



Volume 13, Issue 2, 2025

ORIGINAL RESEARCH PAPER

Pages: 129-143

Using taste tests for consumer brand preferences in the food industry

Sedighe Ahangari¹, Seyed Mojtaba Mojaverian*², Foad Eshghie³, Javad Setareh⁴

1. Department of Agricultural Economics, Faculty of Agricultural Engineering, Sari Agricultural Sciences and Natural Resources University, Iran. Email: se_ahangari@yahoo.com

2. Department of Agricultural Economics, Faculty of Agricultural Engineering, Sari Agricultural Sciences and Natural Resources University, Sari, Iran. (Corresponding Author) Email: mjojaverian@yahoo.com

3. Department of Agricultural Economics, Faculty of Agricultural Engineering, Sari Agricultural Sciences and Natural Resources University, Iran. Email: fesh.foad@gmail.com

4. Psychiatry and Behavioral Sciences Research Center, Addiction Institute, Mazandaran University of Medical Sciences. Email: javad_setareh@yahoo.com

Received: 23 Oct 2024

Revised: 08 April 2025

Accepted: 14 July 2025

ABSTRACT

Taste tests are being increasingly used by marketers to influence consumers to change their preferences toward their brands. Obtaining data via surveys (Stated Preferences: SP) or studying customers' buying behavior (Revealed Preferences: RP) and then transferring data into structural equation models or multivariate regressions-which are commonly used- in the case of foodstuff are created bias in the results, because these methods assume that people can separate the quality features of the product from the brand name. In the proposed method, the data was collected with taste tests before and after knowing the brand, and the results were compared. In our method, volunteers are classified according to the influence of the product brand. Unlike the structural equations model (SEM), this classification is not just based on people's statements that can be biased for lack of experience (for example new product). This study aims to present a new approach to measuring consumer preferences toward brands. This case study was also used for stirred yogurt brands. Research data were collected from 192 students living in the dormitory of Sari University of Agricultural Sciences and Natural Resources. Volunteers' preferences were measured for three famous brands in the country's dairy industry, including: Kalleh, Mihan, and Haraz. Due to the results of this study, after dividing people in terms of brand influence, most of the volunteers chose the brand based on its desirable features. Only less than 10% are in the brand lovers group and they prefer it despite the unfavorable features of the product. In addition, the experimental results showed that the distribution of people from brand net effectiveness is different between different brands. The results also showed that the proposed approach can classify people in terms of brand influence. Also, the results of this approach are completely different from the results of surveys of people's interest in the brand. The output results are suitable for regression modeling such as ordered logistic regression.

KEYWORDS: Brand, Dairy Products, Iran, Consumers' Preferences Policy, Exchange Rate Volatility.

How to Cite This Article: Ahangari, S., Mojaverian, S.M., Eshghie, F., Setareh, J., (2025).“ Using taste tests for consumer brand preferences in the food industry”. *The Open Access Journal of Resisitive Economics*, 13(2): 129-143.

1. Introduction

According to the Marketing Science Institute, brand equity is the collection of associations and actions by consumers, channel partners, and Parent Corporation that enable a brand to generate more volume or higher profit margins than it could without the brand name (Leuthesser et al., 1995). Farquhar and Equity (1989), Brand equity was defined as the additional value that a particular brand bestows on a product in one of the most widely cited articles on the subject. According to Keller, it's the unique impact that brand knowledge has on how customers react to that brand's marketing. It is referred to as the added value that comes with goods and services by Kotler (2009). It could show up in the prices, market share, and profitability that the brand commands for the company, as well as in the thoughts, feelings, and behaviors that customers have toward the brand. A concise definition of brand equity is the value that a brand creates, by its name, and the associations and emotional connections that the consumer has in her mind. According to the above concepts and definitions, it is possible to consider of brand equity as the price of the brand, which, like the price of any asset, is obtained from the interaction of supply and demand. The company's investments in awareness, perceived quality, building loyalty, and brand association are its efforts to increase brand value. On the other hand, brand equity has affected consumer willingness to pay, attitudes, preferences, and intentions. In addition, brand preference is expected to have a favorable effect on buyers' intentions to purchase (Ngan et al., 2019). Despite the many variables in the brand system, buyers' preference for a particular brand is considered one of the most important factors in the willingness to buy.

