, among young people, Generation Z impulsive behavior predicts compulsive buying behavior more strongly (Abdelkhair et al., 2023; Tomar et al., 2023). Impulsive buying is when someone purchases without considering its implications (Mani & Tripathi, 2018; Sen, 2024). The factors that influence, according to the “Theoretical Model for Impulsive Purchase,” are demographic (e.g., gender, age, and occupation), social (e.g., family gathering), economic (e.g., money being carried), situational (e.g., temperature), psychological (e.g., boredom, happiness), complexity of the decision (e.g., health problem), and product attributes (e.g., availability, size, quality, flavor, package, and taste). Eventually, it was found that the factor that majorly influences consumers' purchase decisions is product attributes (Babu & Shams, 2015; Roy et al., 2021).

Babu and Shams (2015) considered factors like environmental, economic, psychological, and social factors that influence the purchase decisions of ice cream. They recommend that as the ice cream is an impulse product, consumers would like to get a sensory experience while consuming it. Taste and the variety of flavors that are offered are the qualities of ice cream that should be prioritized. Additionally, the consumers' expectations for quality should be met. Elements like promotions and advertising are not part of the product attributes of ice cream. The study also highlighted that the age group that most commonly consumes ice cream is 15–25 years old. The authors also contended that future research should focus more on product attributes like taste, creaminess, and flavor variation in order to enhance consumers' sensory experiences.

Zia (2017) examined the influence of product features in a study on processed food buying decisions. A number of product characteristics were taken into account, including taste, color, packaging, price, and brand (Nayyar, 2018). Das and Hota (2015) studied the behavior of ice cream consumers based on different product attributes like taste, price, brand image, quality, and packaging. The study provided insights into factors such as brand awareness, favorite ice cream locations, information sources, and product features that impacted purchasing decisions (Narula et al., 2016). Srividhya and Savithri (2021) considered the general attributes of ice cream, like quantity (Dhillon & Munjal, 2022), price, and appearance. The study also helped understand the variables to be included under each factor of product attribute. It also uncovered the relationship between the monthly income of consumers and their frequency of ice cream purchases.

Selvalakshmi and Anurani (2013) investigated consumer taste and preference and discovered a strong association between the respondents' frequency of purchase and age group. A significant number of respondents were influenced by the parlor's atmosphere, which was followed by sales techniques, value for money, and quality. Subramanian et al. (2014) considered the availability (Dey & Sharma, 2019), shape, and nutritional content of ice cream apart from the other attributes of ice cream as a part of their survey. Sunilkumar et al. (2016) researched the parameters influencing ice cream eating patterns. The majority of the respondents selected vanilla as their preferred flavor. Customers chose the ice cream brands due to their constant taste, flavor, and quality.

Based on the literature review and observing the behavior of the consumers while they were purchasing ice cream, it is found that the major product attributes related to ice cream that could contribute to the purchase decision of the consumers are taste, flavor, quality, price, quantity, packaging, availability, and brand.

The parameters that are found to be important to influence the quality of ice cream are “free from harmful chemicals,” “nutrition,” “free from adulterants,” and “texture” of ice cream (Becker, 2000; Kathuria & Gill, 2013). The ones that influence the selection of a brand are “previous experience with the brand,” “preference of a brand,” and “brand influence.” The factors that affect ice cream prices are “price comparison,” “low prices,” and “value for money ratio” (Duarte et al., 2013). The parameters that influence the packaging of ice cream are the “visual aspect” of the packaging, the “environmental concerns” related to the packaging, and the “ease of handling” it (Duarte et al., 2013; Kathuria & Gill, 2013). The parameters that influence the quantity of ice cream are the “desired quantity,” “weight,” and “size” of ice cream (Babu & Shams, 2015; Kumar & Kapoor, 2015; Topcu et al., 2010). Taste is influenced by variables like overall “taste,” “deliciousness,” and the “sweetness” of

ice cream (Begum et al., 2020; Liem et al., 2010; Varela et al., 2014). The availability of ice cream was measured based on the “easy availability” of ice cream near the home, office, or nearby locality and made available through “delivery” (Begum et al., 2020; Kathuria & Gill, 2013). The flavor choice preference is impacted by parameters like the “flavor alternatives” available (Panwar & Khan, 2022), “preferred flavor” to purchase, and “switching brand” to purchase the required flavor (Hsu & Hung, 2005; Umoh et al., 2013).

Objective of the Study

The objective of the study is to determine the influence of product attributes on the purchase decision of ice cream among Generation Z consumers.

