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THE EFFECT OF BRAND IMAGE ON CONSUMER TASTE PREFERENCE

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Abstract

This study aims to investigate the relationship between brand image and consumer taste preferences. Brand image in consumer's minds was measured by making them taste the same product in different bottles, which were in different branded bottles. In the first experiment, all ketchups were the same but branded differently. This experiment was conducted to identify if consumer's taste preference is independent of brand image. Since the results reveal that consumers prefer the brand that they are currently using regardless of the same taste, it was concluded that the taste preference is independent of brand image. The second experiment was a confirmatory experiment where all flavors of ketchup were unbranded. This experiment was conducted to verify whether taste preference and brand used at home have the same association. It was found that the consumer preferred those brands that were not in use after having a blind taste. This confirms that the first response of taste preference is more of brand image rather than product taste itself. The total number of respondents was 102, who participated in the experiment and completed the questionnaire. Optimal Scaling (CATREG) is used to explain the relationship between brand image and consumer taste preferences. The first experiment identifies that brand image has a positive effect on consumers' mindset, and they prefer the brand that is used at home. Therefore, the significance value is less than 0.05. The second value demonstrates that taste preference explains the change in brand image, raising the significance value over 0.05. The second experiment demonstrated that taste preferences might change when the brand image changes, and the overall finding from the first trial indicated that there is a relationship between the brand image and the currently favored brand.

Keywords: Brand Image, Consumer Preferences, Taste Preferences, Brand Image Research Model

Introduction

Organizations ordinarily perform item testing on customers; most normally, trials are utilized to test new item plans and participate in relative publicizing versus a dug-in contender. The most widely recognized utilization of trials is to examine how shoppers assess different item plans and outlines. Taste testing is additionally used to publicize taste assertions and to comprehend the effect of marking on the

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Assessment of the physical item (Khan et al.; R., 2022). Normally, trials are utilized to test creative item plans and fit into put-in relative promoting versus a built-up contender. For an assortment of reasons, item tests are usually performed on customers by organizations. Taste testing is normally used to publicize taste guarantees and to comprehend the effect of marking on the assessment of the physical item. With regard to sustenance and drink item classes, taste testing has gotten much consideration in both the exchange and scholarly writing. A Google look in November 2004 on the watchwords "trial" yielded 8.7 Million sections (Raghubir et al., 2010, page number). Most statistical surveying organizations utilize taste testing as a component of their arrangement of research items (Akbar et al.; S., 2017).

Trials are likewise used to analyze an issue and evaluate the estimation of various strategies. For instance, a Belgian chocolate bar maker was uncertain whether their poor deals were because of a poor item or a poor picture versus rivalry. They led visually impaired and marked trials and found that their chocolate bar performed well when the trial was a visually impaired one; however, they did not do well when it was marked. With this data, they could divert cash that they had been considering spending on item advancement into picture publicizing. (Raghubir, Tyebjee and Ching, 2010). Taste testing is additionally used to settle on naming and evaluating choices and to survey whether purchasers utilized cost as a prompt to make quality and taste judgments. At a general level, "tangible testing," including taste testing, is used to evaluate whether an organization ought to put resources into changing its item plan or, rather, build up its image name, bundle, picture and promotion (Miao, M. et al., 2019, page number). Trials are likewise used to evaluate the estimation of a brand and to discover the distinction in buyer inclinations when a prosecution is visually impaired versus marked mirrors the estimation of a brand. On the off chance that individuals lean toward the taste more in a taste inclination versus a corroborative test, this confirms that the brand has positive brand value. Trials additionally inspect which sections show a more grounded inclination for a brand and are more faithful to the brand. In addition, they have more grounded dispositions that are stronger than focused assaults (Khan et al.; M., 2022)**.**

Scope of study

Keeping in mind the end goal of comprehending the buyer's states of mind and their inclinations, numerous organizations utilize mark picture tests on shoppers for an assortment of reasons. For the most part, these sorts of tests are used to reposition and upgrade the brands. Two examinations were directed to research about the brand inclination, recognizable proof and separation of the brands. In the first test, the taste inclination test was directed to test whether individuals go for taste or mark pictures. In the second test, confirmatory analysis was conducted, and it was to test whether they lean toward taste without mark picture or if there is some other affecting variable.

Statement of Problem

The primary problem is to foresee the consumer choice, whether brand image influences taste preference in the context of the Ketchup industry.

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Research Hypotheses

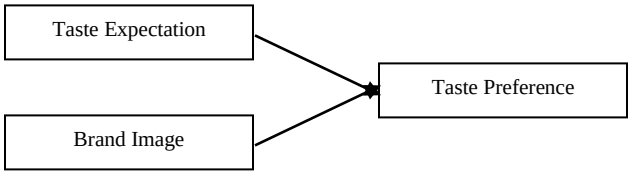
H_1: Consumer preference depends upon the brand that they are currently using regardless of the same taste.

H_2: Brand image has a positive relationship with taste preference.

