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A Study on Customer Preference, Satisfaction and Loyalty Towards Select Food Brands

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Abstract: This study investigates the dynamics of customer preference, satisfaction, and loyalty towards select food brands within the contemporary market landscape. The food industry is characterized by many choices, with consumers often faced with many options when selecting food products. In this context, taste, quality, price, convenience, and brand image are pivotal in shaping consumer behavior and preferences. The dynamics of consumer preferences in the food industry are influenced by various factors, including cultural, social, economic, and demographic variables. In the current scenario, economic considerations such as income levels, affordability, and perceived value for money are crucial in determining consumer preferences and brand choices. In times of economic uncertainty, consumers may prioritize cost-effective options without compromising quality, influencing their brand loyalty. Additionally, demographic variables such as age, gender, occupation, and lifestyle contribute to the diverse consumer preferences observed in the food industry. Satisfaction emerges as a critical determinant of customer loyalty, with satisfied customers exhibiting a higher propensity for repeat purchase behavior and brand advocacy. However, the study also uncovers the presence of moderating variables such as brand trust and perceived social responsibility, which significantly influence the strength of the relationship between satisfaction and loyalty.

Keywords: Customer Preference; Satisfaction and Loyalty; Competitor Analysis; Growth and Profitability; Consumption Patterns; Consumer Awareness; Health and Nutrition.

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1. Introduction

In today's competitive marketplace, understanding customer preferences, satisfaction levels, and loyalty toward specific food brands is paramount for businesses striving to maintain a competitive edge. Cultural factors such as traditions, customs, and dietary habits significantly impact the types of foods consumers prefer. For instance, certain cuisines or food products may hold cultural significance for specific demographic groups, influencing their purchasing decisions. Moreover, social factors, including peer influence, family preferences, and societal trends, can also shape consumer attitudes toward food brands. Customer satisfaction is a fundamental pillar in establishing brand loyalty and fostering long-term consumer relationships.

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Various factors, including product quality, service excellence, and overall brand experience, influence satisfaction. Brands that consistently deliver superior quality products and exceptional service are more likely to garner high levels of customer satisfaction, leading to repeat purchases and positive word-of-mouth recommendations [18].

Moreover, the emergence of digital platforms and online reviews has amplified the significance of customer satisfaction in shaping brand perceptions. With the proliferation of social media and review websites, consumers have unprecedented access to information and can easily share their experiences with food brands. Consequently, brands must prioritize customer satisfaction and actively engage with consumers to effectively address their needs and concerns. Building upon customer satisfaction, brand loyalty represents the ultimate goal for food companies striving for sustainable growth and profitability. Loyal customers make repeat purchases and serve as brand advocates, influencing others to choose the same brand. However, maintaining brand loyalty in the fiercely competitive food industry requires continuous efforts to exceed customer expectations, build emotional connections, and foster trust and loyalty. The global food industry is vast and diverse, encompassing many products catering to varied culinary traditions and dietary preferences. Among these products, Rava, Maida, and Atta hold significant importance, serving as staple ingredients in the cuisines of many cultures worldwide. In this comprehensive exploration, we delve into the global landscape of these essential food items, examining their production, consumption patterns, market trends, and prospects.

Rava, known as semolina or Suji, is a coarse flour made from durum wheat, commonly used in Indian, Mediterranean, and Middle Eastern cuisines. Its versatility and nutritional benefits have contributed to its widespread popularity across the globe. In India, Rava is a key ingredient in dishes such as upma, halwa, and Idli, while in the Middle East, it is used to make Savory dishes like couscous and sweet treats like Basbousa. The global Rava market is driven by several factors, including the growing demand for convenience foods, increasing consumer awareness about health and nutrition, and the rise of ethnic cuisines in international markets. Manufacturers are innovating to meet the evolving preferences of consumers, introducing Rava-based products with added flavors, nutrients, and packaging formats to enhance convenience and appeal. Maida, also known as all-purpose flour, is a finely milled wheat flour characterized by its fine texture and white colour. Widely used in baking and cooking, Maida is a versatile ingredient that forms the basis of many culinary creations, including bread, pastries, noodles, and pasta. Its neutral flavor and ability to produce light and airy textures make it a preferred choice for various applications.

The global Maida industry is influenced by changing dietary habits, urbanization, and the expansion of the bakery and confectionery sectors. While traditionally consumed in Western cuisines, Maida has gained popularity in Asian markets due to the growing influence of Western-style baked goods and the increasing adoption of convenience foods. However, concerns about its nutritional value and potential health implications have increased demand for alternative flour, such as whole wheat and gluten-free options. Atta, or whole wheat flour, is a staple ingredient in South Asian and Middle Eastern cuisines, prized for its nutritional richness and distinct flavor. Atta retains the bran, germ, and endosperm from grinding whole wheat grains, making it a healthier alternative to refined flours like Maida. It is used to make various traditional dishes such as Chapati, Roti, Naan, and Puri, forming the backbone of daily meals for millions of people.

Population growth, urbanization, and changing dietary preferences shape the global Atta market. As consumers become more health-conscious and seek out natural and minimally processed foods, Atta has witnessed a resurgence in popularity in its traditional markets and Western countries, where it is embraced for its nutritional benefits and versatility. Manufacturers are responding to this trend by offering a wide range of Atta products, including organic, gluten-free, and fortified varieties, to cater to diverse consumer needs. India, known for its rich culinary heritage and diverse food culture, boasts a flourishing flour industry that is vital to the nation's food supply chain. Rava, Maida, and Atta, three essential flours derived from wheat, hold significant importance in Indian cuisine, serving as key ingredients in many nationwide dishes. In this comprehensive exploration, we delve into the intricacies of India's Rava, Maida, and Atta industries, examining their production, consumption patterns, market dynamics, and prospects.

