From Logo to Loyalty: How Branding Shapes Consumer Preference in Comestible Products

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Abstract:

➤ *Purpose:*
This study investigates the influence of branding on consumer perception and satisfaction levels, specifically within the context of comestible products. As the modern marketplace evolves from functional utility to brand-driven value, this research aims to analyze how branding strategies—such as identity, personality, and communication—shape consumer loyalty and purchasing decisions.

➤ *Design/Methodology/Approach:*
The research employs a descriptive research design using a convenient sampling technique within the Salem District. Primary data was gathered from a sample size of 100 buyers through a structured questionnaire. The study also utilizes secondary data from journals, books, and online reports to provide a theoretical foundation. Statistical analysis was performed using Simple Percentage Analysis, Chi-Square Test, and One-Way ANOVA to test the relationships between variables.

➤ *Findings & Importance:*
The study underscores that branding is no longer a mere "mark of ownership" but a strategic "personality" that dictates consumer trust. Key factors such as brand awareness and perceived quality are central to forming a lasting impression. The findings provide practical insights for businesses in Salem District and beyond to refine their brand toolboxes, enhance brand equity, and establish deeper psychological connections with their target audience in a competitive landscape.

Keywords: Branding, Consumer Perception, Comestible Products, Brand Loyalty, Brand Equity.

I. INTRODUCTION

A brand is a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers. Brands are used in business, marketing, and advertising for recognition and, importantly, to create and store value as brand equity for the object, to the benefit of the brand's customers, its owners and shareholders.

The practice of branding - in the original literal sense of marking by burning - is thought to have begun with the ancient Egyptians, who are known to have engaged in livestock branding as early as 2,700 BCE. Branding was used to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot branding iron. If a person stole any of the cattle, anyone else who saw the symbol could deduce the actual owner. The term has been extended to mean a strategic personality for a product or company, so that "brand" now suggests the values and promises that a consumer may perceive and buy into. It includes the voice and the tonality of the business. Over time, the practice of branding objects extended to a broader range of packaging and goods offered for sale including oil, wine, cosmetics, and fish sauce and, in the 21st century, extends even further into services (such as legal, financial and medical), political parties and people.

In the modern era, the concept of branding has expanded to include deployment by a manager of the marketing and communication techniques and tools that help to distinguish a company or products from competitors, aiming to create a lasting impression in the minds of customers. The key components that form a brand's toolbox include a brand's identity, personality, product design, brand communication (such as by logos and trademarks), brand awareness, brand loyalty, and various branding (brand

management) strategies.

> *Statement of the Problem*

The present study is focused on the brand preference satisfaction level of consumers towards the Comestible Products. Brand preference and Consumer perception plays a crucial role as it deals with consumers and their needs. The essence of organization is the consumer and thus emphasis on their needs and wants. Thus, study on brand preference and consumer perception towards Comestible Products is taken as the problem statement.

II. REVIEW OF LITERATURE

Netravathi Vasudevaraju and Sanjeev Padashetty (2013) provide a comprehensive understanding of organic food products and their growing significance. The study explained the benefits of organic food across various domains, including consumers, farmers, and the environment. It highlights how consumers are increasingly becoming conscious about what they eat and are showing a greater willingness to pay for organic alternatives. Organic agriculture has therefore emerged as a promising marketing trend. The authors emphasized that consumers perceive organic food as healthier and superior to conventional food. They also note that buyers carefully evaluate value, price, and associated benefits before making purchase decisions, which has ultimately led to a steady rise in demand for organic products in the market.

Chakrabarti Somnath (2010), explores the key factors influencing organic food purchases in India. The research is based on expert survey findings and attempts to identify the most significant variables that affect consumers' buying decisions in the organic food category. The study also integrates insights from recent consumer surveys conducted in India. It sheds light on how experts evaluate various determinants such as awareness, pricing, availability, and trust, and how these factors collectively shape consumer behavior toward organic food.