Research Model

This examination demonstrates that taste inclination affects mark pictures and taste desires. The brand picture holds amongst client and brand, and this relates to the brand, and the mark picture settles on clients settling on the buy choice. In contrast, taste inclination partners with individual emotions and conduct people convey what needs to be by picking brands whose identities are seen to be consistent with their own particular identities (Aaker, 1999; Kassarjian, 1971; Sirgy, 1982). While taste desire is the outlook of the individual, its qualities, connections, dreams, possession

Figure 1: Model for Dependent and Independent Variables



The fundamental motivation behind this model is to gauge and assess the buying choice of customers in a setting with buyer taste inclination. This model builds up the connection between mark picture and customer taste inclination in Ketchup.

Brand Image

This emblematic importance of the brand picture is the recognition that customers seize about brands, alluded to mutually as the brand's picture, which is a huge part of shopper-based brand value (Keller, 1993). Customers, much of the time, expect that whatever brand picture they have at the top of the priority list is the best as they lean toward that brand, as it were. The brand picture creates a connection with the client and a relationship with the brand. It likewise decides the opposition and makes the official the buy choice of the client (Miao M. et al., 2019).

Taste Preference

Taste recognition is related to people's emotions and practices. Taste recognition incorporates individual qualities, connections, dreams, possessions, and different images that people use for self-comprehension (Jiang Y. et al., 2018). The impression of the purchaser's taste is firmly related to the identity that people have a penchant for purchasing marks whose identities are firmly identified with their

Picture. People communicate by picking brands whose identities are seen to be compatible with their own identities (Aaker, 1999; Kassarjian, 1971; Sirgy, 1982).

Taste Expectation

Taste desire is likewise connected with people's sentiments and conduct. Taste desire is the outlook of the individual, their properties, connections, dreams, proprietorship and different images. The buyer has a picture of the specific item at the top of the priority list. As indicated by that, there is an assumption regarding it; before tasting anything, a picture is framed in the purchaser's psyche (Zafar D. et al., 2022).

Literature Review

For decades, brands and items have been constantly utilized conversely. In any case, there is an almost negligible difference between the two as an item may be "something that offers useful advantages" (Farquhar, 1989, pp. 24-33). A brand, then again, is "a name, image, plan, or stamp that upgrades the estimation of the item past its practical esteem" (Farquhar, 1989, pp. 24-33). Buyers ordinarily go for brand names, and they generally want to pay more for brands since mark names are brand names and include esteem. Initially, the genuine estimation of the brand ought to be known, and then no one but esteem could be added to it (Rashid, A. et al., 2021). A brand name that is given to the item is usually known as brand value. Brand value fabricates store activity and diminishes the hazard in distributing rack space. As indicated by Cathy. J (1988), Operationalizations of brand value by and large fall into two gatherings: those relating to customer recognitions (for instance. mindfulness, mark affiliations, saw quality) and those relating to shopper conduct (for instance. readiness to pay an elevated value, mark unwaveringness). The brand is, by and large, alluded to as the quintessence or identity of an item or administration. Brand reaches out to the whole item encounter, including all purposes of cooperation. Through a blend of both unmistakable and impalpable components, Mark suggests a guarantee and desire, and to be effective, one must satisfy that desire (Miao M. et al., 2021).

A common definition of brand value is the added importance that the brand name gives to an item (Farquhar, 1989). Unparalleled brand value can help a company become more financially astute through increased brand loyalty, premium evaluating, decreased value flexibility, decreased promotion-to-deals ratios, and exchange utilization (Keller, 1993). Effective brand management necessitates a thorough evaluation of its worth over a wide period. Many firms are hiring brand value directors, who must keep an eye out for brand value and recognize symptoms of a brand's value deterioration, as well as support programs to increase it (Aaker, 1991). Deals advancements may also support deals, but only temporarily. According to Keller (1993), the regular use of value enhancements can strengthen or build a "markdown" relationship with the brand, lowering the value of its image. The perceived value of a brand by the consumer determines its worth. According to some analysts, this additional incentive is characterized by the brand's favorable associations, mindfulness, dependability, and recognized nature (Aaker, 1991); the degree of differential impact of brand attention on the organization's advertising (Keller, 1993); or the premium price that consumers will pay for the brand (Park &

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Srinivasan, 1994). Mark value is defined by Srinivasan (1979) and Park and Srinivasan (1994) as the portion of the general inclination that is not explained by predisposition-assessed attributes. The component of general esteem not clarified by "situational elements, for example, cost and other here and now showcasing blend control on decision" (Khan, S. et al., 2022, page number) is what Kamakura and Russell (1993) refer to as "mark esteem" when measuring brand worth.

Brand value can be influenced by publicizing through ideal affiliations. What is more, publicizing can likewise go about as a flag of item quality. Publicizing plays a critical part in building a brand and building it in the market. As per the monetary information and the inquiries about, there is a positive connection between publicizing (Ghauri, S. et al., 2022). Additionally, price increases may encourage buyers to buy the brand only when it is offered at a discount. They might accomplish this by lowering the reference value, which would reduce the exceptionality that can be ascribed to the brand name and, hence, its value (Blattberg et al., 1995). Some experimental studies (such as Jedidi, Mela, and Gupta, 1999) find a long-term inverse relationship between mark value and advancements. However, Aaker (1996) argues that while value innovations may detract from a brand's value by putting too much emphasis on price, they may also benefit the brand. The learning hypothesis recommends that the forming of purchaser conduct through advancements can prompt attitudinal faithfulness (Rothschild & Gaidis, 1981), in this manner improving brand value. In spite of the fact that the examination recommends that an advancement decreases mark value, an elective perspective is that first-rate advancements can sustain it (Agha, A. et al., 2021).