Research Hypotheses

- ↪ **Ha1** : The purchase decision of ice cream is influenced by its taste.
- ↪ **Ha2** : The purchase decision of ice cream is influenced by its flavor.
- ↪ **Ha3** : The purchase decision of ice cream is influenced by its quality.
- ↪ **Ha4** : The purchase decision of ice cream is influenced by its price.
- ↪ **Ha5** : The purchase decision of ice cream is influenced by its quantity.
- ↪ **Ha6** : The purchase decision of ice cream is influenced by its packaging.
- ↪ **Ha7** : The purchase decision of ice cream is influenced by its availability.
- ↪ **Ha8** : The purchase decision of ice cream is influenced by its brand.

Research Methodology

In this study, we are understanding the perception of ice cream consumers in India. To correctly identify the factors that affect the purchase decisions of ice cream, initially, qualitative research was conducted (Dinçer et al., 2023), where we explored different factors that influence the decision and a conclusion was drawn regarding the product attributes that should be studied. Additionally, we were able to decide which product attributes to look at for this study. We selected that based on in-depth interviews conducted with the consumers and the secondary data that we studied from the research articles. The data collection was done between May to July 2023.

A descriptive study was conducted after the product qualities were determined in order to determine which product attributes (Table 1) had the greatest impact on ice cream purchases in India. In this respect, it was necessary to assess a number of product attributes, including taste, flavor, quality, price, quantity, packaging, availability, and brand. Based on the attributes and the variables associated with each one of them, the questions were formulated.

Table 1. Product Attributes and Questions

Attribute	Item	Questions	Authors
Taste (TA)	TA1	When I eat, I concentrate on enjoying the taste of ice cream.	Varela et al. (2014)
	TA2	I need to buy delicious ice cream on weekdays as well as on weekends.	Varela et al. (2014)

	TA3	I buy ice cream even if its sweetness is not perfect.	(Begum et al., 2020; Liem et al., 2010)
Flavor (FL)	FL1	I do not buy ice cream if I don't find my favorite or preferred flavor.	Hsu & Hung (2005)
	FL2	To purchase the required flavor, I may switch brands.	Umoh et al. (2013)
	FL3	If my preferred flavor is not available, I buy a similar flavor.	Hsu & Hung (2005)
Quality (QL)	QL1	I try to eat ice creams that are free of adulteration.	Kathuria & Gill (2013)
	QL2	I do not care about harmful chemicals in my ice cream.	Kathuria & Gill (2013)
	QL3	I buy ice cream that is more nutritious than others.	Kathuria & Gill (2013)
	QL4	I prefer ice cream due to its texture.	Becker (2000)
Price (PR)	PR1	I always buy ice cream if it is value for money.	Duarte et al. (2013)
	PR2	I purchase ice cream if it is low in price.	Duarte et al. (2013)
	PR3	I do not compare prices before buying ice cream.	Duarte et al. (2013)
Quantity (QT)	QT1	I purchased the ice cream because it is of my desired quantity.	Kumar & Kapoor (2015)
	QT2	I am satisfied with the weight of the ice cream in accordance with its price.	Topcu et al. (2010)
	QT3	I do not look for the size of the ice cream before buying it.	Babu & Shams (2015)
Packaging (PA)	PA1	The visual aspect of the ice cream package makes no difference to me.	Duarte et al. (2013)
	PA2	I consider that a package of ice cream is easy to handle before buying.	Kathuria & Gill (2013)
	PA3	I look for environmentally-friendly packaging for ice cream.	Duarte et al. (2013)
Availability (AV)	AV1	The ice cream that I want is easily available nearby.	Jayakrishnan & Kumar (2015)
	AV2	I buy ice cream because I can get it delivered.	Kathuria & Gill (2013)
	AV3	I am not able to buy ice cream because it is unavailable near my home or office.	Begum et al. (2020)
Brand (BR)	BR1	Previous experience with an ice cream brand does not affect my purchase decision.	Duarte et al. (2013)
	BR2	I purchase ice cream from my preferred brand only.	Duarte et al. (2013)
	BR3	I purchase ice cream from a brand based on the influence of that brand.	Duarte et al. (2013)

Once the factors that influence buying behavior were defined, the purchase decision regarding the dependent variable was articulated. The four consumer behaviors—plan to buy, intent to buy, effort to buy, and recommendation to others—have been used to explain this dependent variable, which measures the product's social acceptance (Gao et al., 2023; Teng et al., 2007).

Sampling

The population consisted of Generation Z consumers who had at least purchased an ice cream or consumed it in the past. Non-probability convenience sampling design has been used in this research. The gender of the respondents comprised of 51.9% males and 48.1% females. All the respondents were students between the age group of 19 years to 25 years. The sample size is substantially above the advised minimum limit of 125 (1:5 of variables: responses), as there are 25 major variables to study.