There are many studies investigating the impact of brand equity on brand preference (Buil et al., 2013; Castillo et al., 2022; Chang & Liu, 2009; Chen & Chang, 2008; Hansopaheluwakan et al., 2021; Hoeffler & Keller, 2002; Martinez & De Chernatony, 2004; Tolba & Hassan, 2009). All of the results have shown a strong relationship between brand equity and the brand preference of consumers. Brand preference is one indicator demonstrating the power of the brand in the consumer's mind. Brand preference is also defined as “the bias a customer holds toward a particular brand” (Chang & Liu, 2009). Hellier et al. (2003) believe the amount of marginal utility that the customers of a company's product (a brand) receive compared to a completely similar product (in every respect) from another company (another brand). Measuring brand preference is an attempt to determine the impact of marketing activities on the minds of current and potential customers. Despite the different definitions, brand equity and preferences measurement is also used differently. Table 1 lists a few methods used in recent studies to gauge brand equity.

Table 1 Some studies using conventional methods to measure brand preferences

Method	subject	The authors
PLS	Brand awareness, brand image, Consumer buying interest	Utama and Ambarwati (2022)
	Brand equity, brand preference, and Brand purchase intention	Bashir et al. (2019)
	Brand equity, Purchase intention, Brand preference	Moradi and Zarei (2011)
SEM	Brand equity, Brand attitude, Purchase intention	Nameghi et al. (2023)
	Brand awareness, Purchase intention	Azzari and Pelissari (2021)
	Consumer responses, Brand equity.	Buil et al. (2013)
	Consumer perception, Brand image, Brand personalities	Lu et al. (2024)
	Visual product packaging design, Perceived quality, Brand preferences	e Shahwar et al. (2024)
PCA	Brand equity, Consumer purchasing intention	Wangwe (2018)
ANOVA	Brand equity, Components on purchase intention	Karulkar et al. (2019)
FA	Brand equity, Customer purchase decisions	Nigam and Kaushik (2011)
Review	Brand image, Consumer buying behavior	Gupta et al. (2021)
	Brand equity, Consumer purchase decision	Akhtar et al. (2016)
Multiple Linear Regression (MRM)	Brand equity, Consumer purchase intent.	Rungsisawat and Sirinapatpokin (2019)
	Brand equity, Consumer purchasing decision	Oktareza (2013)
	Brand equity, Purchase intention	Gabriella and Sonny (2021)
	Consumer-based brand equity	MULUNEH (2018)
Logit	Brand equity	Jourdan (2002)

As can be seen, the MRM and SEM have been used more than other methods. Both methods have disadvantages and limitations that can lead to misleading results. For example, the drawbacks of SEM are:

1. They always require a lot of data to be reliable.
2. Excessive use of latent variables in equations causes SEM to be weak.
3. The scale of the latent variable is unknown.
4. The standard error of a parameter depends on how the model is determined. (Gonzalez & Griffin, 2001).

5. The biggest problem with SEM is that it is based on certain assumptions.
6. The main problems are that there is a bigger risk of missing important connections and being easily affected by how the characteristics or qualities are measured and compared to each other (Richard,1993)

In terms of psychology, the mentioned models classify the respondents in a hierarchy, while the behaviors of the respondents in different classes behave differently. Also, the respondent's perception of the product is not considered in brand preferences. Besides the behavior of the consumer at the time of repurchase is perhaps distinct from what he expresses in repurchase intention. The main weakness in regressions to measure brand effect is its limitations. For example, it is necessary to include all the variables affecting product selection (or preferences) in the model. Failure to include all variables will magnify the net effect of the brand. In addition, things like collinearity in regressions with many variables are worrisome. In any case, the validity of the findings of multivariate regression depends on the observance of restrictions and assumptions in real conditions.

Don't use of sensory data is the limitation of these two methods and most of the similar studies. One of the differences in measuring the effect of a brand on the preferences of buyers in the food market compared to other goods (for example, industrial market) is the role of the sense of taste in brand preferences by customers.