Item development has a noteworthy effect on mark value. Item advancements, for example, the incorporation of critical new highlights (for instance, fluoride in toothpaste for hole avoidance), can make separation, improve a brand's incentive, extend utilization settings, and square contenders (Aaker, 1996). Furthermore, they can be utilized to restore the brand. As indicated by Beil (1992), "Buyer conduct is, at root, driven by a view of a brand while social measures of procurement depict the presence of a value, they neglect to uncover what is in the hearts and psyches of buyers that is really driving value." As indicated by Research, The shopper's attention to mark esteem originates from various sources; however, essentially, it depends on thoughts intelligible or passionate that set the brand apart from other focused brands(Akbar et al.; S., 2017). What kinds of showcasing exercises install these thoughts regarding a brand's uniqueness in the brain? Publicizing significantly affects mark value and can make familiarity with the specific brand in the customers' minds. Publicizing can influence constructive outcomes on purchasers to choose the brand. The customers decline those brands that need publicizing, and they do not get it as individuals have turned out to be much more brand-cognizant. Promoting is imperative to advancing a brand. Shoppers ought to know about the item (Khan et al.; S., 2013).

Brand pictures have been noteworthy ideas in shopper conduct for decades, and the meaning of brand pictures has not stayed steady for more than 35 years day and age. A few examinations have been made, and actually, individuals buy items or brands for some degree other than their physical capacities and traits. The wealth of brand picture exploration has been related to some negative angles. For instance, it

Has been recommended that after some time and through over-the-top utilization or abuse, the significance of the "mark picture" has vanished and has lost a lot of its success and esteem (Bullmore, 1984, page number). The brand picture originates from an item's social and mental nature and additionally physical one; it likewise incorporates the arrangement of sentiments, thoughts and states of mind that the shopper has about the brands and the picture of brands. Duesenberry (1949) watched that the deed of utilization as emblematic conduct was, in all likelihood, more huge to an individual than the utilitarian points of interest of the item. An unassuming perspective by a few creators is that the best way to comprehend the picture is not just to work with the qualities (Khan et al.; S., 2013). Friedmann (1986) recommends that the "mental signifying" of items is comprised of the item's element bindle, the shopper's first perceptual mode, and the situation in which the perceptual methodology happens. While Reynolds and Gutman (1984) check this synergistic outcome, they talked about the components of the brand picture in expressions of a method's end arrangement, distinguishing a suggestion organization that reflects memory associations as the fundamental segment of the brand picture. They clarify a method end chain as the relationship between item properties, customer results, and individual evaluations and hypothesize that the amalgamation of these parts symbolizes the picture (Shaikh et al.; C., 2013).

The brand picture is conceptualized as a distinction between a specific bit of correspondence about a brand and the brand picture, which is, as of now, settled with shoppers. Advertisers, for the most part, depend on publicizing as one essential instrument to create and advance Brand Equity. Brand Equity measures add to the extension and assessment of promotion. The clients recognize the brand picture through ads and passes-on messages (Jamil et al.; S., 2022). A brand picture tells what a customer sees from the brand and what picture a purchaser has in his psyche. The brand picture makes notoriety and impacts buyer buy choice; mark picture acknowledgment manufactures brand character, and mark picture gives an aggressive edge over other contending brands. The brand picture is likewise similar to what first comes into the buyer's mind. In settling on a buy choice, the brand picture plays an imperative and noticeable part. The brand picture is a photo that mirrors a customer's brain, and it likewise makes interest in a specific brand (Khan et al.; N., 2016).

Stone, Dunphy and Bemstein (1966) separate between three noteworthy parts of a picture (its thought, its picture appropriate, and its net appraisal). The brand picture is being made out of a mix of the physical validness of the item and the convictions, positions and interests that have come to be sincerely required of it (Levy, 1978). enchantment and an item's ethical quality are two of the crucial parts of its picture (Dichter, 1985). In the past discourse on the definition of brand picture, it was normal that the systems for its estimations were not homogeneous. Over the previous decades, a few strategies have been utilized to accomplish knowledge of the substance and associations of the brand picture. Bullmore (1984) accentuates the dependence of brand picture arrangement upon the individual mind. As indicated by Bullmore (1984), the supposition that the picture fits into the brand counters that a picture, similar to status, can stay in the psyches of individuals and his contradiction is that the mind both contains and creates the picture and that it is mediated or fortified by the customer's encounters (Khan et al.; G., 2022),

