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A Study on the Relationship Between Brand Awareness and Consumer Buying Preference for Biscuits

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Abstract

The biscuit market includes a wide range of brands, product varieties, price points, and pack sizes, making consumer choice an important area of marketing study. Brand awareness refers to the extent to which consumers can recognize or recall a brand when considering a product category. This paper examines the relationship between brand awareness and consumer buying preference for biscuits, focusing on brand recognition, brand recall, familiarity, perceived quality, packaging, advertising, availability, and price. Drawing on established literature on brand equity and consumer decision-making, the paper discusses how awareness may help a biscuit brand enter a consumer's consideration set and influence preference at the point of purchase. It also recognizes that awareness alone may not guarantee selection. Taste, freshness, affordability, family habits, product availability, promotions, and prior experience can affect the final decision. The paper is literature-based and does not present newly collected survey results. It provides a conceptual foundation for empirical research among biscuit consumers and identifies areas that can be tested through questionnaires and statistical analysis. The paper concludes that marketers should build awareness while also delivering consistent product quality, suitable pricing, accessible distribution, and meaningful customer experiences. A balanced understanding of these factors can help biscuit brands strengthen consumer preference and develop longer-term brand relationships.

Keywords: Brand awareness, consumer buying preference, biscuits, brand recognition, brand recall, consumer behaviour, brand equity, purchase decision.

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1. Introduction

The growth of packaged food markets has increased the number of brands competing for consumer attention. Biscuits are widely available through grocery stores, supermarkets, convenience stores, and online platforms. Consumers can choose from glucose biscuits, cream biscuits, cookies, crackers, digestive biscuits, and premium varieties. Although the products may serve similar everyday needs, consumers often develop preferences for particular brands based on their experiences, perceptions, and exposure to marketing communication. This makes the biscuit category a useful setting for studying the relationship between brand awareness and buying preference.

Brand awareness is an important part of brand knowledge. It refers to a consumer's ability to recognize a brand when exposed to its name, logo, packaging, or other identifying cues, and to recall the brand when thinking about a product category. Recognition can occur when a consumer sees a familiar packet on a shop shelf. Recall may occur when the consumer thinks of a biscuit brand before entering a store or when preparing a shopping list. These forms of awareness can help a brand become part of the consumer's consideration set.

Buying preference describes the relative favourability a consumer has toward one brand compared with other available choices. It can be expressed through a stated first choice, intention to purchase, repeat-purchase tendency, or willingness to recommend a brand. Preference is related to, but not identical to, actual purchase. A consumer may prefer one brand but purchase another because the preferred product is unavailable, a competing brand is discounted, or the consumer's budget has changed.

The main purpose of this paper is to discuss how brand awareness may be related to consumer buying preference for biscuits. It considers theoretical explanations, practical purchase factors, and implications for marketers. The discussion is conceptual and based on existing brand and consumer behaviour literature; it does not claim to report new survey findings.

1.1 Background of the Study

The biscuit category is competitive because consumers can select from products that vary in taste, ingredients, price, pack size, perceived quality, and positioning. Some brands focus on affordability and everyday consumption, while others emphasize indulgence, health-related attributes, premium ingredients, or distinctive flavours. In such a setting, brand identity can help consumers distinguish among products that may otherwise appear similar.

Consumers are exposed to brand messages through television, digital media, retail displays, packaging, promotions, and recommendations from family or friends. Repeated exposure can make a brand more familiar. Yet familiarity alone may not create a lasting preference unless the product meets expectations. This distinction is important for understanding whether brand awareness is associated with buying preference and what other factors may strengthen or weaken that relationship.

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1.2 Statement of the Problem

Consumers encounter numerous biscuit brands in retail settings, and marketers invest in advertising, packaging, promotional offers, and distribution to attract attention. However, a brand that consumers recognize is not necessarily the brand they prefer or purchase. Consumers may be aware of several brands while choosing one based on taste, price, product quality, availability, family preferences, or past experience. The central problem is therefore to understand whether brand awareness is related to buying preference and how this relationship should be interpreted alongside other purchase considerations.