The Rava industry in India is characterized by a robust production network spanning various states, with Karnataka, Maharashtra, and Tamil Nadu being the major producers. The demand for Rava is driven by population growth, urbanization, and changing dietary preferences. As consumers increasingly opt for convenient and nutritious food options, the popularity of Rava-based products continues to soar, leading to innovation and diversification within the industry. The Maida industry in India is characterized by a vast network of flour mills and processing units, concentrated primarily in states like Uttar Pradesh, Punjab, and Maharashtra. Despite its widespread use, Maida has come under scrutiny recently due to concerns about its nutritional value and potential health risks associated with refined flour consumption. This has led to a growing demand for healthier alternatives such as whole wheat and multigrain flour, prompting manufacturers to explore new formulations and product offerings to meet evolving consumer preferences. The Atta industry in India is characterized by a strong tradition of stone grinding and chakki milling, preserving the natural flavors and nutrients of the grain. States like Punjab, Madhya Pradesh, and Haryana are renowned for their high-quality wheat production, which contributes significantly to the Atta supply chain.

With a growing emphasis on health and wellness, the demand for Atta has grown in recent years, driven by rising disposable incomes, increasing awareness about nutrition, and a preference for traditional and minimally processed foods.

2. Review of Literature

2.1. Customer Preference

Understanding customer preference for food brands is crucial for businesses to thrive in the competitive food industry. This review examines existing research on factors influencing consumer choices toward select food brands. Studies highlight the significance of brand awareness in food preference. Consumers tend to gravitate towards established brands with a strong reputation for quality and consistency. The brand image also plays a vital role. Favorable brand associations can increase trust and loyalty, influencing purchase decisions. He also suggests that nutritional value and ethical sourcing are increasingly important. However, the influence of price can vary depending on other factors. For instance, consumers might be willing to pay a premium for brands perceived as offering superior quality or ethical practices [1], [9], [3]; [15]. Several factors related to the product itself influence customer preference. Quality, taste, and hygiene are consistently ranked highly by consumers [7].

Psychographic factors such as health consciousness, environmental concerns, and convenience-seeking behavior influence brand choices [10]. The digital age has significantly impacted brand preference. Social media allows consumers to access brand information, reviews, and peer recommendations, influencing purchase decisions [13]. Sensory marketing strategies that engage a consumer's senses (sight, smell, taste, touch) can create positive associations with a brand, influencing preference [10]. Online reviews have become a trusted source of information, with positive reviews strengthening brand preference [16]. Experiential branding, creating memorable consumer interactions, can further strengthen brand loyalty and preference [5]. Customer preferences can vary based on demographics like age, income level, and family size [6]. Trust in a brand's commitment to quality, safety, and ethical practices strengthens customer preference [6]. Beyond brand awareness and image, studies delve into brand loyalty and trust. Positive experiences with a brand foster loyalty, leading to repeat purchases and positive word-of-mouth promotion [4]

2.2. Customer Satisfaction

Understanding customer satisfaction with food brands is crucial for success in the competitive food industry. Consistently high quality, including taste, freshness, and safety, remains a primary driver of customer satisfaction in the food industry [9]. Easy access to preferred brands through convenient distribution channels (e.g., online ordering delivery options) can significantly influence satisfaction [8]. The growing popularity of subscription meal services necessitates exploring customer satisfaction with factors like meal variety, portion control, recipe instructions, and delivery efficiency [20].

2.3. Customer Loyalty

High customer satisfaction is a key driver of loyalty. Factors like product quality, value for money, and positive customer service interactions all contribute to satisfaction and, ultimately, loyalty [21]; [9]; [17]. Brands that evoke positive emotions and connect with consumers can foster stronger loyalty [2]. Loyalty programs that reward repeat purchases and offer exclusive benefits can incentivize loyalty [14]. Habit and Convenience: Consumers often develop brand habits based on convenience, familiarity, and positive past experiences. Easy access to preferred brands reinforces loyalty [8]. Loyalty programs with gamification elements, mobile apps for convenient ordering, and targeted promotions can be crucial for building loyalty in the fast-food industry [3]; [12]; [19]. Loyalty programs that offer personalized rewards and recommendations based on past purchases and preferences can create a more engaging experience and strengthen loyalty [11].

3. Research Methodology

The researcher used a descriptive research design to study customer preference, satisfaction, and loyalty toward select food brands. A structured questionnaire was prepared and used to collect the data. The questionnaire was designed based on established scales and measures of customer satisfaction and brand loyalty, ensuring reliability and validity. The sampling frame will consist of consumers from diverse demographic backgrounds, including different age groups, genders, educational levels, and income levels. A stratified random sampling technique will ensure representation from various population segments. This will involve dividing the target population into homogeneous subgroups (strata) based on demographic variables and randomly selecting participants from each stratum. The interview was conducted with 250 respondents in the urban and rural areas of Dindigul District using the questionnaire. After scrutinizing, the researcher found that 220 questionnaires were usable for further analysis. The Cronbach alpha of Customer Preference, Customer Satisfaction, and Customer Loyalty were 0.878, 0.907, and 0.831, higher than the standard value of 0.60. Further data analysis was conducted using SPSS 26, and interpretation and findings were made.

4. Analysis and Interpretation

The distribution of age percentages reveals a notable trend in the demographic composition. Individuals aged 30-40 constitute the largest proportion at 31.8%, indicating a significant presence within the sample. 20-30 years at 25%, indicating a substantial representation of young adults (Figure 1 and Table 1).