Michaelidou Nina and Louise M. Hassan (2008), examined the psychological factors influencing consumers' attitudes and purchase intentions toward organic produce. Using structural equation modelling, the authors test a conceptual framework focusing on health awareness, food safety concerns, and ethical self-identity. The findings reveal that food safety concern is the strongest predictor of positive attitudes toward organic food, while health consciousness plays a comparatively smaller role than suggested in earlier studies. Importantly, ethical self-identity significantly influences both attitudes and purchase intentions, indicating that individuals who strongly identify with ethical values are more likely to choose organic products.

> *Objective of the Study*

- To analyze the impact of branding on consumer perception.
- To understand how consumer perceptions are shaped by branding strategies.
- To investigate the relationship between branding and consumer behavior, such as purchasing decisions and brand loyalty.
- To identify key factors within branding that have the most significant influence on consumer perception and behavior.

> *Importance of the Study*

The study holds significant importance in the field of marketing and business. It delves into the intricate relationship between branding strategies and consumer perceptions, shedding light on several key aspects. The study on branding and consumer perception plays a vital role in enhancing our understanding of the dynamic interplay between branding and consumer behavior. Its findings have practical implications for businesses aiming to build strong brand identities and establish deeper connections with their customers in today's competitive market landscape.

III. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. It explains the various steps that are generally adopted a researcher in studying the research problem with logic behind them. The Convenient sampling technique has been used for this study. The study covers only Salem District. Primary data is collected through with a well structural questionnaire and information collected from the consumers. The secondary data was extracted from published sources like books, magazines, newspaper, journals, online journals, report prepare by research scholars, etc., public records and statistics, historical document, and other sources of published information. The sample size is 100 buyers in Salem district. The data were analysed with the statistical tools like Simple Percentage Analysis, Chi-Square Test and One-Way ANOVA.

> *Analysis and Interpretation of the Study*

Table 1 Demographic Details of the Respondents

Particulars	Details	No of respondents	Percentage
Gender	Male	39	39%
	Female	61	61%
	Total	100	100
Age of the respondent	Below 20	65	65%
	21–30	22	22%
	31-40	10	10%
	40 and above	3	3%

	Total	100	100
Educational Qualification	Up to 12th	13	13%
	UG	69	69%
	PG	7	7%
	Profession	4	4%
	Others	7	7%
	Total	100	100
Family Income	Below 2 Lakhs	62	62%
	2 to 4 Lakhs	14	14%
	4 to 5 Lakhs	8	8%
	Above 5 Lakhs	16	16%
	Total	100	100
Family Members	2 Members	3	3%
	3 Members	18	18%
	4 Members	47	47%
	Above 4 Members	32	32%
	Total	100	100
Occupation	Student	73	73%
	Government Employee	2	2%
	Private Employee	10	10%
	Business	5	5%
	Profession	6	6%
	Others	4	4%
	Total	100	100
Marital status	Married	24	24%
	Unmarried	76	76%
	Total	100	100
Comestible Products	Chocolates	30	30%
	Biscuits	23	23%
	Beverages	6	6%
	All of the above	41	41%
	Total	100	100
Products	Cadbury	42	42%
	Nestle	15	15%
	Sunfeast	8	8%
	Britannia	18	18%
	All of the above	34	34%
	Total	117	117

The survey of 100 respondents reveals that the majority are female (61%) and predominantly young, with 65% below 20 years of age. Most respondents are undergraduates (69%), students (73%), and unmarried (76%), indicating that the study largely represents young college-going individuals. A significant proportion (62%) belong to families earning below ₹2 lakhs annually, and most come from four-member families (47%), suggesting a middle-sized, lower-income background. In terms of product preference, 41% consume chocolates, biscuits, and beverages collectively, while chocolates alone are preferred by 30%, making them the most favored individual category. Regarding brand preference (with multiple responses totaling 117), Cadbury ranks highest at 42%, followed by Britannia (18%) and Nestle (15%), indicating that Cadbury is the leading brand; however, the presence of multiple brand choices suggests moderate brand loyalty and varied consumer preferences.