In recent years, a number of studies paid attention to the taste test to detect brand preferences. For example Konuk (2021) conducted a study with the aim of investigating the moderating role of food on the relationship between perceived taste, perceived quality, brand trust and willingness to buy. Structural equation model results support the positive relationship between perceived taste, quality and brand trust. The findings also support the mediating role of perceived quality and brand trust. Zahid & Hafeez (2022) investigated the relationship between brand image and consumer taste preference. In the first experiment, all the tomato sauces were the same but of different brands. The second trial was a confirmatory trial in which all ketchup flavors were asymptomatic. The total number of respondents was 102 who participated in the experiment and completed the questionnaire. The optimal scale (CATREG) was used to explain the relationship between brand image and consumer taste preferences. The first test determined that brand image positively affects consumers' mindset and that they prefer the brand used at home, so the significance value is less than 0.05. The second value showed that taste preference explained the change in brand image and increased the significance value by more than 0.05. Motoki et al. (2023) examined the association between brand personality and food taste and how the congruence between the two may affect brand evaluation. The results showed that the relationship between sincerity and sweet foods increases perceived congruence, which leads to positive brand attitudes. Moreover, brand sincerity is positively associated with sweet food sales. Also, Meyerding et al. (2024) to better understand the consumer's behavior during food tasting, they performed sensory evaluation along with neuromarketing. They used near-infrared spectroscopy (fNIRS) to monitor neural activation in the prefrontal cortex in response to primary

tastes (sweet and bitter) and different chocolates (whole milk chocolate and dark chocolate) in 34 healthy consumers. Sweet and bitter taste decreased and increased neural activity, respectively. However, no significant differences in neural activation related to different sensitivities to basic tastes were observed.

Identifying people's preferences for a foodstuff without considering the role of taste sense and just by filling out the questionnaire may distort the results. This issue is especially important in new foods. One of the innovations of our article is to consider this sense. Another innovation in our research is the measurement of preferences and the factors affecting them via ranking, which will be explained in the research methodology section.

The purpose of this study is to review the methods of measuring consumer preferences along with their weaknesses and propose a new approach to this.

2. Method

Let's assume that a consumer has K different product brands that they can prioritize. In the beginning, the customer evaluates and ranks these options based on their utility and the product features, without knowing the brand. According to Lancaster's utility function, the customer's utility from any specific product, denoted as K , will depend on the attribute L associated with that product. This function was used in several studies field such as Kim, (2018). Ilayasankar, (2020). Kwajaffa and Pembi, (2020); . . .

$$U_{ik} = f_i(g_1^k, g_2^k, g_3^k, \dots, g_l^k) \quad k = A, B, C, \dots, K \quad (1)$$

Here, g_1^k to g_l^k are the characteristics of product k . Suppose the preference of the i -th person from the options A, B, C, \dots, K should be as follows:

$$U_{iA}^o > U_{iB}^o > U_{iC}^o > \dots > U_{iK}^o \quad \forall A, B, C, \dots, K \in R \quad (2)$$

The set of choices in this case is R . This gives each option the following ranking:

$$Rank(A)^o = 1, Rank(B)^o = 2, Rank(C)^o = 3, \dots, Rank(K)^o = K \quad (3)$$

The superscript O is the initial test that shows the preferences of people without knowing the brand of the product. As a result, $K(K+1)/2$ unequal information is taken from preferences of i^{th} person's decision-making set (Ω_i matrix)

$$\Omega_i = \begin{pmatrix} U_{iA}^o > U_{iB}^o \\ U_{iA}^o > U_{iC}^o & U_{iB}^o > U_{iC}^o \\ U_{iA}^o > U_{iD}^o & U_{iB}^o > U_{iD}^o & U_{iC}^o > U_{iD}^o \\ \dots & \dots & \dots & \dots \\ U_{iA}^o > U_{iK}^o & U_{iB}^o > U_{iK}^o & U_{iC}^o > U_{iK}^o & \dots & U_{iK-1}^o > U_{iK}^o \end{pmatrix} \quad (4)$$

Now take into consideration that the i^{th} person's test contains the same set of options, with the only difference being that each choice and its corresponding brand must be selected. Due to the characteristics and brands, it is highly likely that someone will be (new feature) this time.

$$U_{ik} = f_i(g_1^k, g_2^k, g_3^k, \dots, g_l^k, B^k) \quad k = A, B, C, \dots, K \quad (5)$$

The utility of brand k is B^k . Most likely, he has other priorities. In this manner, brand A, which was the first priority, is positioned this time in position $a \in \{1, 2, 3, \dots, k\}$. The prioritization of the person according to the characteristics and brand is as follows:

$$Rank(A)^W = a \quad Rank(B)^W = b \quad Rank(C)^W = c \quad \dots \quad Rank(K)^W = k \quad (6)$$

The superscript W is the second test which shows the preferences of people with know the brand of the product. The quantity of the net influence of the brand can be arranged by comparing the two modes of choice according to the characteristic and selection according to the characteristic and the brand.