1.3 Need and Significance of the Study

Understanding the relationship between awareness and preference can help biscuit marketers evaluate the value of their brand-building activities. If consumers recognize a brand but do not prefer it, the issue may relate to product experience, perceived value, pricing, or distribution rather than awareness alone. If awareness and preference are closely associated in a particular consumer sample, marketers may have reason to investigate which awareness-building activities are most useful for that segment.

The study is also relevant to academic research because it connects a marketing concept—brand awareness—with a consumer outcome—buying preference—in a familiar product category. It can provide a foundation for a questionnaire-based project in which respondents identify brands they know, state their preferred brands, and rate the importance of taste, price, packaging, advertising, and availability. The findings of any later survey should be reported separately and should not be assumed in advance.

1.4 Objectives of the Study

The broad objective is to examine the relationship between brand awareness and consumer buying preference for biscuits. The specific objectives are to understand the level of brand recognition and recall among consumers; to explore how awareness may enter the buying decision; to identify other factors that may influence biscuit brand preference; and to develop a conceptual basis for future empirical research.

1.5 Scope of the Study

The paper focuses on brand awareness and buying preference within the biscuit product category. It considers brand recognition, recall, familiarity, perceived quality, taste, packaging, advertising, price, availability, and repeat preference. The discussion is suitable as a conceptual foundation for a consumer survey. Any empirical extension should specify the geographic area, target population, sample size, sampling method, and period of data collection.

1.6 Organization of the Paper

The paper first introduces the topic and research problem. It then reviews relevant literature and concepts, discusses the possible relationship between brand awareness and buying preference, outlines factors that may influence this relationship, and presents a conceptual framework and research propositions. The final sections discuss implications for marketers, limitations, and conclusions.

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2. Literature Review and Conceptual Perspective

Brand awareness is frequently treated as a foundational dimension of brand knowledge and brand equity. Aaker (1991) discusses brand awareness alongside other assets and liabilities associated with a brand, including perceived quality, brand associations, and loyalty. Awareness can make a brand more familiar and easier for consumers to retrieve from memory. Keller (1993) explains customer-based brand equity through the differential effect of brand knowledge on consumer response to marketing, with brand knowledge including awareness and brand associations.

These perspectives suggest that awareness can help a brand become recognizable and mentally accessible. However, awareness should not be confused with a positive evaluation. Consumers may know a brand well but associate it with high prices, inconsistent quality, or an unsuitable taste. The meaning attached to a brand can therefore influence whether awareness contributes to preference.

2.1 Brand Recognition and Brand Recall

Brand recognition occurs when a consumer can identify a brand after seeing a name, logo, package, or other cue. Brand recall occurs when a consumer retrieves a brand from memory without first being shown its identifying features. In the biscuit market, recognition may help a shopper locate a familiar packet among many alternatives. Recall may influence which brand is named when a consumer is asked which biscuit brands come to mind.

Both recognition and recall are useful for studying awareness, but they measure different abilities. A questionnaire may measure recognition by presenting a list of brands and asking respondents which they know. Recall can be measured by asking respondents to name biscuit brands without prompts. Researchers should clearly explain the method used because prompted recognition can produce different results from unaided recall.

2.2 Brand Equity and Consumer Response

Aaker's (1991) brand equity framework suggests that awareness can contribute to the value associated with a brand, but it operates alongside perceived quality, associations, and loyalty. Keller (1993) similarly emphasizes the role of brand knowledge in shaping consumer response to marketing. These frameworks help explain why awareness may be a starting point for preference rather than a complete explanation of it.

When a familiar biscuit brand is linked with positive experiences, consumers may consider it reliable and worth buying again. When the associations are neutral or negative, awareness may have little effect on preference. Therefore, a study of biscuits should examine not only whether consumers know brands but also what they think about them and why they select them.

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2.3 Consumer Decision-Making

Consumer decision-making includes recognizing a need, considering possible products, evaluating alternatives, making a purchase, and responding to the product experience. The steps may be brief for a routine product such as biscuits, but consumers still use information and habits when making choices. A known brand may be selected quickly because it is easy to recall or because previous purchases have created confidence.