Table 1: Age of the respondents

Age	Frequency	Percentage
Below 20 years	35	15.9
20-30years	55	25
30-40 years	70	31.8
40- 50 years	32	14.6
50 and above years	28	12.6

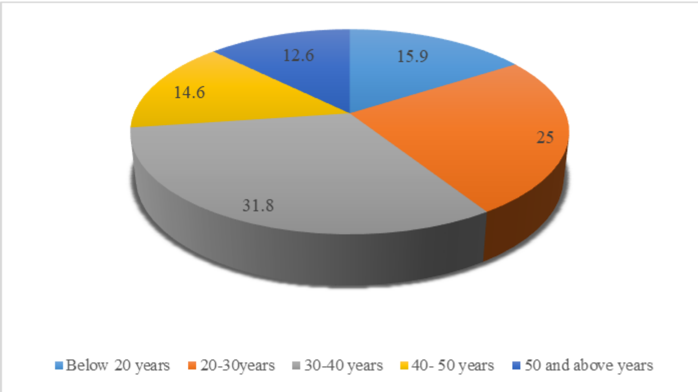

Figure 1: Age of the respondents

Below 20 years is at 15.9%, indicating fewer adolescents. The age groups of 40-50 years and 50 and above exhibit 14.6% and 12.6%, respectively (Figure 2 and Table 2).

Table 2: Gender of the respondents

Gender	Frequency	Percentage
Male	167	75.9
Female	53	24

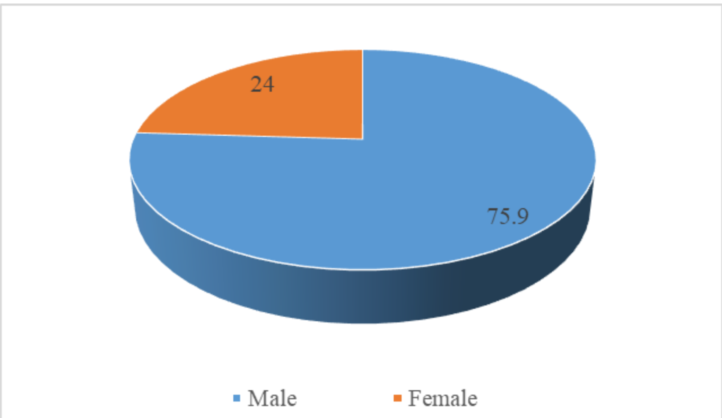

Figure 2: Gender of the respondents

The gender distribution data portrays a significant skew towards males, at 75.9%, compared to females, representing only 24%. This suggests a notable gender imbalance within the demographic sample, with a clear overrepresentation of males (Figure 3 and Table 3).

Table 3: Educational qualification of the respondents

Educational Qualification	Frequency	Percentage
Below SSLC	30	13.6
Plus 2	40	18.2
Degree	103	46.8
Postgraduate	17	7.7
Diploma	7	3.1
IT	9	4
Others	14	6.3

The data on educational qualifications within the sample showcases a significant dominance of individuals with degrees, comprising 46.8%. Plus, two qualifications stand at 18.2%, indicating a substantial representation of those who have completed secondary education.

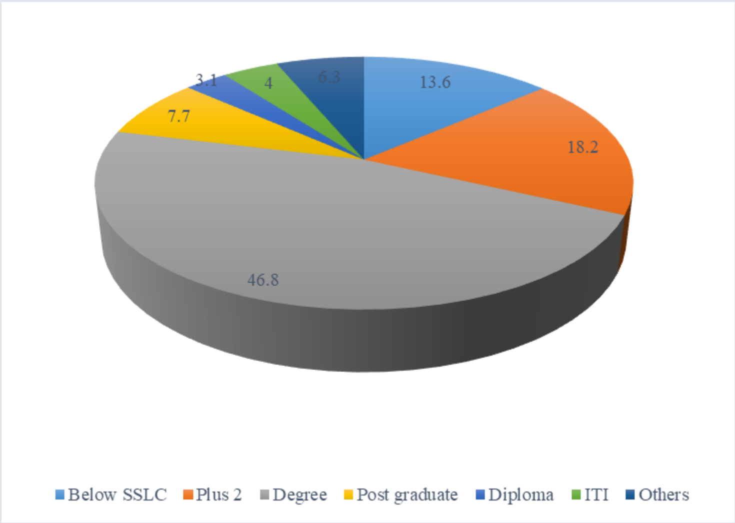

Figure 3: Educational Qualification

The SSLC below constitutes 13.6% of the sample. 7.7% are postgraduate degrees. Diploma and ITI qualifications represent 7.1% of the sample, indicating a smaller portion with vocational or specialized training (Figure 4 and Table 4).

Table 4: Occupation of the respondents

Occupation	Frequency	Percentage
Private employee	90	40.9
Doctors	15	6.8
Mechanics	20	9.1
Bank employee	9	4
Engineers	21	9.5
Faculty	30	13.6
Others	10	4.5