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Customers may have a responsive part in the creation of a picture, according to certain creators. Even worse, it has been argued that fabricated or misleading product photos may be "asked to be precise," as if there were a straightforward link between the image provided in the media and the buyer's mentality (Scammon & Semenik, 1983, page number). When viewed from this angle, advertising is a key instrument for spreading a message to a brand. In addition, brand associations that are ingrained in consumers' memories are referred to as brand pictures. Mark attachments are intellectual connections between the brand and the consumer in their memories (Khan et al.; M., 2022). The positiveness, restriction, and quality of brand connections are the measures of brand information that generate the distinctive reaction that determines mark value, especially in high-inclusion decision scenarios (Keller, 1993). A mark picture is described as recollections of consumer brand affiliations that mimic experiences associated with a brand in a model of brand information. Brand affiliations are the extra educational links that are connected to the brand memory link and highlight how important a brand is to consumers. The positiveness, quality, and uniqueness of brand attachments are among the measurements of brand information that determine the differential reaction that makes a mark valuable, particularly in higher contribution choice scenarios. It is useful to assess the various sorts of brand relationships that have changed before taking into consideration any metrics that may be kept in the customer's memory. There are many distinct types of brand associations. According to their amount of consideration, or how much information is left out of the affiliation, mark affiliations can be distinguished from one another (Alba & Hutchinson, 1987; Chattopadhyay & Alba, 1988; Johnson, 1984; Russo & Johnson, 1980).

A product or service's traits are those descriptive features that show what a customer believes the product or service to be or have, as well as what is locked in with its purchase or use (Keller, 1993). Here, ascribes are distinguished based on how plainly they depict the execution of the item or administration. The fixings needed to play out the item or administrative work needed by customers are referred to as item-related qualities. Value data, package or item appearance data, client symbolism (i.e., the type of person who uses the good or service), and utilization symbolism are the four main types of non-item related attributes (that is, the place and in what kinds of circumstances the item or administration is utilized). Because attributes associated with items are well known, only non-item-related qualities are covered in this article. Customers usually have strong ideas about a brand's price and evaluation, and they can organize their knowledge of different product categories according to the value levels of different brands, making cost a particularly significant quality affiliation (Blattberg & Wisniewski, 1989). Customer and usage picture traits can also be used to develop mark identification features.

According to Plummer (1985), one element of the brand picture is the identity or character of the brand itself. A brand's identity traits may also convey the sentiments or feelings that the brand evokes. Benefits are the particular attributes that customers appreciate when purchasing a good or service; they are the things that buyers think a good or service can do for them. The practical advantages of a thing or a system are often more significant than their inherent qualities. Experiential benefits are often compared to a product's features since they relate to how utilizing the product or benefit feels. Emblematic advantages are more subjective reasons to

Choose to use a good or service. Emblematic advantages should be particularly important for items that act as "identifying" markers in society. The general impressions that consumers have of a brand are known as brand demeanors (Wilkie, 1986). Brand states of mind are significant because they usually set the tone for customer behavior (e.g., mark decisions). Despite the fact that a number of models for brand attitudes have been proposed, one approach that has gained widespread acceptance is one that is based on the description of a number of characteristics, in which mark states of mind are a part of the associated qualities and advantages that are distinctive for the brand. This anticipation esteem display sees mentalities as a multiplicative capacity of (1) the remarkable convictions a purchaser has about the item or administration (i.e., the degree to which buyers think the brand has certain characteristics or advantages) and (2) the evaluative judgment of those convictions (i.e., how great or awful it is that the brand has those properties or advantages).

As well as an ongoing criticism of the items' outward appearance of excellence, brand mentalities are characterized by beliefs in the usefulness and experience benefits of their products (Zeithaml, 1988). According to Rossiter and Percy (1987), beliefs regarding characteristics and benefits associated with symbols can also be connected to brand states of mind. This is in line with the psychological theory of behavior (Katz, 1960; Lutz, 1991), which contends that by enabling people to express their thoughts, attitudes can have an "esteem expressive" purpose. Because it is difficult to determine the majority of the important qualities and advantages precisely, analysts creating multi-characteristic models of buyer inclination have incorporated a general segment of state of mind towards the brand that is not caught by the trait or advantage estimations of the brand (Park, 1991; Srinivasan, 1979). The establishment of strong brand connections can be seen in the success of an advertising campaign, which indicates that the brand's characteristics and benefits meet the wants and requirements of the customers. A favorable brand mindset is developed in this way. Every interaction with a brand is evaluated equally and is unimportant when making a purchase or other decision. For instance, a consumer may associate a brand with a particular product or package color in their memory. The strength of a relationship with the brand hub can also represent affiliations. As a crucial element of the brand image, how information is encoded and protected will determine the quality of affiliations (stockpiling). Brand associations may or may not be transferred to competitors' brands. The brand's competitive advantage or "one-of-a-kind giving proposal," which gives customers a compelling reason to choose that specific brand, is the essence of brand positioning (Aaker, 1982; Ries & Trout, 1979; Wind, 1982). They may also be based on features linked to or unrelated to the item, as well as practical, sensory, or aesthetic benefits (Keller, 1993). The presence of firmly held, highly appreciated connections that are elite to the brand and suggest superiority over rival brands is crucial to the success of a brand (Keller, 1993). Nowadays, if a brand does not have any competitors, it most certainly has a few connections with other businesses.