The ranking of the products in the two scenarios will be the same, and every element of the matrix Ω will remain unchanged if the person bases his decision just on the attribute and not the brand (the brand's net influence is zero). However, if a person decides solely based on the brand's influence, their preferences will be entirely different, and every element in the matrix Ω will change direction. If the information regarding the product brand in certain elements of the matrix Ω changes, it will impact the brand to a certain extent. The table below illustrates all the potential states, represented by two states (O and W):

Table 1- The degree of bias preference of the individual due to not seeing the brand

W \ O	1	2	3	...	K
a	0	-1	-2	-K-1
b	1	0	1	-K-2
c	2	1	0	-K-3
....
k	-K-1	-K-2	-K-3	0

Finally, the effect of individuals on the brand is acquired as even ordinal numbers by adding together the number of changes that are derived from the total absolute value of the table numbers.

$$Score\ of\ bias_i = \sum_{k=1}^K |a_{ij}| \quad (7)$$

In the above relation, a_{ij} is the coefficient of row i and column j . The following actions have been made in this study, which examined three brands:

For our study, three well-known brands in the dairy industry—Kalleh, Mihan, and Haraz—were examined. In the following article, we used the letters A, B, and C - without order- to avoid any situations that may give rise to conflicts of interest. Table 2 shows the many ways to rank three foods in order of preference, regardless of whether one is aware of the brand or not.

Table 2- to classify the impact of the brand effect on consumer preferences in the case study

		Declared priority					
		A>B>C	A>C>B	B>A>C	B>C>A	C>A>B	C>B>A
Declared priority	Without						
	With						
	A>B>C	0	1	1	2	2	3
	A>C>B	1	0	2	3	1	2
	B>A>C	1	2	0	1	3	2
	B>C>A	2	3	1	0	2	1
	C>A>B	2	1	3	2	0	1
C>B>A	3	2	2	1	1	0	

Based on the table, individuals have been classified into four distinct categories. The initial category consists of participants whose preferences remain unaffected by the brand. Their preferences remain unchanged with and without knowing the brand of products. The second group demonstrates a slightly influenced preference due to the brand, while the third group shows a significant influence on their preferences from the brand. As for the fourth group, their preferences have been strongly impacted by the brand. Consequently, the first group receives a score of zero, the second group scores one, the third group scores two, and the fourth group scores three.

One of the advantages of the mentioned method (Compared to the other methods) is the classification of the studied people based on their responses. In this way, unlike the other studies where the opinions of all people are assumed to be the same, and the classification is imposed in the model (such as the Likert scale and SEM method), in this research, people are divided into different groups according to their viewing and comparing their selection. Also, another important advantage of the proposed method is that their comments are obtained by tasting the taste of the product. Therefore, the researcher in this study tried to check the behavioral information of the consumer to fully ensure the correctness of the opinions expressed by the respondents. By classifying people based on the change of their bias by knowing the brand (based on the above method), the obtained data can be used for models such as ordered logit to determine the factors affecting the intensity of their influence.

The statistical population of this research was undergraduate students living in the dormitory of Sari University of Agricultural Sciences and Natural Resources (SANRU). The research sampling method was simple random sampling. 192 of them are selected randomly. The required

information was collected through questionnaires and face-to-face interviews. The variables introduced in this research include gender, age (month), number of yogurt servings per week (normalized), favorite brand name (among the three brands presented in this study), and brand importance. After that, volunteers taste the yogurt samples and ranked by their favorites without knowing which brand. We compare this rating and initial rank (before tasting).

3. Results

The results of volunteers' preferences after tasting yogurt in two stages: with considering and without considering the brand are shown in Figure 1. According to the graph, brand A has a positive effect on preferences and shows that this brand is popular. On the contrary, to know brand C has slightly reduced people's preferences. Regarding the last choice of people, knowing about brand B had a decreasing effect on preferences and more people declared it as the last choice. In any case, the changes in preferences due to the effect of the brand are generally not significant (The volunteers did not know about the brands of the samples in the first stage until the end of the experiment).