The decision process can also be influenced by external cues such as shelf placement, package design, discounts, advertisements, and retailer recommendations. Internal factors include memory, preferences, beliefs, taste experiences, and household habits. Brand awareness connects with these processes by making a brand easier to identify and consider. The final decision, however, may depend on whether the consumer sees the product as suitable and affordable.

2.4 Brand Awareness in Packaged Food Purchases

In packaged food categories, consumers may use familiar brands to reduce the effort required to compare alternatives. Familiarity can be especially relevant for frequently purchased products because consumers may not conduct a detailed evaluation every time. Nevertheless, product attributes remain important. Taste, freshness, ingredients, perceived quality, pack size, and price can encourage a consumer to continue buying a familiar brand or switch to another option.

The biscuit category contains products aimed at different needs and occasions. A consumer may buy an affordable biscuit for everyday tea-time consumption, a cream biscuit for children, a cracker for a savoury snack, or a premium cookie as a treat. The brand awareness–preference relationship may therefore differ by product type, purchase occasion, and consumer group. Research should avoid assuming that all biscuit choices follow the same pattern.

2.5 Advertising and Brand Familiarity

Advertising can introduce a brand to new consumers, remind existing consumers about it, and create associations with taste, family occasions, quality, or value. Digital content, television commercials, retail displays, and promotional campaigns can all contribute to exposure. Packaging also functions as a persistent communication tool because consumers see it at the point of purchase and during product use.

However, exposure does not necessarily create preference. A consumer may remember an advertisement but still select another brand because of price, taste, availability, or personal experience. The effectiveness of advertising should therefore be assessed through more than awareness alone. Measures such as preference, purchase intention, repeat purchase, and reasons for choosing a brand can provide a fuller picture.

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3. Brand Awareness and Consumer Buying Preference for Biscuits

Brand awareness may influence the early stages of biscuit buying by helping consumers identify familiar products and recall brands they have used previously. A known brand may be easier to find on a retail shelf and may be included in a shopping list before the consumer reaches the store. When consumers make routine purchases, familiarity can reduce the time and effort required to consider alternatives.

The relationship may be stronger when awareness is supported by positive brand associations. If consumers connect a biscuit brand with good taste, freshness, value, or consistent quality, recognition may make it more likely that they choose the brand again. If the brand is familiar but its product experience is disappointing, awareness may not produce preference. It is therefore useful to separate brand awareness from attitudes and evaluations of the product.

3.1 From Awareness to Consideration

A brand generally needs to be noticed or remembered before it can be selected, although consumers can also discover unfamiliar brands while shopping. Awareness can make a brand part of the consumer's consideration set—the group of alternatives that a consumer seriously considers. A consumer who recalls a preferred biscuit brand may search for it first or choose it without comparing every available option.

Retail visibility and distribution affect this process. A familiar brand that is not available in the store may be replaced by an alternative. A less familiar brand may attract attention through a special offer or distinctive package. Thus, awareness may create an opportunity for consideration, but the purchase environment and available alternatives help shape the final outcome.

3.2 From Consideration to Preference

Preference develops when consumers evaluate brands and form a relative liking for one option. In biscuits, the evaluation may be based on taste, texture, freshness, ingredients, perceived quality, price, pack size, and previous satisfaction. Brand familiarity can make this evaluation easier by giving consumers expectations about the product. Repeated positive experiences may strengthen preference, while negative experiences may lead to switching.

Preference can also be influenced by the needs of different household members. A person buying biscuits for a family may select a brand requested by children or preferred by other family members. A retailer's recommendation or a promotion may influence the choice as well. Such influences should be considered when interpreting any relationship between awareness and preference.

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3.3 Purchase Intention and Repeat Preference

Purchase intention refers to a consumer's stated likelihood of buying a product in the future. Repeat preference refers to a tendency to choose the same brand again. Both measures can help researchers understand consumer responses, but they are not identical to actual buying behaviour. Consumers may intend to buy a brand and later select another option because of price changes, stock shortages, or changing needs.