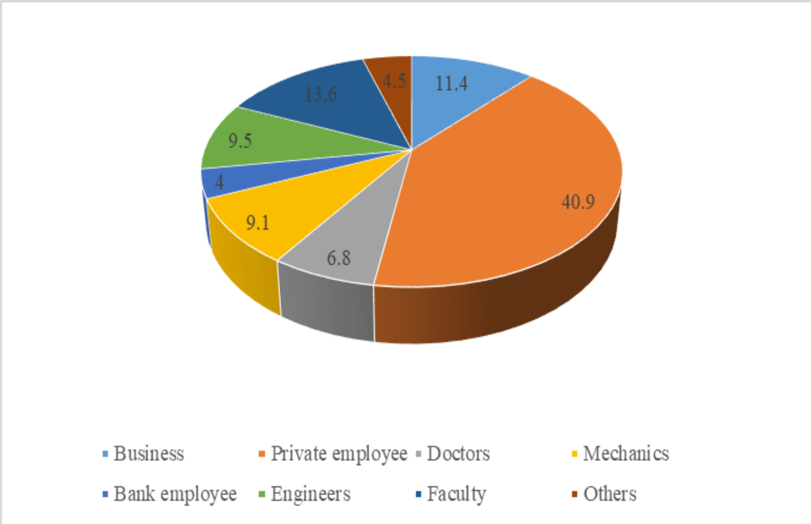

Figure 4: Occupation

Private employees constitute the largest segment at 40.9%, indicating a substantial presence in the workforce. The percentages of engineers and mechanics stand at 9.5% and 9.1%, respectively, reflecting a notable representation of technical professions within the community. Faculty members comprise 13.6% of the sample, indicating a significant portion engaged in academia. Doctors represent 6.8% of the sample, highlighting a notable presence of medical professionals. Bank employees and others comprise smaller percentages at 4% and 4.5%, respectively (Figure 5 and Table 5).

Table 5: Marital status of the respondents

Factors	Frequency	Percentage
Married	123	55.9
Unmarried	67	30.5
Single	30	13.6

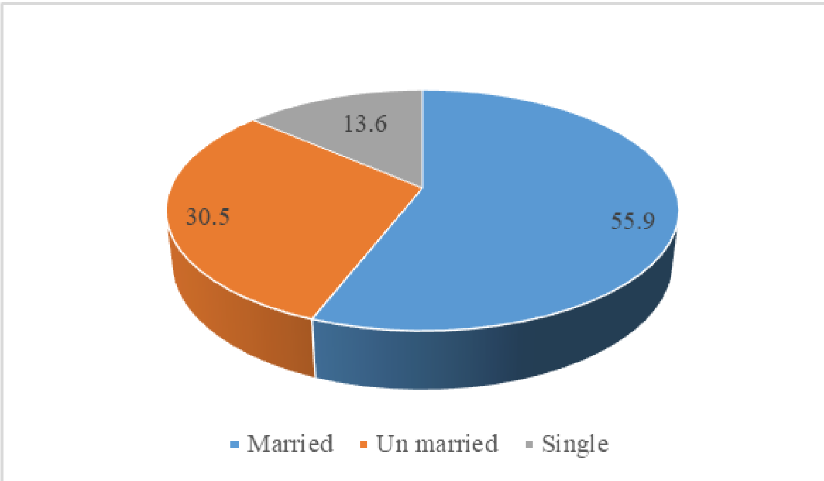

Figure 5: Marital Status

55.9% of the sample are identified as married. Unmarried individuals constitute 30.5% of the sample, indicating a notable representation of those who have not entered marriage. The percentage of single individuals is 13.6%, representing a smaller portion of the sample (Figure 6 and Table 6).

Table 6: Monthly Income of the respondents

Factors	Frequency	Percentage
Below 15000	120	54.5
15001-25000	40	18.2
25001-35000	30	13.6
35001-45000	20	9.1
45001 & above	10	4.5

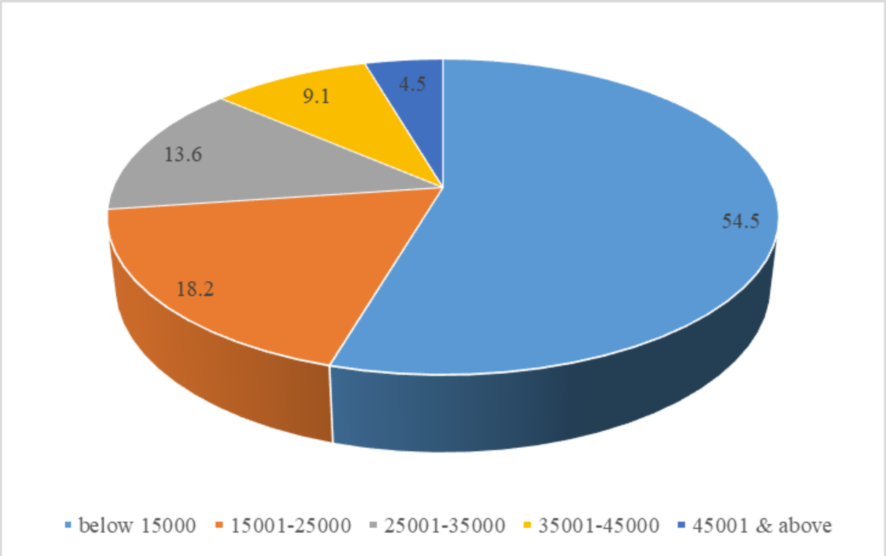

Figure 6: Monthly Income

A Majority of individuals, comprising 54.5% of the sample, earn below 15000, indicating a significant portion of the population falls within the lower income bracket. Those earning between 15001 and 25000 represent 18.2% of the sample.

Individuals earning between 25001 and 35000 constitute 13.6% of the population, reflecting a further subdivision within the middle-income bracket.

The percentages decrease progressively for higher income ranges, with 9.1% earning between 35001 and 45000 and 4.5% earning 45001 and above (Figure 7 and Table 7).

Table 7: What are the branded/unbranded RMAs you are aware of?