Table 2 Ranking of Products and Considering a Purchase of Comestible Products Wise Classification

		Ranking					
		1	2	3	4	5	Total
Elements	Logo	25	20	22	13	20	100
	Packaging Design	9	21	27	20	23	100
	Slogan/tagline	19	25	29	10	17	100
	Brand Messaging	17	20	33	14	16	100
	Celebrity Endorsements	27	19	29	8	17	100
	Total	97	105	140	65	93	500\500

(Source: Primary Data)

From the above table logo is not given much importance while purchasing as maximum number of peoples are given 1 as rank, packaging design is neutral as maximum number of peoples are given 3rd rank, brand messaging is also ranked as 3rd rank and thus it's the maximum responds given by the peoples and celebrity endorsements is also neutral as maximum peoples ranked as 3.
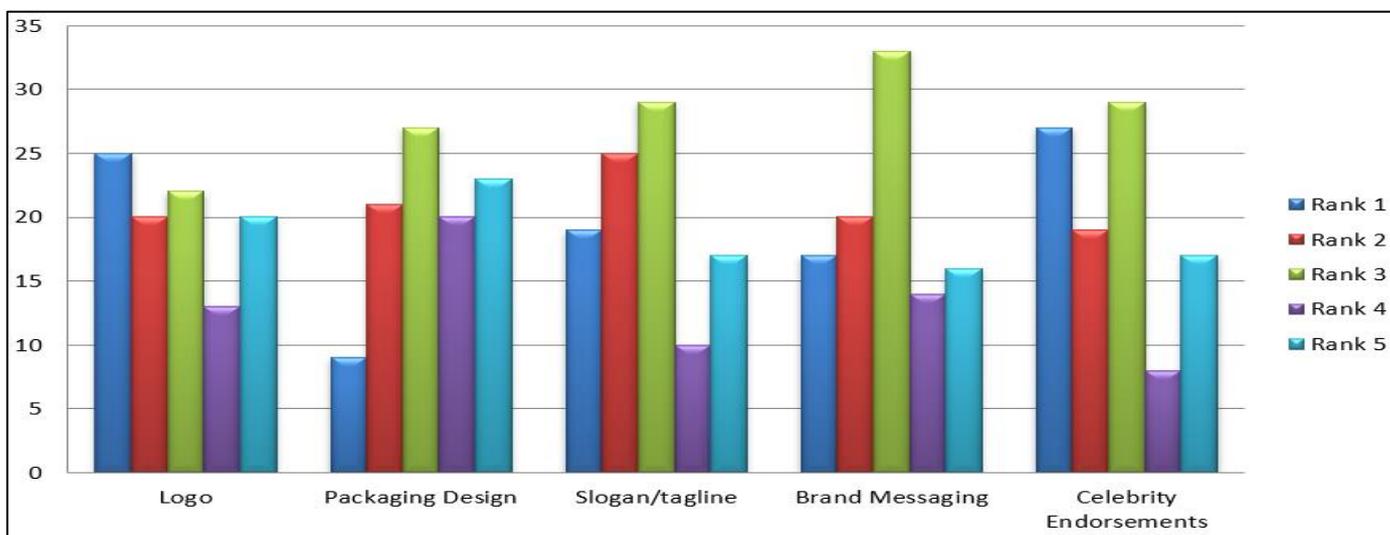

Fig 1 Ranking of Products and Considering a Purchase of Comestible Products Wise Classification

Table 3 Factors Affecting the Purchase of Comestible Products Wise Classification

Particulars	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree	Total
Quality of the Product	36	44	20	-	-	100
Quantity of the Product	36	36	26	2	-	100
Taste of the Product	27	50	23	-	-	100
Economical Price	27	42	26	4	1	100
Impressive Packaging	38	24	37	1	-	100
Brand Loyalty	31	32	31	5	1	100
Attractive Advertisement	33	17	39	9	2	100
Free Trials and Discounts	27	21	40	10	2	100
Total	255	266	242	31	6	800

