



Impact of transparency in food production advertising on consumer trust and brand image

Amal Sejalben Pankajbhai

Mahila Arts & Commerce College – Veraval

<https://doi.org/10.5281/zenodo.21355679>

Abstract: -

Consumers give their health first priority, so it is not enough for the product to be healthy, it is also necessary to have complete information about it. For that, food manufacturers can market their products by showing transparency about the processing and ingredients used. This research is of analytical type and secondary data has been used. This type of transparent marketing in food increases consumer confidence and strengthens the brand image of the product. As a result, consumer satisfaction is achieved and profitability also increases.

Keywords: - *Marketing of food manufacturing companies, Consumer's health perspective, Transparency of production process and ingredients, Product Quality, Customer attraction and trust*

Introduction:-

Nowadays, food manufacturers need to use different types of marketing methods to survive in the market and differentiate themselves from other competitive products. Large-scale companies implement various marketing efforts at huge costs and adopt new methods every day to attract customers. When a consumer buys a food item, his first question is always about its health and safety. Therefore, for the consumer's trust and satisfaction, it is essential that food manufacturers clearly demonstrate how they make their products and what ingredients are used in it. Displaying such clear and transparent information through advertising or marketing strengthens consumer trust and improves brand image.

Objectives of the Study :-

- 1) To develop new marketing strategies for food manufacturing companies.
- 2) To ensure that consumers receive adequate and relevant information about food products, thereby reducing confusion and enhancing informed decision-making.
- 3) To examine how producers can attract consumers and increase profitability through effective marketing strategies.



- 4) To study consumer behavior with special reference to health consciousness and product quality while purchasing food items.
- 5) To analyze how providing product-related information can influence consumers to prefer one product over another and contribute to the development of a new consumer segment, ensuring both customer satisfaction and profitability for producers.

Review of literature:-

No.	Researcher Name	Title	Study overview
(1)	Suja s (Mar.2024)	Marketing orientation in emerging economies with special reference to experiential marketing in food retailing outlets	The study found that food retail organizations that adopt a customer-centric approach increase customer trust and satisfaction. Experiential marketing creates a positive image among customers and helps increase brand loyalty.
(2)	Boinwad Dilipkumar L.(Aug.2021)	Marketing of health and wellness food products A case study of selected urban cities of Maharashtra state	Growing health awareness is the main reason for increasing demand for health-oriented food products. Quality, nutritional information, and certification strengthen consumer trust. Advertising and information dissemination play an important role in a customer's purchasing decision. A trusted brand image motivates customers to make repeat purchases.
(3)	Tabassum,sadia (Jan.2022)	Marketing of organic food products in Mysore district	The demand for organic food products has increased due to increasing health awareness among consumers. The assurance of quality, purity, and chemical-free products strengthens consumer confidence. Proper information and clear labeling have a positive impact on consumers' purchasing decisions. Price and availability are still major challenges.



Relevance to the Present Study:-

Based on the above three research studies, it can be concluded that consumers play a dominant role in marketing. It is observed that customers are becoming increasingly conscious about their health. Therefore, it is important for every food-producing company to inform consumers about the products they sell in the market. Companies can attract customers and achieve a strong market position by showcasing the production process and the ingredients used in their products through advertisements. Transparency and proper communication regarding product quality and composition help in gaining consumer trust and enhancing market competitiveness.

Research methodology:-

- The present study is analytical in nature and is primarily based on secondary data. The required information has been collected from various online sources. The study does not include any primary data or statistical data analysis.
- However, to broaden the scope of the research, primary data could also be collected in the future through questionnaires to understand consumer opinions. Such data could further help in conducting a more detailed analysis
- For the purpose of this study, information has been gathered from online sources relevant to the research topic. The study focuses on analyzing how companies can adopt innovative advertising strategies to attract consumers and strengthen their position in the market.

***Table : Evidence-Based Analysis Matrix (Basis of Findings & Suggestions)**

Source / Evidence Base	Core Variables Identified	Contextual Analysis (Basis of Analysis)	Derived Finding of this Study	Actionable Suggestion for Industry
Suja S. (2024) (Experiential Food Retailing) S. (2024) (Experiential Food Retailing)	Customer-centric approach, Trust, Brand Loyalty.	Proves that modern consumers do not just buy a product; they engage with the brand's experience and honesty.	Ethical and transparent marketing directly builds brand loyalty and long-term retention.	Adopt Consumer-Centric Storytelling: Use interactive social media campaigns to show authentic sourcing.



Boinwad Dilipkumar L. (2021) (<i>Health & Wellness Food Marketing</i>)	Health awareness, Nutritional info, Certifications.	Establishes that consumer purchasing decisions are heavily dictated by health safety and explicit nutritional metrics.	Quality assurance and visible certifications significantly lower consumer skepticism.	Implement "Clean Labeling": Visibly display quality certifications and verified ingredients on food ads.
Tabassum Sadia (2022) (<i>Organic Food Marketing</i>)	Purity, Chemical-free assurance, Labeling challenges.	Highlights that consumers actively prefer products where transparency about ingredients reduces their fear of exploitation.	Clear, detailed, and honest labeling directly influences the consumer's final brand preference.	Utilize QR-Code Transparency: Provide a QR code on packaging linked to a trace-map of production.