Repeated purchases can indicate that a brand has become part of a consumer's routine. Yet repeat purchase does not always mean strong emotional loyalty; it may also reflect convenience, availability, habit, or a lack of attractive alternatives. A careful study should ask consumers why they continue choosing a brand and whether they would consider switching if price or availability changed.

3.4 The Role of Trust and Familiarity

Familiarity can reduce uncertainty because consumers have some idea of what to expect from a known product. If the brand consistently delivers the expected taste and quality, consumers may feel confident selecting it. This confidence can support preference and repeat purchase. For everyday food products, trust may be connected to perceived freshness, product safety, ingredient information, and reliability of quality.

Nevertheless, familiarity and trust should not be treated as the same concept. A consumer may recognize a brand without trusting its quality, and trust may arise from personal experience rather than advertising exposure. Measuring these concepts separately can help explain why awareness translates into preference for some consumers but not for others.

3.5 Awareness Does Not Guarantee Purchase

A central point of the conceptual discussion is that awareness is only one possible influence on buying preference. Consumers can recognize many biscuit brands but purchase only one. A consumer may prefer a premium brand but buy a lower-priced product because of budget constraints. Another may choose a less familiar brand after tasting it or seeing a promotional offer. These examples illustrate why awareness should be examined alongside product and situational factors.

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4. Factors That May Shape the Relationship

4.1 Perceived Quality and Taste

Taste and perceived quality can play a major role in biscuit selection. Consumers may evaluate sweetness, crispness, texture, freshness, flavour, and consistency. Positive product experience can reinforce a brand's reputation and make a familiar product more likely to be chosen again. If quality varies or the taste does not meet expectations, awareness alone may not sustain preference.

4.2 Price and Affordability

Price can influence the choice between familiar and competing brands. Consumers may compare pack prices, quantity, discounts, and perceived value for money. Different household budgets can lead to different preferences even when awareness levels are similar. A brand that is widely recognized may still lose a purchase when its price is considered too high relative to alternatives.

4.3 Packaging and Shelf Visibility

Packaging provides visual cues that can help consumers recognize a brand. Colours, logos, product images, and pack structure may distinguish a product from competitors. Clear packaging can also communicate flavour, quantity, and product type. Shelf placement and display visibility may increase the likelihood that consumers notice a product, although attention does not always lead to preference.

4.4 Advertising and Sales Promotion

Advertising can improve recognition and recall by exposing consumers to brand messages. Promotional offers may encourage trial, especially when consumers are comparing similar products. However, a promotion-driven purchase may not lead to long-term preference if the product does not satisfy the consumer. Marketers should evaluate awareness campaigns alongside repeat buying and consumer feedback.

4.5 Availability and Distribution

Consumers can purchase a brand only when it is accessible through the stores or channels they use. Availability, stock consistency, and distribution coverage can determine whether awareness becomes an actual purchase. A consumer may have a clear preference for a brand but buy an alternative when it is unavailable. For this reason, distribution should be considered in studies of consumer preference.

4.6 Family, Peer Influence, and Habit

Biscuit purchases are often made for shared household consumption. Children, parents, friends, and other family members may influence which brand is selected. Habits can also develop when consumers repeatedly buy the same product for convenience. Such social and behavioural factors may reinforce preference independently of advertising or unaided recall.

4.7 Product Variety and Purchase Occasion

Consumers may prefer different biscuit brands for different occasions. Everyday consumption, school snacks, tea-time, travel, and special treats may lead to different choices. Variety in flavour, ingredients, pack size, and product positioning can therefore affect preference. Future research could examine whether awareness has a different relationship with preference across biscuit types and consumption occasions.

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5. Conceptual Framework and Research Propositions

Based on the literature discussed, brand awareness can be treated as the main explanatory variable and consumer buying preference as the outcome variable. Brand awareness may be represented through brand recognition, brand recall, and familiarity. Buying preference may be represented through stated first choice, purchase intention, repeat-purchase preference, and willingness to recommend a brand.

The proposed conceptual relationship is that higher brand awareness may be positively associated with consumer buying preference for biscuits. This is a proposition to be tested through primary research, not a finding established by this paper. The strength and direction of the relationship may vary according to perceived quality, taste, price, packaging, promotional exposure, availability, and consumer characteristics.