The number of students in a class reflects the degree of rivalry between various goods and services and is based on shared affiliation. Bettman's (1986) theory holds that a brand can currently provide more conceptual affiliations and compete against asymmetric rivalry in a more fully developed item classification even if it does not experience coordinated rivalry in its item class and, as a result, does not share item-related qualities with other brands. Due to the brand's association

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with the item class, some affinities with the item class—whether in the form of express convictions or general attitudes—might come to be linked with the brand. The bulk of the time, the behavior of the item class plays a significant role in determining customer response. Take note that the degree to which the brand interacts with the item categorization is a key aspect in determining brand attentiveness (Nedungadi & Hutchinson, 1985; Ward & Loken, 1986). However, focused coverage with numerous brands that are pertinent to the product area has the drawback of potentially confusing customers (Keller, 1993). For instance, Keller (1987) and Burke and Srull (1988) have demonstrated that the number of rival brands marketing in a certain product category might affect consumers' ability to review correspondence impacts for a brand by causing "impedance" in memory (Keller, 1987 and Srull, 1988).

Their level of consideration and subjective state should have an impact on the quality, positivity, and distinctiveness of brand connections. For instance, image-related characteristics, such as client demographics or usage circumstances, might quickly forge distinctive relationships. Dynamic associations tend to be stronger and more open in memory than basic property data because of their evaluative nature (Chattopadhyay & Alba, 1988). In actuality, mark demeanors could be stored and retrieved from memory without regard to the underlying quality data (Lynch et al., 1988). Because they can vary in quality, it is crucial to examine brand mentalities to be affiliated with brands (Farquhar, 1989). After the brand is exposed, very approachable brand behaviors are likely to begin, influencing future brand decisions (Berger & Mitchell, 1989; Fazio et al., 1989). The ideality and quality of a brand attachment may be influenced by other brand associations that are stored in the mind (Keller, 1993).

Due to their evaluative nature, dynamic connections tend to be more powerful and open in memory than core characteristic data (Chattopadhyay & Alba, 1988). In fact, mark dispositions may be kept and retrieved in memory independently of the underlying characteristic data (Lynch et al., 1988). Brand mentalities can vary in quality, which is a key basis for thinking of them as a link with a certain brand (Farquhar, 1989). Upon introduction to the brand, exceptionally open brand states of mind will likely start abruptly and direct subsequent brand decisions (Berger & Mitchell, 1989; Fazio et al., 1989). Other brand relationships in memory may have an impact on the idealness and quality of a brand attachment (Keller, 1993). Closeness is characterized as the sum to which a brand affiliation imparts substance and importance to another brand affiliation. The coinciding of brand affiliations should influence (1) how effectively a current affiliation can be reviewed and (2) how effortlessly extra affiliations can wind up connected to the brand hub in memory (Keller, 1993). Information that is consistent in significance with already-existing brand affiliations should be more easily learned and remembered than irrelevant information. However, the surprise of information that occasionally conflicts with the brand can lead to more thorough handling and a more solid relationship than even consistent information (Houston et al., 1987; Myers-Levy & Tybout, 1989; Wyer & Srull, 1989). Given that a product or service currently has another affiliation, customers might want to know whether it will likely have a particular association (Bettman et al., 1986; Sujan, 1985). These convictions should influence buyers'

capacity to learn new brand data. As noted, these desires may likewise bring about the arrangement of gathered brand affiliations.

As a result, the value of an affiliation should be determined by how its content stacks up against that of other connections to the brand. The compatibility of mark affiliations determines the "cohesiveness" of the brand image or the degree to which the brand image is communicated by affiliations or subsets of affiliations that offer significance (Keller, 1993, page number). Depending on how well a brand is portrayed as a totality, greater all-encompassing or gestalt responses from consumers may be possible (Keller, 1993). For advertisers, a "diffuse" brand image—where there is little commonality among mark relationships for customers—can also pose some challenges. One affiliation hardly weighs other affiliations, and focused behaviors can more easily change mark affiliations (Keller, 1993). The unlikely possibility that customers could discount or overlook a prospective proper brand relationship when making mark decisions is another issue with a murky brand image.

The subject of whether customers from various markets interpret marks differently and how this influences how consumers act when making purchases overseas is brought up by a number of cross-country problems (Hsieh, 2002). Therefore, before entering or considering entering many national markets, a company should understand the brand's position within those business sectors and identify the key traits that could have an impact on the brand. By doing this, the marketer might then decide whether a comparable brand system should be implemented across industries (Motameni & Shahrokhi, 1998).

I favor regionalization over globalization because I have always believed that groups of people who share political, ethnic, or geographic solidarity also have other essential characteristics. Regionalization can be founded on financial, social, and geographic similitudes (Roth 1992, 1995b). Based on parallels in the financial, social, and geographic realms, there has been a suggestion that a brand's positioning may be influenced by national features (Roth, 1992). Duncan and Ramaprasad (1995), enhancing content (Roth, 1995a), and media use (Kapferer, 1991) have all been employed in recent studies to address the issue of brand globalization and try to ascertain how distinctive marks are across national boundaries.