Data Collection Methods

The data was collected via a Google form which was formed using a structured questionnaire in the English language. The questionnaire was pretested on 20 respondents to validate the accuracy and completeness of the

consumers' responses. The questions capturing the consumer perception regarding the attributes of ice cream are measured using a 5-point Likert scale. It comprises the options from “*strongly disagree*” to “*strongly agree*.”

Data Analysis and Results

To perform the data analysis, IBM SPSS 26 was used to test the hypotheses. Reliability tests and factor analysis (Srividhya & Savithri, 2021) were conducted on the questions related to consumer buying behavior related to product attributes. Regression analysis based on the ice cream buying behavior characteristics was conducted (Flavián et al., 2023).

Reliability Test

To evaluate a questionnaire's internal consistency, one statistic is Cronbach's alpha (Table 2), which has a range of 0 to 1.

Factor Analysis

In order to build individual factors, this will assist us in comprehending the items that are being associated. We are starting with the Kaiser–Meyer–Olkin (KMO) and Bartlett's tests. Table 3 shows that Bartlett's test of specificity value is 0.0, which is less than 0.05, and the KMO measure of sample adequacy is 0.630, which is over 0.5. This provides a green light to conduct the factor analysis.

Table 2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	Number of Items
0.632	0.653	29

Table 3. KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser–Meyer–Olkin Measure of Sampling Adequacy		0.630
Bartlett's Test of Sphericity	Approx. Chi-Square	1123.634
	df	406
	Sig.	0.000

Table 4. Rotated Component Matrix

		Component									
		1	2	3	4	5	6	7	8	9	10
PI3	0.860										
PI1	0.821										
PI2	0.717										
PI4	0.690										
PR2			0.783								
PR1			0.722								
PR3			0.656								

BR3	0.694			
AV2	0.666			
AV3	-0.609			
QT2		0.750		
AV1		0.617		
QT1		0.478		
PA2		0.441		
TA3			0.696	
QL2			0.674	
PA3			0.642	
PA1				0.767
QT3				0.669
BR2				0.714
QL3				0.637
QL4				0.554
QL1				0.687
FL3				-0.606
FL2				-0.544
TA1				0.880
TA2				0.578
FL1				0.785
BR1				0.497

A considerable amount of variance may be accounted for by the underlying components, as seen by the commonality of all the items, which is more than 0.5. The eigenvalue, which is considered for our study, is greater than 1 — considering that we are able to extract 10 factors from our study. These factors are also able to explain 64.812% of the variance. For a study on customer perception this intricate, this is a manageable amount of variation. It is also higher than the 60% target. Only one of the components is likewise not influencing the factor analysis, as was noted by the cumulative loadings. The accompanying rotational component matrix table (Table 4) provides the factor loadings that we use to build our factors (Table 5). While few of the factors have mixed items, we can see that many of them exclusively include things of the same qualities.

Table 5. Factors Considered

Factor	Item	Questions
Purchase Decision	PI1	I am planning to buy ice cream in the future.
	PI2	I will expend effort on buying ice cream in the future.
	PI3	I intend to buy ice cream in the future.
	PI4	I will recommend others to buy ice cream.
Price	PR1	I always buy ice cream if it is value for money.
	PR2	I purchase ice cream if it is low in price.
	PR3	I do not compare prices before buying an ice cream.
Accessibility and Brand Influence	AV2	I buy ice cream because I can get it delivered.

Quantity and Convenience	AV3	I am not able to buy ice cream because it is unavailable near my home or office.
	BR3	I purchase ice cream from a brand based on the influence of that brand.
	QT1	I purchased the ice cream because it is of my desired quantity.
	QT2	I am satisfied with the weight of the ice cream in accordance with its price.
Sweetness and Ethical Considerations	AV1	The ice cream which I want is easily available nearby.
	PA2	I consider that a package of ice cream is easy to handle before buying.
	TA3	I buy ice cream even if its sweetness is not perfect.
	QL2	I do not care about harmful chemicals in my ice cream.
Appearance	PA3	I look for environmentally-friendly packaging for ice cream.
	PA1	The visual aspect of the ice cream package makes no difference to me.
Quality and Preference	QT3	I do not look for the size of the ice cream before buying it.
	QL3	I buy ice cream that is more nutritious than others.
	QL4	I prefer ice cream due to its texture.
Flexible Flavor and Quality Consciousness	BR2	I purchase ice cream from my preferred brand only.
	FL2	To purchase the required flavor, I may switch brands.
	FL3	If my preferred flavor is not available, I buy a similar flavor.
	QL1	I try to eat ice creams that are free of adulteration.
Taste	TA1	When I eat, I concentrate on enjoying the taste of the ice cream.
	TA2	I need to buy delicious ice cream on weekdays as well as on weekends.
Flavor Preference and Brand Neutrality	FL1	I do not buy ice cream if I don't find my favorite or preferred flavor.
	BR1	Previous experience with an ice cream brand does not affect my purchase decision.