5.1 Proposed Conceptual Model

Brand awareness (brand recognition, brand recall, and familiarity) → Consumer buying preference (preferred brand, purchase intention, repeat preference, and recommendation).

Potential contextual factors include perceived quality, taste, price, packaging, advertising, availability, family influence, and purchase habits. These factors may be measured as additional variables or discussed when interpreting survey results. The model is intended to guide research design rather than claim a proven causal relationship.

5.2 Research Questions

The following research questions may guide an empirical study:

• What is the level of brand awareness among biscuit consumers?

• Which biscuit brands are most frequently recognized and recalled by respondents?

• Is brand awareness associated with consumers' stated buying preference?

• How do taste, perceived quality, price, packaging, advertising, and availability relate to preference?

• Do preferences differ across consumer groups or purchase-frequency categories?

5.3 Research Hypothesis

A possible null hypothesis is: There is no statistically significant relationship between brand awareness and consumer buying preference for biscuits. The alternative hypothesis is: There is a statistically significant relationship between brand awareness and consumer buying preference for biscuits. These hypotheses should be evaluated only after collecting appropriate data and selecting a suitable statistical test.

5.4 Suggested Research Method

A questionnaire-based survey could be used to collect primary data from biscuit consumers. The researcher should define the target population, geographic area, sampling approach, sample size, and data-collection period. Awareness can be measured through unaided recall and aided recognition questions. Buying preference can be measured through preferred brand, purchase intention, and repeat-purchase tendency. Questions about taste, quality, price, packaging, advertising, and availability can help describe other influences.

The questionnaire should be reviewed for clarity before distribution. If rating scales are used, the scale labels should be consistent and understandable. Analysis might include frequencies and percentages to describe respondents, and an appropriate association test to examine the research hypothesis. The selected statistical method must match the measurement scales and assumptions. No numerical result should be reported until actual data have been collected and analyzed.

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6. Implications for Biscuit Brands and Marketers

The discussion has several implications for biscuit manufacturers and marketers. Awareness-building activities can help a brand become recognizable and easier to recall, but they should be connected to a clear product promise and a reliable customer experience. Consistent use of brand names, logos, colours, and packaging can strengthen recognition, while advertising can remind consumers of the product and communicate relevant benefits.

6.1 Build Meaningful Awareness

Marketing communication should do more than make a brand visible. It should help consumers understand what distinguishes the product, such as taste, value, ingredients, pack size, or suitability for a particular occasion. A consistent message across advertising, packaging, and retail communication can make brand information easier to recognize and remember. Marketers should assess whether awareness is associated with favourable associations and preference rather than measuring exposure alone.

6.2 Deliver Consistent Product Quality

Product experience is essential to maintaining preference. Consumers who try a biscuit after seeing an advertisement may repeat the purchase if taste, freshness, texture, and quality meet expectations. Quality inconsistency can weaken preference even when the brand remains well known. Consumer feedback, product testing, and quality control can help businesses identify gaps between brand promises and actual experience.

6.3 Match Price and Pack Size to Consumer Needs

Price and pack size influence the perceived value of a biscuit product. Marketers can consider the needs of different segments when developing product sizes and price points. Affordable options may appeal to budget-conscious households, while premium varieties may compete through distinctive flavours or perceived quality. Price decisions should be assessed alongside consumer perceptions and competitive offerings.

6.4 Strengthen Retail Availability

Distribution and shelf visibility help consumers convert awareness into purchase. A familiar product that is consistently unavailable may lose sales to substitutes. Maintaining stock, ensuring appropriate retail coverage, and making products easy to find can support repeat buying. In-store displays may improve visibility, but marketers should also monitor whether these activities lead to continued preference after promotions end.

6.5 Evaluate Campaign Performance

Campaign evaluation should distinguish awareness outcomes from purchase outcomes. Measures can include brand recognition, unaided recall, trial, stated preference, repeat purchase, and reasons for switching. If awareness increases but preference does not, marketers may need to examine product attributes, price, availability, or consumer perceptions. If preference is strong but awareness is low among a target group, targeted communication may be useful.