Because it is the root of significant issues with the advertising mix and is so important in generating long-term mark value, brand image has long been seen as a critical element of a company's marketing strategy (Aaker & Keller, 1990; Keller, 1993; Park et al. child, 1991). It has been commonly accepted that brand picture recognition, which is based on the shopper's image associations and behavior, is a crucial element of brand value (for instance, Aaker, 1996; Agarwal & Rao, 1996; Feldwick, 1996; Keller, 1993; Park & Srinivasan, 1994; Srivastava & Shocker, 1991). Because it emphasizes mark implications, mark picture observation offers more advantageous administrative effects in the development of showcasing techniques. Accordingly, it has been stated that the degree of brand globalization can be determined by how similarly a brand image is perceived across different countries. As suggested by trading coalitions, brand image recognitions may also differ on the assumption that characteristics regarding and social consequences on use differ across geographic zones (for instance, Kahle, 1986; Takada & Jain, 1991).

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Finally, it is said that social factors are a great basis for segmenting global markets because they are the primary influences on consumers' mindset, behavior, and way of life, as well as the needs they satisfy through the use of goods and businesses (Jain, 1989). According to Belk (1996), societies should transform global implications into distinctive local implications. Since there are differences in how much emphasis different countries place on brands, consumers may have different brand convictions (Cheng & Schweitzer, 1996; Steenkamp et al., 1999). The primary driver of consumer spending is not any tangible advantages; rather, it is the impact that an item's image has on consumers' status and confidence. If the product image resembles their ideal mental self-portrait, customers are more likely to enjoy using the product. Gensch (1978) made this distinction very clear when he proposed that item recognition consists of two parts: assessments of the brand traits and the brand's "image." The knowledge of point of reference advancement, notoriety, and associate evaluation of the thing are all combined into one fully condensed notion that he defined as "image."

Research Method

This study tries to find out the effect of brand image on consumer taste preference. How do consumers perceive the brand image in terms of taste preference, and what are those factors that influence consumers to purchase any brand of ketchup?

Data Collection

In essence, the researchers have access to two types of data: primary and secondary. Primary data for this study were acquired through the use of questionnaires that included both qualitative and quantitative data.

In order to get the data for the statistical analysis, customer surveys were employed as the method. Samosas and French fries could be bought at Szabist's Café. Respondents were required to try the ketchup with either the French fries or the samosas in order to complete the surveys. The knowledge and skills of the selected Supervisor were used to help create the questionnaire. To help the study achieve its objective as effectively as possible, the validity and substance of the questionnaire were both checked.

After being completed by the respondents, the questionnaires were entered into SPSS, and the data were then extracted.

The questionnaires, after being filled out by the respondents, were entered into SPSS, and the data was used for statistical analysis using SPSS.

1. Pre-Testing

The instrument was pre-tested using four to five sample questionnaires to see if there would be any problems for the respondent and if the questions would be easy to read and comprehend. According to the pretest results, all respondents found the questionnaire to be both fascinating and comfortable to answer.

2. Sampling technique and Sample size

Students at Iqra University provided the information for this study, some of which were voluntarily provided by individual respondents. The convenience sampling approach was employed as the sampling strategy in this investigation.

3. Respondents

The total number of respondents was 102 students of different classes. The age distribution used for this thesis is in five age slabs: **1**= 11 years to 17 years, **2**= 18 years to 24 years, **3**= 25 years to 31 years, **4**= 32 years and above

4. Procedure

Questionnaires were used as an instrument to collect data, and data was collected in two ways

a. Taste preference experiment

b. Confirmatory experiment

Taste Preference Experiment

Four bottles of 4 branded ketchup were taken, which included National Ketchup, Knorr Ketchup, Ahmed Ketchup, and Shangrilla Ketchup. All four bottles were filled with one brand of ketchup, which was Sundip ketchup. Then, respondents were asked to choose between French fries and samosas. Then, they were asked what type of food they preferred, ketchup. Most of them preferred french fries to taste with the ketchup, and hot French fries were served to them to proceed with the experiment. After tasting ketchup with fries or samosa, they were provided a sip of water (neutralizer), then again they were asked to try another sample of ketchup with French fries and samosa and again a sip of water was given to them and then the third and fourth samples were followed similarly. The order of presentation and sequence of samples was rotated from respondent to respondent. After tasting all four samples, respondents were asked to rate their preferences on the questionnaire

Confirmatory Experiment

Four plain bottles of ketchup with the labeling of A, B, C and D were placed, and four different flavors of ketchup were placed in them. The brands were National Ketchup, Knorr Ketchup, Ahmed Ketchup, and Shangrilla Ketchup. Then, respondents were asked to choose between French fries and samosas. Then they were asked what type of food they preferred eating, ketchup. Most of them preferred french fries to taste with the ketchup, and hot French fries were served to them to proceed with the experiment. After tasting ketchup with fries or samosa, they were provided a sip of water (neutralizer), then again they were asked to try another sample of ketchup with French fries and samosa and again a sip of water was given to them and then the third and fourth samples were followed similarly. The order of presentation and sequence of samples were rotated from respondent to respondent. After tasting all four samples, respondents were asked to rate their preferences.

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Different questions were asked of them, and they were asked to recognize the brands of the ketchup.