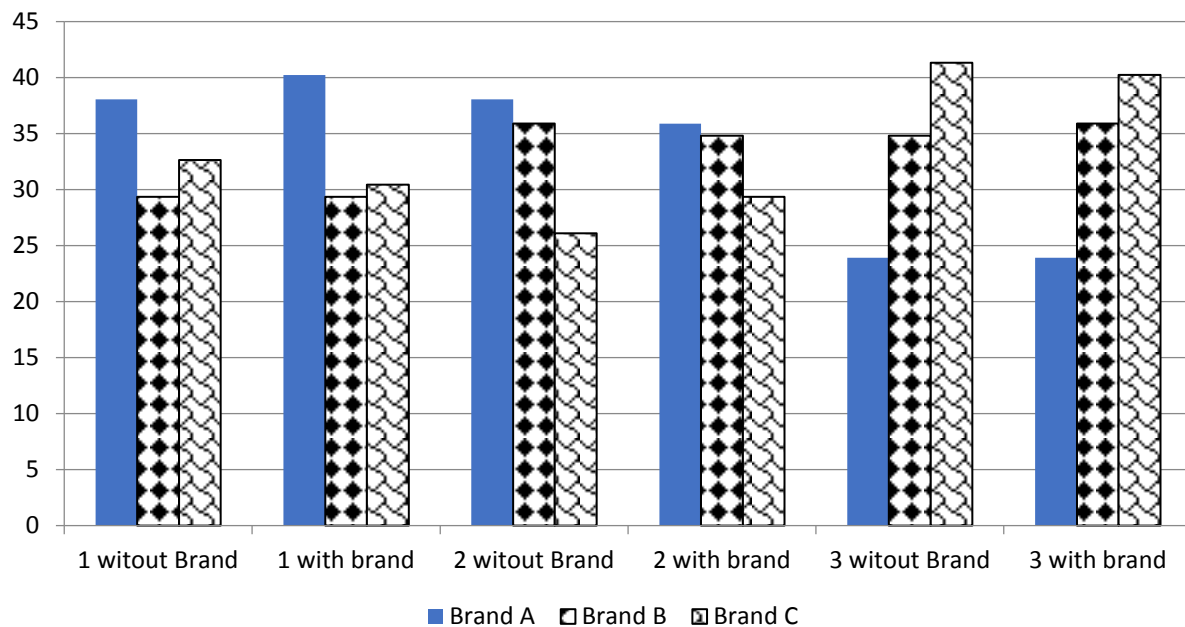


Fig.1. Comparison of the position of three brands in two situations: with and without considering brand name

In Table 3, the volunteers' preferences in two stages were compared. The same as Table 3, the main diameter of this table shows the people whose brand awareness did not affect their preferences. According to the table, about 62% of people showed such a situation. Maybe the low number of brands in this experiment caused such a result.

Table 3. Relative frequency of different scenarios of preferences in two stages

Brand Priority Scenarios	Total	Without Considering the brand						
		A>B>C	A>C>B	B>A>C	B>C>A	C>A>B	C>B>A	
Total	%	20.65	17.39	20.65	8.70	17.39	15.22	
With Considering the brand	A>B>C	22.83	14.13	3.26	2.17	1.09	2.17	0.00
	A>C>B	17.39	2.17	13.04	1.09	1.09	0.00	0.00
	B>A>C	17.39	3.26	0.00	11.96	0.00	1.09	1.09
	B>C>A	11.96	0.00	0.00	1.09	6.52	0.00	4.35
	C>A>B	18.48	1.09	1.09	3.26	0.00	9.78	3.26
	C>B>A	11.96	0.00	0.00	1.09	0.00	4.35	6.52

To ensure the collected data, two tests were performed to investigate biases. Friedman's non-parametric ranking test was used to show the independence of people's statements in two stages (each person's response is independent by others). Assumptions of this test:

- Assumption #1: One group that is measured on three or more different occasions (3 options).
- Assumption #2: The group is a random sample from the population (done).
- Assumption #3: The dependent variable should be measured at the ordinal or continuous level (yes by ranking).
- Assumption #4: Samples do NOT need to be normally distributed.

The value of the statistic in the first and second stages was χ^2 and χ^2 , respectively, which indicated both of which are significant at the α level. Therefore we can say, with a probability of α , that the answer of each person was not affected by the answer of others. Another test is applied to show the effect of brand awareness on volunteers' preferences. Here, the non-parametric test of Spearman's rank correlation coefficient was used. The value of Spearman's coefficient is calculated 0.7068 and is significant. In other words, the brand has had a significant impact on people's preferences.

According to the description of the research method, if there is no difference in the brands' position in the two states without knowing the brand and knowing the brand, zero points were obtained for these people, and they were placed in group one. Group one is the class of people whose preferences are not deviated by the brand, and they make their preferences based on the quality of the product. If the number of differences in the order of their preferences is one order, the score is one, and group two, that is, the slightly effective group, includes this group of people. A score of two and, as a result, group three (very effective group) is reserved for people whose order of preferences has changed twice in this experiment. Those who changed the position of all three brands in their preferences got three points and were placed in group four. These people are completely influenced by the brand. About 60% of the participants were in the first group, and 25% were in the second group. 8 and 7 percent of the subjects formed the third and fourth groups, respectively.