6.6 Use Consumer Research Responsibly

Consumer research can help businesses understand why different groups choose particular biscuit brands. Survey findings should be interpreted in light of the sample and method used. Marketers should avoid generalizing from a small or non-representative group to all consumers. Combining awareness measures with questions about taste, quality, price, and buying habits can offer a more useful basis for decisions.

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7. Discussion

The reviewed concepts provide a reason to expect that brand awareness may be associated with consumer buying preference, but the relationship should not be treated as automatic. Awareness makes a brand easier to identify and retrieve from memory. This can help the brand enter the consideration set, particularly for routine purchases where consumers may rely on familiarity. Brand equity perspectives also suggest that awareness operates alongside associations, perceived quality, and loyalty.

In the biscuit category, consumers can choose from many products with different prices, flavours, formats, and pack sizes. A familiar brand may be preferred because the consumer trusts its quality or has had positive experiences. However, a consumer may switch because of discounts, availability, taste preferences, or requests from family members. These factors can create a difference between recognizing a brand and choosing it.

A distinction should also be made between stated preference and actual buying behaviour. Survey respondents may report that they prefer a particular brand, but their purchases can change according to budget, stock availability, promotions, or the needs of a particular occasion. Future research could measure purchase frequency and reasons for switching alongside stated preference. Where possible, it could also compare self-reported choices with other appropriate indicators of behaviour.

The proposed framework identifies brand recognition, recall, and familiarity as dimensions of awareness, and preferred brand, purchase intention, repeat preference, and recommendation as possible indicators of buying preference. Taste, quality, price, packaging, advertising, and availability are important contextual factors. Researchers should decide which variables to measure based on the objectives, literature, and practical limits of the project.

7.1 Academic and Managerial Contribution

Conceptually, the paper connects brand awareness with a specific consumer decision in a familiar packaged-food category. It provides a structure that can be used to develop a questionnaire and formulate hypotheses. From a managerial perspective, it emphasizes that brand building and product delivery should work together. Awareness can help attract attention, while quality, value, availability, and customer experience may determine whether preference is maintained.

7.2 Limitations

This paper is a literature-based conceptual discussion and does not report original survey data. It therefore cannot establish the strength, statistical significance, or causal direction of the relationship between awareness and buying preference. The theoretical discussion is general and should be complemented by research specific to the target consumer group and local market. The reference list provides a foundation in branding and consumer behaviour; a final academic submission should also include verified, relevant empirical studies specifically about biscuit or packaged-food consumers.

7.3 Directions for Future Research

Future research could survey consumers across different age groups, income categories, and purchase-frequency groups. It could compare awareness of major biscuit brands, examine the role of digital and traditional advertising, and assess whether perceived quality or price sensitivity changes the relationship between awareness and preference. Studies could also distinguish between everyday biscuits, cream biscuits, crackers, digestive products, and premium cookies. The conclusions should be limited to the data and research design used.

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8. Conclusion

Brand awareness is a relevant concept for understanding consumer buying preference for biscuits because it helps consumers recognize and recall brands in a competitive product category. Familiarity can make a brand easier to notice and consider, while positive associations and prior experiences may strengthen preference. However, awareness alone does not guarantee purchase or loyalty. Taste, perceived quality, price, packaging, advertising, availability, habit, family influence, and the purchase occasion can all affect the final decision.

For biscuit marketers, the main implication is to connect awareness-building with consistent product quality, suitable value, clear communication, and reliable availability. For researchers, the topic provides an opportunity to measure brand recognition and recall and examine their relationship with stated preference and repeat-purchase tendencies. A questionnaire-based study should define its sample and methods clearly and use appropriate analysis to test the proposed hypotheses.

Overall, studying brand awareness alongside other purchase factors can provide a more balanced understanding of how consumers choose among biscuit brands. It can help marketers identify whether they need to improve brand visibility, product experience, pricing, or distribution. The relationship should ultimately be assessed using evidence from the intended consumer population rather than assumed in advance.

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Note: This paper presents a conceptual review and does not report original field-survey results. Please verify bibliographic details and add current, biscuit-specific empirical studies required by your university before submission.

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