Statistical tool used

The method we used in this study, known as optimal scaling categorical regression, enables us to quantify categorical data by giving the categories numerical values, which results in an ideal linear regression equation for the transformed variables. Categorical regression is also known by the acronym (CATREG), which stands for categorical regression. (Sixth edition of Joseph F. Hair's Multivariate Data Analysis). In this study, the optimal scaling is used for two categorical variables: brand image and consumer taste preferences. To understand how brand image affects customer taste preference, consider the concept of optimal scaling. The impact of brand image on customer taste preferences would be tested. An optimal Scaling test is run to find out the relationship.

Results

Hypotheses testing

Optimal scaling (CATREG) was used to determine the relationship between the independent variables, i.e., Brand liked the most and dependable Consumer brand preference in the confirmatory experiment. A scale was developed, five being the highest and 1 being the lowest score, to measure the Brand Image and consumer preference in the confirmatory experiment.

H_1: Consumer preference depends upon the brand that they are currently using regardless of the same taste.

Table 1: Model Summary

Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
0.716	0.513	0.508	0.487

Dependent Variable: Brand like the most
Predictor: Brand used at home

Model summary yields 0.513 R^2, including that in the dependent variables, explaining 53% of the dependent variables. In this case, the brand preferred at home explains 51.3% of the variation in brand liked the most.

Table 2: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Regression	52.327	1	52.327	105.344	0.000
Residual	49.673	100	0.497		
Total	102.000	101			

Dependent Variable: Brand like the most
Predictor: Brand used at home

In the ANOVA table, the F value is 105.344, and the significance value is 0.000, which is < 0.05; this indicates that this model is significant.

Table 3: Coefficients					
	Standardized Coefficients				
	Beta	Bootstrap (1000) Estimate of Std. Error	df	F	Sig.
The brand used at home	0.716	0.125	1	33.055	0.000
Dependent Variable: Brand like the most					

In the coefficient table, the standardized coefficient is 0.716, and the significance value is 0.000. A brand like the most has a positive effect on the brands used at home. Therefore, H1 is accepted, and consumer preference depends upon the brand that they are currently using regardless of the same taste.

Table 4: Hypothesis testing							
Hypothesis	R^2	F	Significance level	β	F	Significance level	Empirical
H_1: Consumer preference depends upon the brand that they are currently using regardless of the same taste.	0.513	105.344	0.00	0.716	33.055	0.00	Accepted

R^2 = 0.029 with P= 0.238, which is > 0.05, explains that the model predicts 2.9%. Preference in confirmatory experiment level, moreover, β= –0.167 with p= 0.177 > 0.05, explains that the independent variable, which is a brand like the most, does not explain the preference in the blind taste. Hence, the hypothesis is rejected.

H_2: Brand image has a positive relationship with the taste preference

Optimal scaling (CATREG) was used to determine the relationship between the independent variables, i.e., Brand Image and dependable Brand the most, i.e., consumer's taste preference. A scale was developed, with five being the highest and 1 being the lowest score, to measure the Brand Image and consumer preference in the taste preference experiment.

Table 5: Model Summary			
Multiple R	R Square	Adjusted R Square	Apparent Prediction Error
0.169	0.029	0.009	0.971
Dependent Variable: Preference in blind taste test (CONFIRMATORY EXPERIMENT) Predictor: Brand like the most			

Model summary yields 0.029 R^2, including that independent variables explain 2.9% of the dependent variables. In this case, the brand liked the most explains 2.9% of the variation in preference in a blind test (Confirmatory experiment).

Table 6: ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	2.917	2	1.459	1.458	0.238

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Residual	99.083	99	1.001		
Total	102.000	101			
Dependent Variable: Preference in blind taste test (Confirmatory experiment) Predictor: Brand like the most					

In the ANOVA table, the F value is 1.458, and the significance value is 0.238, which is > 0.05; this indicates that this model is insignificant.

Table 7: Coefficients

	Standardized Coefficients				
	Beta	Bootstrap (1000) Estimate of Std. Error	df	F	Sig.
A brand like the most	-0.169	0.127	2	1.764	0.177
Dependent Variable: Preference in blind taste test (Confirmatory experiment)					

In the coefficient table, the significance value is 0.177, which is > 0.5; therefore, it is insignificant.

In the coefficient table, the standardized coefficient is 0.177, and the significance value is 0.177. Preference in confirmatory experiments may change with the change in brand image. Therefore, H2 is rejected, and taste preference may change with the change in brand image.

Table 8: Hypothesis testing

Hypothesis	R^2	F	Significance level	β	F	Significance level	Empirical
$H_{2:}$ Brand image has a positive relationship with taste preference	0.029	1.458	0.238	-0.167	1.764	0.177	Rejected

R^2 = 0.513 with p=0.000 < 0.05 explains that the model predicts 51.3% to a brand like the most(taste preference) significantly, □□□0.716 with p=0.000 < 0.05 explain that the independent variable, which is the brand used at home(brand image) explains 71.6% significantly to a brand like the most. Hence, the hypothesis is accepted.

Table 9: Brand like the most

Brand Name	**Percent**
National Ketchup	21.6
Knorr Ketchup	31.4
Ahmed Ketchup	13.7
Shangrilla Ketchup	30.4
None	2.9
Total	100.0

Shangrilla and knorr Ketchup are most preferred by the respondents, and after that, national and Ahmed. According to three respondents, it was recognized that all ketchup is the same.