Branded RMA	Frequency*	Unbranded RMA	Frequency*
Anil	50	SVS	20
Ashirwaad	39	Visalakshi	13
Annapurna	27	Lion	22
Aachi’s	11	Cycle	7
Perris Perry	31	Baby	16
GPL	14	Rock fort	16
Narrasus	18	Camel	17
Naga	32	Vivekananda	18

**Multiple responses*

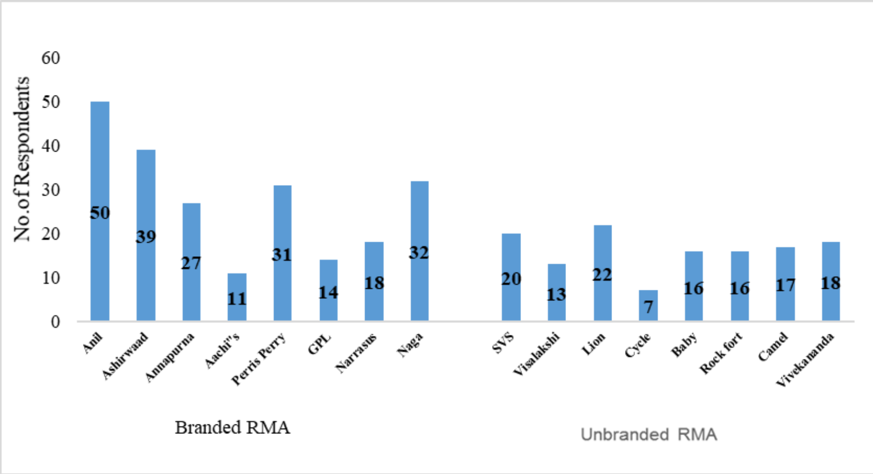

Figure 7: Awareness of branded and Unbranded RMA

Many respondents know branded RMA, including Anil, Ashirwaad, Naga, and Perris Perry. Similarly, more respondents aware of unbranded RMA are Lion, SVS, Vivekananda, and Camel (Figure 8 and Table 8).

Table 8: Which media source creates awareness

which media source creates awareness	Frequency	Percent
TV	53	24
Newspaper	17	7.7
Magazine	18	8.1
Radio	12	5.4
Board	37	16.8
Online	13	5.9
Point of display	53	24
Others	17	7.7

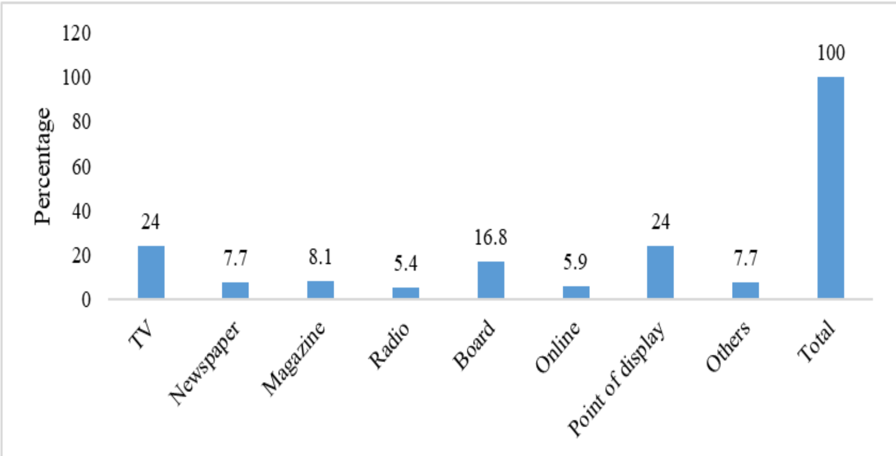

Figure 8: Media sources create awareness

From the above table 8, 24% of the respondents are aware of TV media. 24% of the respondents are aware of the point of display. 16.8% of the respondents are aware of board media. 8.1% of the respondents are aware of magazines, and 7.7% are aware of newspapers. 7.7% of the respondents are aware of other media, and 5.9% are aware of online media. 5.4% of the respondents are aware of radio (Figure 9 and Table 9).

Table 9: Attributes in the ads influence you to go for branded / unbranded RMA

Which attribute in the ads influences you to go for branded /unbranded RMA	Frequency	Percent
Celebrity	76	34.5
Slogan	45	20.5
Theme	25	11.4
Picturization	30	13.6
Others	44	20

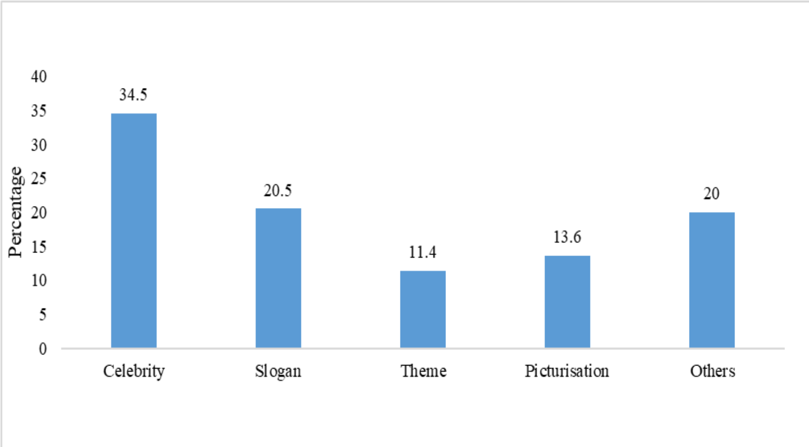

Figure 9: Attribute in the ads influence you to go for branded /unbranded RMA

From Table 9 above, 34.5% of the respondents are influenced by celebrities to go for branded/unbranded RMA.20.5% are influenced by slogans to go for branded/unbranded RMA. Others influence 20% of the respondents to go for branded/unbranded RMA.11.4% of the respondents are influenced by theme to go for branded/unbranded RMA.13.6% of the respondents are influenced by picturisation to go for branded/unbranded RMA (Figure 10 and Table 10).