Due to the results, two extreme groups of people can be defined: first whose preferences in competing brands are absolutely based on the brand name, and second group whose preferences are dependent on the understanding of the qualities and characteristics of each brand. The results are shown in Table 4. According to the mentioned table, the fans of brand A chose more than other brands due to its quality characteristics. In brand B, compared to other brands, the brand name has been attractive to its fans. On the other viewpoint, for fans of brand C without the attractiveness of the brand name, the quality of this product is not acceptable at all (more than 17% of people without knowing the name of brand C considered it the least desirable quality among the three options).

Table4. The role of quality perception in volunteers' preferences for competitor brands of stirred yogurt

Brand	A	B	C
The percentage of people who absolutely prefer it because of its quality	81.05	66.68	78.55
The percentage of people who absolutely prefer it because of its brand name	5.42	3.71	17.87

4. Conclusion

The basic criticism of traditional economics is that people may behave irrationally when making decisions due to different constraints and objectives. This criticism is rooted in the idea that traditional economics assumes that individuals make rational choices based on complete and accurate information, which is often not the case in real-world situations. There are several reasons why people may not behave rationally in their decision-making: Limited Information, Biases and Heuristics, Emotional Influences, Social and Cultural Factors, Time Preferences, Risk Preferences, and Contextual Factors (Reed, Niileksela and Kaplan, 2013; Hodgson, 2012; Chang, 2019).

These limitations highlight the importance of considering the complexities of human behavior in economic decision-making. By acknowledging these factors, economists can develop more realistic models that better capture the intricacies of human choice and behavior.

According to Lancaster's theory, the utility that a person obtains consists of the utility of each component of the product. Today, one of the components is the product brand. Sometimes brand of the company is the most capital of the company and its investment is necessary for succession. The goal of this study, has been investigated the net effect of the brand on the preferences of stirred yogurt. To achieve the goal, an innovative method was used that compares the behavior and preferences of people in two stages: with and without inform the brand name. Research data were collected from 192 students living in the dormitory of Sari University of Agricultural Sciences and Natural Resources. Volunteers' preferences were measured for three famous brands in the country's dairy industry, including: Kalleh, Mihan, and Haraz which was named with codes A, B and C due to ethical restrictions without order. According to the comparison of three

important brands in the region, the method used divided people into four groups. On one side (first group), there were people who had the same preferences in both stages, and on the other side, there were people whose preferences were completely different in the two stages. People of the first group made their preferences based on the quality and brand name did not affect their behavior. On the contrary, in the fourth group, knowing the brand has completely changed their preferences. Between these two limits, there are several groups of people who are influenced by the brand to extent. But they are not fascinated by the brand. The most important findings of this research are:

1. The brand has had a significant impact on people's preferences,
2. Using the Friedman's non-parametric ranking test, it was proved that the answer of each person was not affected by the answer of others ($\alpha < 0.05$).
3. Using the Spearman's rank correlation coefficient test, it was proved that the brand has had a significant impact on people's preferences.
4. About 60% of the volunteers made their preferences according to the quality of the product and the brand name had no effect on their prioritization. For about 7% of people, the brand name is the dominant variable in their preferences. They are fascinated by the brand and while they do not prefer the features of the product, they choose because of the brand. 33% of volunteers are influenced to some extent by the brand name in their preferences.
5. By separating the results in each brand, it was found that the effect of each brand on people's preferences is different. According to results, the fans of brand A chose more than other bands due to its quality characteristics.

According to the obtained results, it is suggested to use the method applied in this study to separate the effect of food quality and brand name on consumer preferences. Classified people based on brand name effectiveness allow researchers to use models such as ordered logit. The estimation of the regression models in the next step provides the basis for the investigation of individual effective factors on the intensity of the influence of the brand name.

Acknowledgments

We would like to express our sincere appreciation to Sari Agricultural Sciences and Natural Resources University (SANRU) and the University of Mazandaran Medicinal Sciences for their generous financial support of this research project. Their support played a crucial role in the successful execution of this study and the attainment of our research goals.