(Source: Primary Data)

From the above table we found that quality of the product is strongly agreed, quantity of the product is also strongly agreed, taste of the product is also strongly agreed, economical price is also strongly agreed, brand loyalty is too strongly agreed, attractive advertisement is agreed as neutral, free trials and discounts is also agreed with neutral.
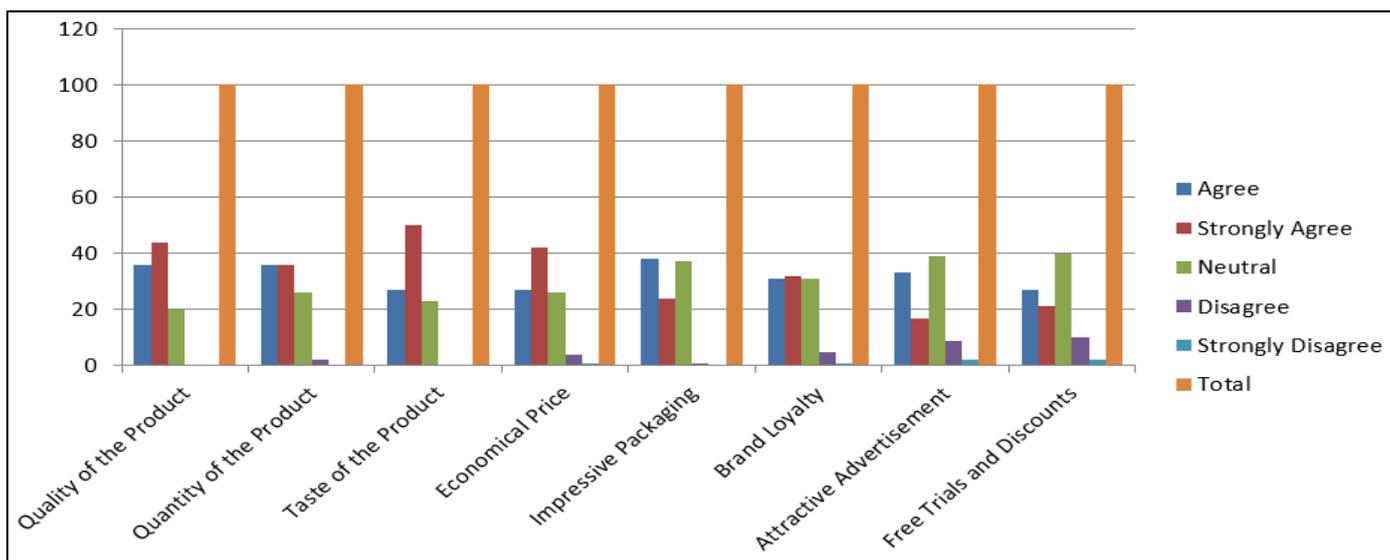

Fig 2 Factors Affecting the Purchase of Comestible Products Wise Classification

IV. DISCUSSION

The recommendations focus on strengthening product innovation, quality assurance, and brand positioning to enhance competitiveness in the chocolate biscuit market. Introducing new flavors, seasonal editions, and healthier alternatives such as gluten-free or low-sugar options can help attract diverse consumer segments and respond to changing dietary preferences. Limited editions and festive packaging can also create excitement and stimulate short-term demand.

Maintaining consistent quality through high-grade ingredients, regular taste testing, and consumer feedback is essential for building long-term trust and loyalty. Promoting ethical sourcing, fair-trade certifications, and sustainability practices can further appeal to socially conscious consumers and enhance brand reputation.

Marketing and customer engagement strategies also play a crucial role. Establishing a strong online presence, running promotions and contests, collaborating with cafes, and offering loyalty programs can increase brand visibility and encourage repeat purchases. Transparent and eco-friendly packaging, along with clear communication of health benefits and ingredient quality, can shape positive consumer perceptions.

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