Table 10: Which branded/unbranded RMA you prefer

Which RMA do you prefer	Frequency	Percent
Branded		
Anil	30	13.6
Ashirwaad	20	9.1
Annapurna	5	2.3
Aachi"s	15	6.8
Perris Perry	7	3.1
GPL	4	1.8
Narrasus	3	1.3
Naga	36	16.8
Unbranded		
Svs	15	6.8
Visalakshi	11	5
Lion	22	10
Cycle	12	5.4
Baby	5	2.2
Rock fort	18	8.1
Camel	9	4
Vivekananda	8	3.6

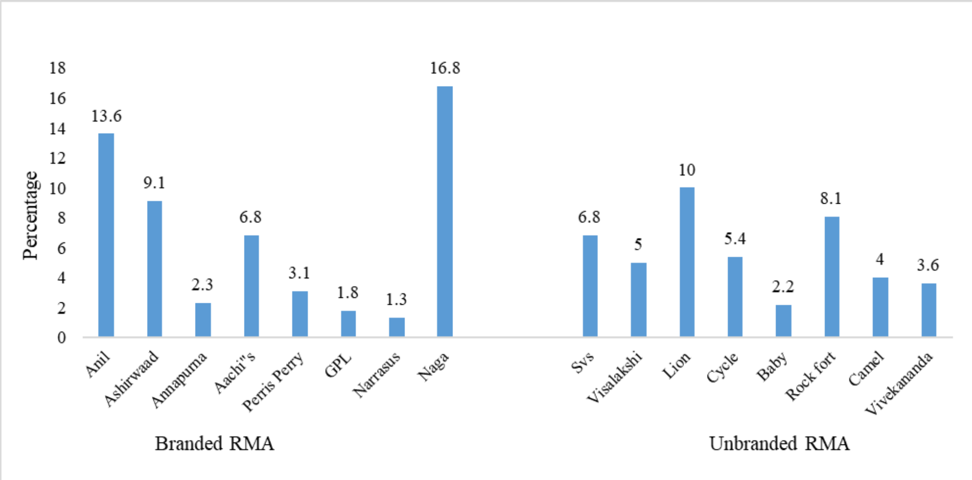

Figure 10: RMA preference

Branded: From Table 10 above, 16.8% of the respondents prefer the Naga brand of RMA. 13.6% of the respondents preferred the Anil brand of RMA.9.1% preferred the Ashirwaad brand of RMA. 6.8% of the respondents prefer Aachi's brand of RMA. 3.1% of the respondents prefer the Perris Perry brand of RMA.2.3% prefer the Annapurna brand of RMA. 1.8 % of the respondents prefer the GPL brand of RMA, and 1.3% prefer the Narrasus brand of RMA.

Unbranded: 10% of the respondents prefer the lion of RMA. 8.1 % of the respondents prefer the rock fort of RMA. 6.8% of the respondents prefer SVs of RMA. 5.4% of the respondents prefer the preferred cycle of RMA, and 5 % prefer Visalakshi of RMA. 4% of the respondents preferred camels of RMA.3.6 % of the respondents preferred Vivekananda of RMA.2.2% of the respondents preferred babies of RMA (Figure 11 and Table 11).

Table 11: Which factor influences you go for RMA?

Which factor influences you to go for branded / unbranded RMA	Frequency	Percent
Price	65	29.5
Quality	77	35
Availability	38	17.2
Taste	23	10.4
Product design	17	7.7
Total	220	100.0

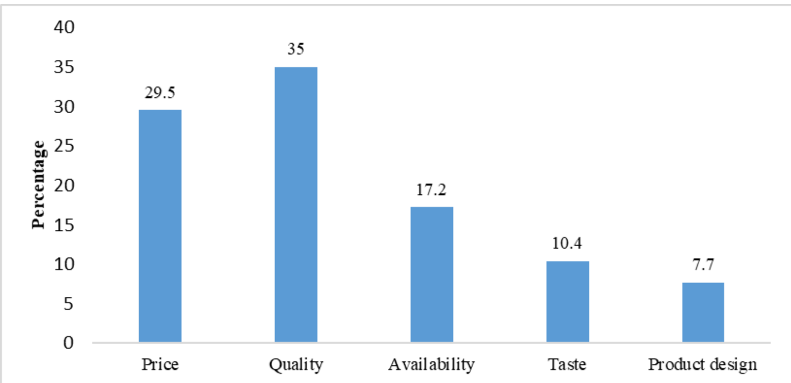

Figure 11: Factor that influences you to go for branded / unbranded RMA

From the above, 35% of the respondents were influenced to go for quality. 29.5% of the respondents were influenced to go for price, 17.2% to go for availability, 10.4% to go for taste, and 7.7% to go for product design (Figure 12 and Table 12).

Table 12: Frequency of purchases

Frequency of purchases	Frequency	Percent
Below 2 weeks	43	19.5
2-4weeks	47	21.3
4-6weeks	41	18.6
6-8weeks	49	22.2
6 months & above	27	12.2
Rarely	13	5.9
Total	220	100.0

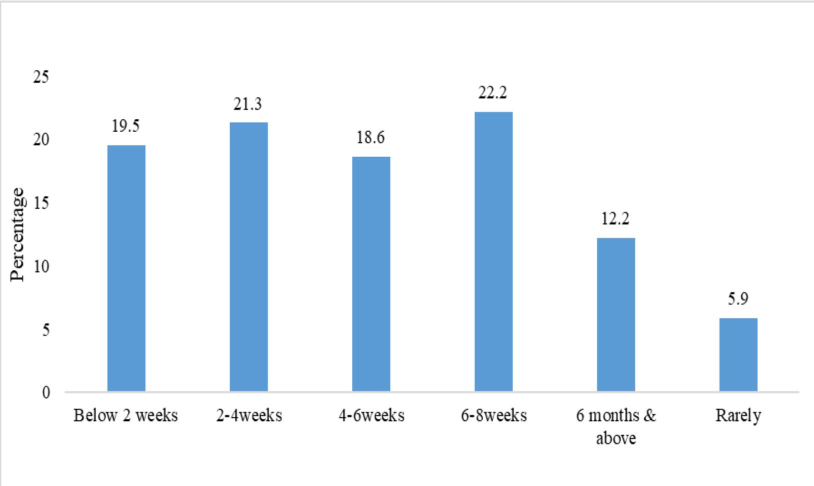

Figure 12: Frequency of purchases

From the above, 22.2% of the respondents purchase 6-8weeks. 21.3% of the respondents purchase 2-4 weeks, 19.5% purchase below two weeks, and 18.6% purchase 4- 6 weeks. 12.2% of the respondents purchase 6 months & above., and 5.9% purchase rarely (Figure 13 and Table 13).