References

- Akhtar, N., Siddiqi, U. I., Ashraf, A., & Latif, M. (2016). Impact of a brand equity on consumer purchase decision in L'Oreal skincare products. *International Review of Management and Business Research*, 5(3), 808.
- Azzari, V., & Pelissari, A. (2021). Does brand awareness influences purchase intention? The mediation role of brand equity dimensions. *BBR. Brazilian Business Review*, 17, 669-685.
- Bashir, M. A., Faheem, S. M., & Hassan, M. (2019). Impact of brand equity on consumer brand preference and brand purchase intention. *IBT Journal of Business Studies (JBS)*, 15(1). <https://doi.org/http://dx.doi.org/10.46745/ilma.jbs.2019.15.01.11>
- Buil, I., Martínez, E., & De Chernatony, L. (2013). The influence of brand equity on consumer responses. *Journal of consumer marketing*, 30(1), 62-74. <https://doi.org/https://doi.org/10.1108/07363761311290849>
- Castillo, A. C., Flores, A. M., Sanchez, L. M., Yusay, A., & Posadas, M. A. (2022). The Moderating Effect of the Country of Origin on Smartphones' Brand Equity and Brand Preference on Customer Purchase Intention. *Journal of Business and Management Studies*, 4(2), 58-78. <https://doi.org/https://doi.org/10.32996/jbms.2022.4.2.6>
- Chang, Kuo-Ping (2019). Behavioral Economics Versus Traditional Economics: Are They Very Different? Available at SSRN: <https://ssrn.com/abstract=3350088> or <http://dx.doi.org/10.2139/ssrn.3350088>
- Chang, H. H., & Liu, Y. M. (2009). The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 29(12), 1687-1706. <https://doi.org/https://doi.org/10.1080/02642060902793557>
- Chen, C.-F., & Chang, Y.-Y. (2008). Airline brand equity, brand preference, and purchase intentions—The moderating effects of switching costs. *Journal of air transport management*, 14(1), 40-42. <https://doi.org/https://doi.org/10.1016/j.jairtraman.2007.11.003>
- Farquhar, P. H., & Equity, M. B. (1989). Marketing research. *Marketing research*, 1(3), 24-33.
- Gabriella, G., & Sonny, S. (2021). The impact of brand equity to purchase intention (case study from Iphone users in Makassar). *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(1), 1-11. <https://doi.org/https://doi.org/10.24912/jmie.v5i1.8696>
- Gonzalez, R., & Griffin, D. (2001). Testing parameters in structural equation modeling: every" one" matters. *Psychological methods*, 6(3), 258. <https://doi.org/https://psycnet.apa.org/doi/10.1037/1082-989X.6.3.258>
- Greene, W. H. (2003). *Econometric analysis*. Pearson Education India.

- Gupta, A., Garg, A., Farhan, F., Chandna, M., Jain, R., & Kumar, S. (2021). Effect of brand image on consumer buying behaviour. Available at SSRN 3907928. <https://doi.org/https://doi.org/10.3390/su12219302>.
- Hansopaheluwakan, S., Oey, E., & Setiawan, Y. (2021). The impact of brand equity and brand trust towards purchase intention through brand preference. *PalArch's Journal of Archaeology of Egypt/Egyptology*, 18(1), 505-517.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European journal of marketing*, 37(11/12), 1762-1800. <https://doi.org/https://doi.org/10.1108/03090560310495456>
- Hodgson, G.M. (2012). On the Limits of Rational Choice Theory. *Economic Thought* 1 (1)
- Hoeffler, S., & Keller, K. L. (2002). Building brand equity through corporate societal marketing. *Journal of Public Policy & Marketing*, 21(1), 78-89. <https://doi.org/https://doi.org/10.1509/jppm.21.1.78.17600>
- Ilayasankar, S. (2020) Factors in online retail service (ORS) and their impact on consumer based brand equity (CBBE) of INDIAN E-TAILERS. *International Journal of Aquatic Research and Education* 6(2):1365-1375
- Jourdan, P. (2002). Measuring brand equity: Proposal for conceptual and methodological improvements. *ACR North American Advances*.
- Karulkar, Y., Shah, S., Tandon, P., & Tiwari, S. (2019). The Effect of Brand Equity Components on Purchase Intention. *Pramana Research Journal*, 9(10), 69-74.
- Kim, J., S. (2018) Measuring willingness-to-pay for mobile phone features: a multi-region study *Journal of Research in Marketing and Entrepreneurship*, 20(2)
- Konuk, F., A. (2021). The moderating impact of taste award on the interplay between perceived taste, perceived quality and brand trust. *Journal of Retailing and Consumer Services*, 63.
- Kotler, P. (2009). *Marketing management: A south Asian perspective*. Pearson Education India.
- Kwajaffa, B., F., Pembri, S. (2019) Efect of emotional appeal used in television advertisements on purchase decision of consumer: A literature review, *International Journal of Management Studies, Business & Entrepreneurship Research*, 4(4), 68-74.
- Leuthesser, L., Kohli, C. S., & Harich, K. R. (1995). Brand equity: the halo effect measure. *European journal of marketing*, 29(4), 57-66.
- Martinez, E., & De Chernatony, L. (2004). The effect of brand extension strategies upon brand image. *Journal of consumer marketing*, 21(1), 39-50. <https://doi.org/https://doi.org/10.1108/07363760410513950>