Analysis and Interpretation:-

- When a company invests a substantial amount in advertising, it expects a corresponding increase in sales and profitability. Advertising is not merely an expense but a strategic investment aimed at enhancing market performance and achieving business growth.
- In a competitive market environment, every manufacturing company strives to outperform its competitors. Effective marketing decisions play a crucial role in gaining a competitive advantage and ensuring business success.
- If a manufacturing company provides consumers with a glimpse of its production process and the ingredients used in its products, it can differentiate itself from other competitors and attract greater consumer attention. Such transparency can strengthen consumer trust and create a distinct position in the market.
- However, certain limitations exist for producers, especially in the food industry. Disclosing complete details about the production process or special ingredients may pose risks, as such information could be misused by competitors. Therefore, it is not necessary to reveal the entire process or all ingredients. Instead, companies should strategically present selective information that attracts consumers while safeguarding their confidential business practices. This balanced marketing approach can help companies enhance consumer engagement without compromising their competitive advantage



Findings:-

- 1) In the modern era of innovation, advertising plays a crucial role in sustaining a company's presence in the competitive market.
- 2) Food manufacturing companies must earn and maintain consumer trust in order to survive and grow in the market.
- 3) Consumers consider health and product quality as important factors while purchasing food items.
- 4) Producers should inform consumers about the production process and the ingredients used in their products to enhance transparency.
- 5) In the present AI-driven era, social media has become an effective medium through which companies can disseminate product information to a wider audience.
- 6) This innovative marketing approach can attract consumer attention and encourage them to focus more on informed purchasing decisions.
- 7) Such marketing strategies can reduce consumer exploitation and strengthen consumer trust.
- 8) As a result, the reputation of the manufacturing company improves, which may ultimately lead to increased sales and profitability.

Strategic Suggestions:-

- Food manufacturers should introduce digital transparency (like tracking batches via QR codes) to allow consumers to see the origin of ingredients.
- Execute Selective Visual Marketing: Marketers should create video campaigns highlighting factory hygiene and quality checks, ensuring consumers see the clean process without compromising commercial secrets.
- Mandatory Certification Display: Advertisements must prominently highlight government health certifications and authentic nutritional values to instantly capture consumer trust.

Conclusion:-

- Consumers are often regarded as the "king of the market," as every business organization operates within society and depends upon society for its survival and growth.
- Therefore, business units have a social responsibility toward consumers. Although the primary objective of any business is to earn profit, in the present era profit is no longer the sole objective; ethical practices and consumer welfare have also gained significant importance.
- In today's competitive environment, business organizations must continuously adopt innovation and adapt to changing market conditions. Failure to do so may result in losing competitive advantage.



- In the food industry, companies invest heavily in advertising; however, in certain cases, consumers are provided with misleading, incomplete, or exaggerated information, which may lead to consumer exploitation and loss of trust.
- Food manufacturing companies must remain vigilant and fulfill their responsibility toward consumers. Providing a transparent glimpse of the production process and the ingredients used in food products can enhance consumer confidence and encourage informed purchasing decisions.
- Such transparency helps in building trust, increasing customer loyalty, and strengthening the company's market reputation, which ultimately contributes to higher sales and profitability.
- At the same time, companies must ensure that confidential or proprietary information, such as special recipes or unique production techniques, is not disclosed in a manner that may benefit competitors. Therefore, a balanced marketing approach is essential—one that protects business interests while promoting transparency and consumer welfare.
- The study concludes that adopting responsible and transparent marketing strategies in the food industry can prevent consumer exploitation, enhance consumer trust, and simultaneously improve the profitability and long-term sustainability of manufacturing companies.

Future Scope of the Study:-

- The present study is analytical in nature and is based on secondary data collected from various online sources. However, the scope of future research in this area is extensive.
- Future studies may incorporate primary data to obtain more empirical and practical insights. Consumer opinions can be collected through structured questionnaires to understand the factors they consider while purchasing food products, such as health aspects, product quality, and the level of trust they place in advertisements.
- Further research may also involve direct observation and field visits to food manufacturing companies to analyze production practices and understand the perspectives of producers regarding transparency and marketing strategies.
- In addition to secondary data sources, researchers may examine companies' annual reports to analyze the relationship between advertising expenditure and changes in sales performance. Statistical analysis can be conducted to determine the impact of promotional spending on profitability.
- Moreover, consumer reviews available on various online food purchasing platforms and applications can be analyzed to gain deeper insights into consumer perceptions and satisfaction levels.
- In the future, both primary and secondary research approaches can be combined using random sampling techniques to form different sample groups and conduct more comprehensive and



comparative studies. Such research would enhance the reliability and generalizability of findings in the context of food marketing and consumer awareness.

References:-

- 1) suja s.(12 mar. 2024) *“marketing orientation in emerging economies with special reference to experiential marketing in food retailing outlets”* -shodhganga
- 2) Boinwad Dilipkumar L.(23 Aug. 2021) *“marketing of health and wellness food products A case study of urban cities of Maharashtra state”* -shodhganga
- 3) Tabassum sadia(28 Jan. 2022) *“marketing of organic food products in Mysore district”* -shodhganga

Certificate No.: 04072026046



**MULTIDISCIPLINARY COSMOPOLITAN JOURNAL OF RESEARCH
(MUCOJOR)-2583-9829 (On-line)**

International Peer Reviewed and Refereed Journal

CERTIFICATE OF PUBLICATION

The Board of Multidisciplinary Cosmopolitan Journal of Research
(MUCOJOR) is hereby awarding this certificate to

Amal Sejalben Pankajbhai

In recognition of the publication of the paper entitled
**Impact of transparency in food production advertising on consumer trust and
brand image**

Published in Volume 04, Issue 07, June 2026.

EDITOR IN CHIEF