Table 13: Do you purchase the same brand consistently?

Do you purchase the same brand consistently	Frequency	Percent
Yes	87	39.5
No	133	60.4
Total	220	100.0

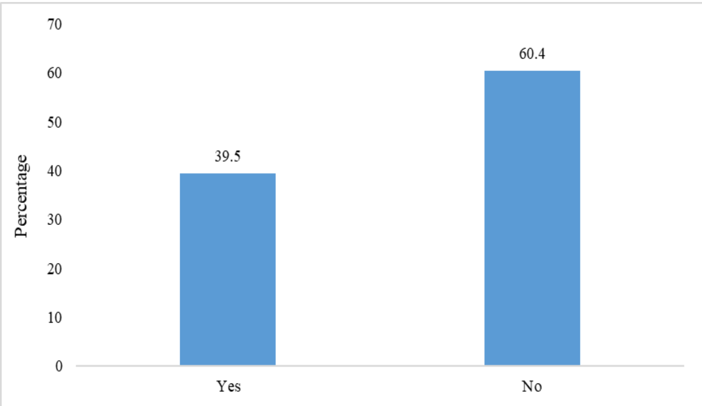

Figure 13: Purchase the same brand consistently

From the above, 60.4% of the respondents do not purchase the same brand consistently, and 39.5% of the respondents purchase the same brand consistently (Figure 14 and Table 14).

Table 14: If your consistent brand is not available, what you will do

If your consistent brand is not available, what you will do	Frequency	Percent
Go to other brands	113	51.3
Go to other shops to check my brand	77	35
Wait until I get my brand available in my shop	30	13.6

From the above, 51.3% of the respondents go to other brands when their brand is unavailable., 35 % go to other shops to check their brands when unavailable, and 13.6% wait until their brands are available.

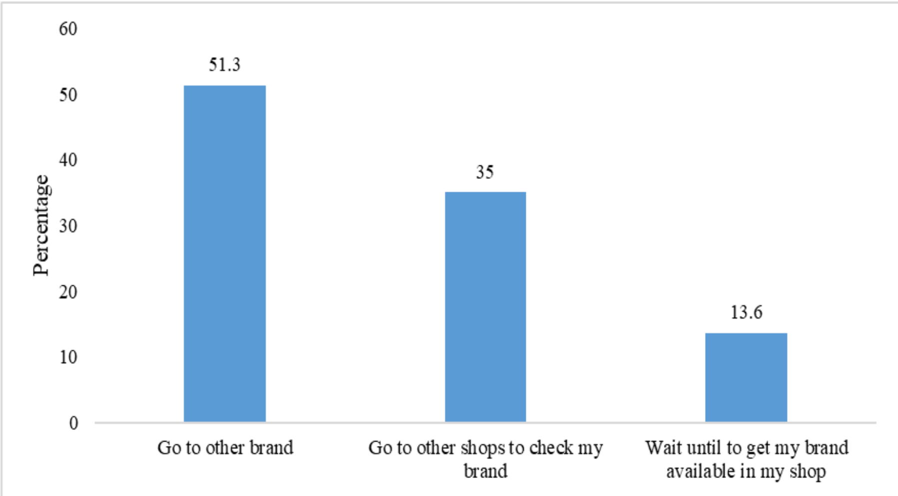

Figure 14: If your consistent brand is not available, what you will do?

Table 15: What will you do if your regular brand's price increases?

If your regular brand's price increases, what will you do	Frequency	Percent
Go for the same brand	77	35
Change my brand	124	56.3
Purchase bulk to get a price discount	19	8.6

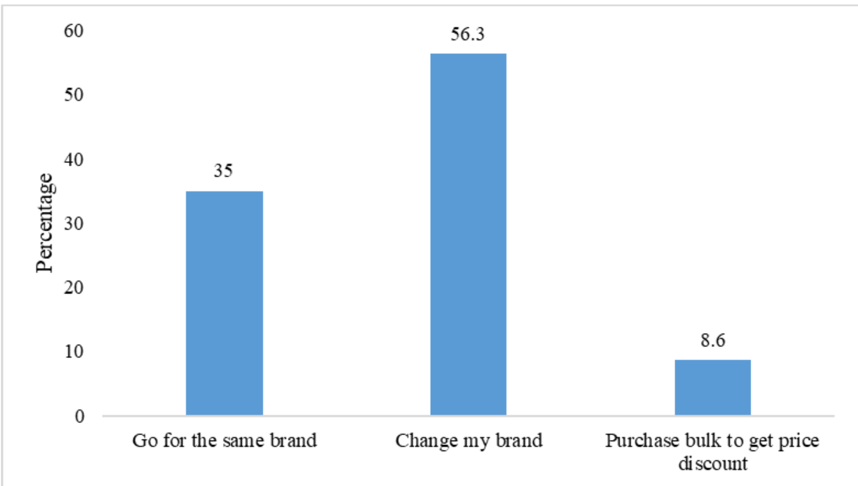

Figure 15: If your regular brand's price increases, what will you do?