Regression Analysis

As per the regression model summary, the correlation coefficient is 0.485, which shows that there exists a positive linear correlation between the independent and dependent variables. Around 23.5% of the variance in purchase decisions is explained by the variables used. From the Durbin–Watson value, it can be seen that there is no significant autocorrelation, as it is in the range of 1.36 to 2.64. A standard error of 0.59 measures the extent to which the predicted values are away from the actual values.

The ANOVA Table 6 presents the results of the regression analysis for the dependent variable (purchase decision) and its associations with various predictor attributes. The model's *R*-squared value is 0.271, which indicates that the predictor variables in the model can account for around 27.1% of the variation in the “Purchase decision.” As compared to the *R*-squared value, the adjusted *R*-squared value is 0.228. The modified *R*-squared penalizes the model for using unnecessary predictors by taking into account the number of predictors. A higher adjusted *R*-squared indicates a better model fit.

Table 6. Model Summary

Model	<i>R</i>	<i>R</i> -square	Adjusted <i>R</i> -square	Std. Error of the Estimate	Durbin–Watson
1	0.521 ^a	0.271	0.228	0.61149	2.280

Hypotheses Testing

✚ **Ha1** : The purchase decision of ice cream is influenced by its taste ($p < 0.05$).

The hypothesis is supported.

✚ **Ha2** : The purchase decision of ice cream is influenced by its flavor ($p > 0.05$).

The hypothesis is not supported.

✚ **Ha3** : The purchase decision of ice cream is influenced by its quality ($p > 0.05$).

The hypothesis is not supported.

✚ **Ha4** : The purchase decision of ice cream is influenced by its price ($p > 0.05$).

The hypothesis is not supported.

✚ **Ha5** : The purchase decision of ice cream is influenced by its quantity ($p < 0.05$).

The hypothesis is supported.

✚ **Ha6** : The purchase decision of ice cream is influenced by its packaging ($p < 0.05$).

The hypothesis is supported.

✚ **Ha7** : The purchase decision of ice cream is influenced by its availability ($p < 0.05$).

The hypothesis is supported.

✚ **Ha8** : The purchase decision of ice cream is influenced by its brand ($p < 0.05$).

The hypothesis is not supported.

Consumer Perception Related to Ice Cream

Havmor was the most popular ice cream brand among respondents, with Amul coming in second. Meanwhile, the respondents' least favorite brands were Mother Dairy, Kwality Wall's, and Vadilal. The majority of ice cream purchases took place from ice cream parlors (50.6%), followed by convenience stores (26.2%). The most preferred place to consume ice cream was at home (71.7%). This means that consumers prefer to purchase ice cream from stores, carry it home, and consume it in the comfort of their homes. The majority of the respondents (65.3%) got their information on ice cream from friends and family, followed by digital advertisements (57.9%). The most preferred ice cream flavor stands out to be chocolate (60.1%), followed by butterscotch, and vanilla ice cream. In order to determine the frequency of purchases, we discovered that 49.8% of consumers typically bought ice cream at least once every week.

When respondents were asked which ice cream flavor Havmor might offer, the word cloud (Figure 1) revealed that the most popular taste among consumers for Havmor's new product is "Tender Coconut."



Discussion

After testing the hypotheses to understand which product attributes affect the purchase decisions of ice cream, it is found that the ice cream taste, quantity, packaging, and availability are positively connected with the purchase decision of Generation Z consumers. Flavor, quality, price, and brand do not significantly correlate with the purchase intentions of ice cream. Based on the factors that are formed from the product attributes, regression analysis is conducted. Taste, quantity, and convenience are found to have a major influence on the decision to buy. Additionally, the study is more universal and acceptable because the sample was drawn from all throughout the nation.