- Meyerding, S. G., He, X., & Bauer, A. (2024). Neuronal correlates of basic taste perception and hedonic evaluation using functional Near-Infrared Spectroscopy (fNIRS). *Applied Food Research*, 4(2), 100477.
- Moradi, H., & Zarei, A. (2011). The impact of brand equity on purchase intention and brand preference-the moderating effects of country of origin image. *Australian Journal of Basic and Applied Sciences*, 5(3), 539-545.
- Motoki, K., Nakahara, T., & Velasco, C. (2023). Tasting brands: Associations between brand personality and tastes. *Journal of Business Research*, 156, 113509.
- MULUNEH, T. (2018). *MEASURING CONSUMER BASED BRAND EQUITY IN (The CASE OF AWASH BANK)* St. Mary's University].
- Nameghi, E. N. M., Asadi, A., Khakrizi, Z., & Berangi, A. (2023). The Effect of Brand Equity on Purchase Intention with Mediating Role of Brand Attitude. <https://doi.org/https://doi.org/10.30495/ijfaes.2023.22514>
- Ngan, N. H., Thanh, T. B., Phuong, T. T. K., & Vinh, T. T. (2019). Brand equity and consumer responses: conceptual framework and preliminary testing of scales. *International Journal of Business, Economics and Law*, 18(2), 11-22.
- Nigam, A., & Kaushik, R. (2011). Impact of brand equity on customer purchase decisions: An empirical investigation with special reference to hatchback car owners in central Haryana. *International Journal of Computational Engineering & Management*, 12, 121-128.
- Oktareza, R. (2013). " THE EFFECT OF BRAND EQUITY ON iPHONE PURCHASING DECISION"(Study at Faculty of Economics and Business Students, University of Brawijaya). *Jurnal Ilmiah Mahasiswa FEB*, 2(2).
- Reed, D. D., Niileksela, C. R., & Kaplan, B. A. (2013). Behavioral economics: A tutorial for behavior analysis in practice. *Behavior Analysis in Practice*, 6(1), 34–54.
- Rungsisawat, S., & Sirinapatpokin, S. (2019). Impact of brand equity on consumer purchase intent. *Utopía y praxis latinoamericana: revista internacional de filosofía iberoamericana y teoría social*(6), 360-369.
- Tolba, A. H., & Hassan, S. S. (2009). Linking customer-based brand equity with brand market performance: a managerial approach. *Journal of Product & Brand Management*, 18(5), 356-366. <https://doi.org/https://doi.org/10.1108/10610420910981837>
- Utama, A. P., & Ambarwati, A. N. (2022). The Effect of Brand Awareness, Brand Image and Trust On Consumer Buying Interest. *Devotion Journal of Community Service*, 3(13), 2310-2330. <https://doi.org/https://doi.org/10.36418/dev.v3i13.278>.
- Wangwe, N. C. (2018). *The effect of brand equity on consumer purchasing intention in fast moving consumer goods: a case study of coca cola Kenya* United States International University-Africa].

Zahid, H. R., & Hafeez, A. (2022). The effect of brand image on consumer taste preference. *Journal for Business Education and Management*, 2(2), 41-63.

COPYRIGHTS

© 2025 The Author(s). This is an open access article distributed under the terms of the Creative Commons Attribution (CC BY 4.0), which permits unrestricted use, distribution and reproduction in any medium, as long as the original authors and source are cited. No permission is required from the authors or the publishers.



ACKNOWLEDGMENTS

The current study has not received any grant, fund or contribution from private or government institutions. Also, the authors declare that there is no conflict of interests

ETHICAL CONSIDERATION

Authenticity of the texts, honesty and fidelity has been observed.

CONFLICT OF INTEREST

Author/s confirmed no conflict of interest.