From the above, 56.3% of the respondents are changing their brand thought price increases. 35% of the respondents are going for the same brands through price increases, and 8.6% purchase bulk to get price discounts through price increases (Figure 15 and Table 15).

Table 16: What will you do if your competitor brand announces a promotional offer?

Competitor brands announce promotional offers, which means	Frequency	Percent
Purchase only my brand	97	44
Try the other brand	95	43.1
Waiting for my brand promotional offer	28	12.7

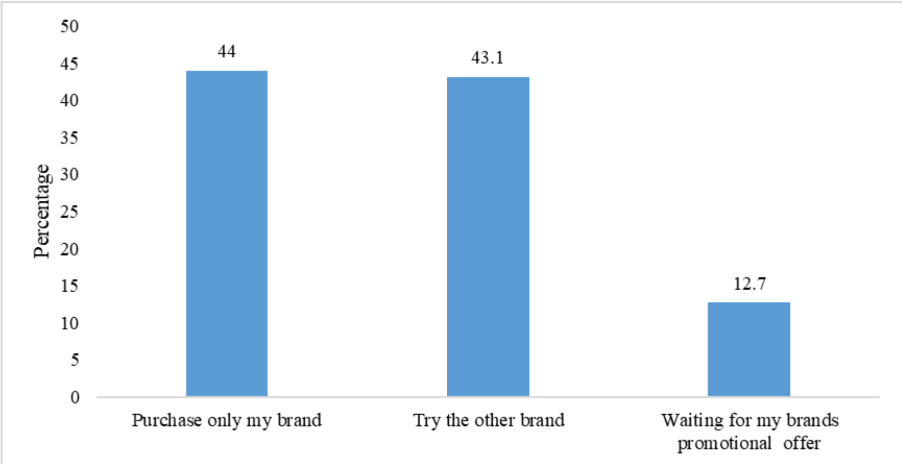

Figure 16: Competitor announces promotional offer

From the above, 44% of the respondents purchase only their preferred brand. Though the competitor announces a promotional offer, 43.1% try the other brand. Still, the competitor announces a promotional offer, and 12.7% of the respondents are waiting for their brand's offer (Figure 16 and Table 16).

5. Findings

The demographic analysis reveals the age distribution, with individuals aged 30-40 comprising 31.8%, followed by 20-30 years (25%). Males represent 75.9% of the sample compared to females at 24%. Education-wise, most hold degrees (46.8%), followed by Plus 2 qualifications (18.2%). Occupationally, private employees form the largest group (40.9%), with engineers (9.5%) and mechanics (9.1%). Marital status data indicates that 55.9% of respondents are married, while income distribution reveals a significant proportion (54.5%) earning below 15000. Regarding media awareness, branded RMA like Anil, Ashirwaad, Naga, and Perris Perry enjoy high recognition, while Lion, SVS, Vivekananda, and Camel stand out among unbranded options. Influencing factors for brand selection include celebrities (34.5%), slogans (20.5%), and other miscellaneous factors (20%). Quality (35%) and price (29.5%) are the primary influencers, followed by availability (17.2%) and taste (10.4%). Purchase behavior varies, with 22.2% buying RMA every 6-8 weeks and 21.3% every 2-4 weeks. 60.4% do not consistently purchase the same brand. When faced with brand unavailability, 51.3% of respondents switch to other brands, while 35% remain loyal despite price increases. 44% stick to their preferred brand even during competitor promotions, while 43.1% try other brands.

Tailoring product features and marketing messages to resonate with the preferences and lifestyles based on the age group can enhance brand engagement and loyalty. Brands should consider gender-specific marketing strategies to appeal to male and female consumers. Understanding the distinct preferences and purchase behaviors of each gender can help in developing targeted advertising campaigns and product offerings. Brands can segment their target audience based on educational qualifications, recognizing the influence of education on consumer preferences and brand perceptions. Crafting messaging and promotional activities that resonate with the aspirations and values of different education levels can enhance brand resonance and customer loyalty. Building awareness and recognition for branded and unbranded RMA among consumers is crucial for brand success. Leveraging effective marketing channels and promotional activities can help enhance brand visibility and recall among the target audience. Given the influence of celebrities and slogans on brand selection, brands can leverage influencer marketing strategies to amplify their reach and appeal to consumers. Collaborating with relevant influencers and celebrities can help create authentic connections with the target audience and drive brand engagement.

Quality and price emerge as primary influencers of brand selection, highlighting the importance of offering high-quality products at competitive prices. Brands should prioritize product quality and value proposition while ensuring pricing strategies align with consumer expectations and market dynamics. Brands must have robust distribution networks and inventory management systems to address brand unavailability issues effectively. Offering alternative product options or ensuring timely restocking can prevent customer churn and maintain brand loyalty. Brands should closely monitor competitor activities and responses to promotional offers and price changes. Developing proactive response strategies, such as counter-promotions or value-added services, can help retain existing customers and attract new ones amidst competitive pressures.

6. Conclusion

This study shows the importance of understanding consumer demographics, preferences, and behaviors in shaping the food industry's effective marketing and branding strategies. The demographic analysis reveals distinct patterns in age distribution, gender representation, educational qualifications, and occupational profiles, providing valuable insights for brand managers and marketers. Key factors influencing brand selection, such as brand awareness, quality, price, and media influence, highlight the need for brands to prioritize product differentiation, value proposition, and effective communication strategies. Moreover, the implications for targeting specific demographic segments, leveraging influencer marketing, and addressing brand unavailability underscore the importance of adaptability and responsiveness in meeting evolving consumer needs and preferences. By incorporating these insights into their strategies, brands can enhance brand engagement, loyalty, and competitiveness in the dynamic food market landscape. Ultimately, the success of food brands hinges on their ability to align with consumer expectations, deliver value, and foster meaningful connections that resonate with diverse demographic segments.

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