The survey revealed that Havmor was the most preferred ice cream brand among respondents. Ice cream purchases primarily occurred at parlors and convenience stores, but most consumers enjoyed consuming ice cream at home. Friends and relatives were the main sources of information. Flavor and taste enjoyment, along with refreshment, were the primary reasons for consuming ice cream. Chocolate emerged as the top flavor choice and ice cream purchases were made at least once a week. Desired new flavors for Havmor included “Tender Coconut,” “Blueberry,” “Oreo,” “Caramel,” and “Mint Chocolate.” Taste, quality, convenience, and flavor preference were key factors influencing purchase decisions. These insights can benefit ice cream companies like Havmor in understanding brand preferences, purchasing habits, and potential flavour innovations.

Theoretical Implications

The study specifically focuses on Generation Z customers, which no other study has previously considered, making the study unique. Numerous scholars have investigated consumers' intentions to purchase different types of food goods. However, research on ice cream purchases is still in its infancy, and there is currently no thorough investigation into the specific factors influencing ice cream buying intention in India. The present study considered behavioral aspects of consumers, including the dimension of GCT, that is, age. In addition, the GCT model was extended by including additional factors, namely taste, flavor, quality, price, quantity, packaging, and availability. The study confirms that taste, packaging, and availability matter when making a purchase decision for ice creams.

Managerial Implications

Havmor is the most preferred brand among Generation Z consumers. Amul is closely competing with it. Hence, Havmor can continue doing its marketing to maintain that position. They are at the top, so they would not have to

put extra effort into revamping their brand image. Generation Z consumers prefer to purchase ice cream from ice cream parlors and convenience stores. But the sales from supermarkets and online stores would be pretty less because of less preference of purchase from those places. At superstores, people usually shop to get good discounts, and they generally buy in bulk.

For this reason, they also prefer to drive long distances to reach the supermarket. As we saw, people generally consume ice cream at home; they are afraid that their ice cream will melt by the time they reach their home. Ice cream brands like Havmor can take the initiative to create a cheap and efficient packing material that can help Generation Z consumers purchase and carry ice cream to their homes. This would enable consumers to make large purchases because supermarkets also provide extra savings depending on how many items customers buy. This packaging could also be used in online delivery apps like Swiggy Instamart, Zepto, and Blinkit because it is also considered less useful by consumers when it comes to ice creams because of the poor delivery experience.

Based on the suggestions given by the respondents about introducing new flavors by Havmor, the brand can introduce flavors like tender coconut, blueberry, oreo, and mint chocolate for Generation Z consumers. Since digital advertisements are one of the most efficient means of spreading information about ice cream items, Havmor can promote them as a marketing tool based on the data gathered about consumer knowledge of the product. Marketing enterprises to members of Generation Z through social media can be quite effective (Singh & Dagur, 2022). For Generation Z, Instagram marketing tactics are the most effective among different social media. Also, using Instagram stimulates impulsive behavior (Djafarova & Bowes, 2021) and ice cream being an impulsive product makes Instagram as most suitable social media platform for marketing. Hence, ice cream brands like Havmor can utilize Instagram to target potential consumers.

For the ice cream industry, the examination of the variables affecting ice cream purchasing intention provides some crucial insights. Taste, availability, quality, and convenience are found to have a strong positive influence on the propensity to purchase ice cream among the characteristics evaluated. Therefore, if Generation Z consumers think ice cream is delicious, easily accessible, high-quality, and easy to obtain, they are more likely to buy it. In order to attract and retain Generation Z customers, the ice cream company should focus on these areas.

In contrast to taste, availability, quantity, and convenience, quality and packaging also demonstrate some statistically significant links with the desire to purchase. Although these elements are not as important as the main ones, paying attention to them can nevertheless have a good impact on consumer satisfaction and total sales.

Limitations of the Study and Scope for Future Research

Although the study has contributed significantly to the purchase decision of ice cream among Generation Z consumers, it has some limitations. The study is cross-sectional; a longitudinal approach could provide a better understanding of the perceptions. Furthermore, the study can be extended among other generations of consumers to get a generalized perspective across the consumer segments.

Authors' Contribution

Dr. Rajarshi Debnath conceived the idea and developed qualitative and quantitative designs to undertake the empirical study. Mr. Khush Kalavadia did the literature survey, filtered these based on keywords, and identified dimensions and sub-dimensions. Measurement instrument preparation, data collection, and formal analysis using SPSS 26.0 were done by Mr. Khush Kalavadia followed by writing. Dr. Rajarshi Debnath retrieved reputable research articles, verified the analytical method, and supervised the study followed by writing, reviewing, and editing. Both authors equally contributed to different aspects of completing the research.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

Funding Acknowledgment

The authors received no financial support for the research, authorship, and/or for the publication of this article.

Acknowledgment

The infrastructural support provided by the FORE School of Management, New Delhi, in completing this paper is gratefully acknowledged.

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