Table 10: Preference in a blind taste test (Confirmatory experiment)	
Brand Name	**Percent**
A	40.2
B	28.4
C	10.8
D	18.6
E	2.0
Total	100.0

Forty-one respondents preferred A the most, which is Shangrilla Ketchup, and the least preferred was C, which is Ahmed Ketchup.

Table 11: Crosstabulation: Brand like the most vs. Preference in a blind taste test (Confirmatory experiment) Crosstabulation							
		Preference in a blind taste test					
		A	**B**	**C**	**D**	**E**	**Total**
A brand like the most	National Ketchup	8	7	0	7	0	22
	Knorr Ketchup	10	9	6	5	2	32
	Ahmed Ketchup	8	3	1	2	0	14
	Shangrilla Ketchup	15	7	4	5	0	31
	None	0	3	0	0	0	3
Total		41	29	11	19	2	102

Out of 102 respondents, 22 liked the brand name of National Ketchup the most, eight respondents preferred Shangrilla(A)in terms of taste, seven respondents preferred Knorr(B), None preferred Ahmed (C), only seven respondents preferred National (D) and none preferred (E) in the blind taste test (Confirmatory experiment).

Out of 102 respondents, 32 liked the brand name of Knorr Ketchup the most, ten respondents preferred Shangrilla(A)in terms of taste, nine respondents preferred Knorr(B), 6 preferred Ahmed (C), only five respondents preferred National (D) and two preferred (E) in the blind taste test (Confirmatory experiment).

Out of 102 respondents, 14 liked the brand name of Ahmed Ketchup the most, eight respondents preferred Shangrilla(A)in terms of taste, three respondents preferred Knorr(B), one preferred Ahmed (C), only two respondents preferred National (D) and 0 preferred (E) in the blind taste test (Confirmatory experiment).

Out of 102 respondents, 31 liked the brand name of Shangrilla Ketchup the most, 15 respondents preferred Shangrilla(A)in terms of taste, seven respondents preferred Knorr(B), four preferred Ahmed (C), only five respondents preferred National (D) and 0 preferred (E) in the blind taste test (Confirmatory experiment).

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Table 12: Friedman Test		
Hypothesis	Chi-square	Significance Value
H_1: Consumer preference depends upon the brand which they are currently using regardless of good taste.	0.605	0.437

Significance value 0.437 indicates that brand like the most does not differ from the brand used at home.

Hence, it is proved that the result from Optimal Scaling and Friedman Test is the same, and both are insignificant, which shows that a relationship exists between brand image and currently used brand.

Table 13: Friedman Test		
Hypothesis	Chi-square	Significance Value
$H_{2:}$ Brand image has a positive relationship with taste preference	5.582	0.018

A significance value of 0.018 indicates that the brand liked the most differs from the brand preferred the most in the blind test.

Hence it is proved that the result from Optimal Scaling and Friedman Test is the same and both are significant which shows that relationship does not exists between brand image and taste preference.

Conclusion and Discussion

This study was done to classify the relationship between the brand image of ketchup and consumer taste preferences. To ascertain whether or not brand image influences consumers' taste preferences for ketchup, this study used a variety of ketchup brands, including Shangrilla Ketchup, Knorr Ketchup, Ahmed Ketchup, National Ketchup, and Sundip Ketchup. determining the key elements that affect how customers perceive flavors. To the best of our knowledge, it has been thoroughly completed in light of relevant information that is currently available. In order to ensure that the research can be tested and is comprehensive, the conceptual framework model has also been used for the empirical analysis. Three variables have been used: 1) brand image, 2) consumer taste preference, and 3) taste expectation. A self-created questionnaire that was sent to Szabist students was used to collect the data. It has been found that in the first trial, there is a correlation between brand image and the widely used household brand and that in the second trial, taste preferences may vary as a result of brand image modifications. It is reasonable to conclude from statistical analysis and interpretation that consumer taste preferences account for changes in brand image and that ketchup buyers place a high value on brand image when selecting which ketchup to buy for their homes.

Future research concepts are being considered in order to enhance views of consumer reactions to brand image. Future study on brand image is urged to cover more ground and create models that may be used in a variety of different businesses.

The lesson learned here should help the ketchup industry understand what consumers want in terms of brand impression and how to meet those needs. This study is helpful in identifying the factors that changed or modified the product's brand image in a competitive market, resulting in a rise in market share in the ketchup industry.

According to this study, taste preferences may alter as a result of brand image changes. Our research on the ketchup sector made it clear that this brand image would also affect other food products including biscuits, edible oil, drinking water, and others. Information on the topics covered in our study propositions is crucial for building an effective brand image that can fully capitalise on in-store customer choice. This study on customer taste preferences for brand image guides brand managers. However, much more care and understanding are needed, and it's important to carefully evaluate the problems that are becoming increasingly common among customers. It is evident that brand image alterations may affect consumers' taste preferences, and it is also evident that a negative brand image may influence consumers to purchase a product regardless of their own preferences.

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