The Impact of Brand Strategy on Customer Experience in the Food Industry from the Lens of Food Business Owners

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ABSTRACT : *This research used qualitative methods to investigate the viewpoints of food business owners on customer touchpoints and their impact on brand strategy and customer experience (CX). Interviews indicated that participants placed great importance on the influence of touchpoints in building favorable customer experiences. Owners recognized that certain moments in the customer experience, such as contacts with staff and the quality of the product, were essential for ensuring that the brand identity and customer experience were in alignment. These results corroborate the current body of research, which highlights the significance of detecting and handling touchpoints in order to augment brand value and foster consumer loyalty. The study recommends that food firms should give priority to comprehending client touchpoints and guaranteeing coherence between brand strategy and CX endeavors in order to establish consistent and favorable customer experiences.*

KEYWORDS -*customer touchpoints, brand strategy, customer experience, alignment, food businesses*

I.   INTRODUCTION

A customer's interactions, perceptions, emotions, and impressions formed when engaging with a company's goods, services, and brand via various touchpoints collectively form their customer experience (Wintermantel, 2023). The term encompasses both tangible and intangible elements (Nicastro, 2023) that together impact the customer's experience and overall satisfaction. In the context of food production and consumption, the concept of consumer experience goes beyond the mere quality and taste of the meal.

In China's dynamic food manufacturing industry, fierce competition and evolving consumer preferences necessitate a strategic alignment between brand and customer experience (CX). Consumers today seek not only high-quality products but also memorable and positive interactions with the brands they choose. Chinese food manufacturers must prioritize a customer-centric approach due to this shift and the disruptive influence of digitalization on traditional business models.

For food producers particularly in a market as dynamic and competitive as China's, harmonizing brand strategy with CX poses great difficulties. Transposing the core principles and promises of a brand into consistent encounters with the target audience is one often difficult challenge (Shah, 2022). Particularly for bigger companies, ensuring consistency across consumer touchpoints—such as product quality, service delivery, and general atmosphere—requires exacting attention to detail and cross-departmental coherence. The benchmark report by Redpoint Global (2019) emphasizes how fragmented systems, segregated and inaccessible customer data, and technological solution complexity impede flawless brand strategy execution. Marketers advise

simplifying technology, encouraging cross-functional cooperation, and combining systems to properly close these gaps.

Furthermore very important in matching brand strategy with consumer experience are organizational culture and leadership (Shamdasani, 2021). When employee knowledge of the brand values differs from leadership priorities, misalignment results and inconsistencies that compromise strategic objectives. Efforts to combine brand and CXs are further complicated by opposition to change inside the culture of a firm. Therefore, effective alignment calls not only a clear goal but also strong leadership, open communication, and sufficient resource allocation to propel the required changes (Clark, 2020). Changing market dynamics and resource limitations give still another level of complexity to this alignment (Lewis, 2020). Limited budgets can impede investments in personnel training, infrastructure improvements, and technology adoption for medium-sized and smaller food manufacturers—all of which are absolutely vital for delivering a consistent brand experience. Furthermore, fast shifting consumer tastes and market trends call for adaptability from businesses to guarantee their brand strategy is pertinent and in line with client expectations (McDade, 2022). In the end, enhancing CX is not only a strategic need but also a way to build loyalty among consumers and draw fresh business in a changing sector (McDade, 2022).

Relatively, this research aims to explore the challenges and opportunities associated with harmonizing brand strategy with CX in the Chinese food production landscape. By examining the perspectives of Chinese food business owners, the study seeks to identify key customer touchpoints, understand the factors influencing brand-CX alignment, and ultimately, develop actionable recommendations for food companies to bridge the gap between brand promise and customer reality.

Thus, the study aims to address the subsequent research inquiries:
1. What specific touchpoints and interactions shape a positive customer journey within a food production company's brand strategy and customer experience?
2. What factors, according to consumers and owners, influence the alignment or mismatch between a food company's intended brand identity and the actual customer experience?
3. How can a food production company better integrate brand strategy and customer experience?

Ultimately, this study attempts to solve the important alignment between consumer experience and brand strategy in China's fast-paced food manufacturing sector. This research provides insightful analysis for food companies trying to satisfy changing consumer expectations by pinpointing the particular touchpoints influencing positive customer journeys, investigating elements influencing alignment or mismatch between brand identification and CX, and providing actionable recommendations. Its importance stems from enabling Chinese food producers to take a customer-centric approach that not only produces excellent goods but also creates significant, positive brand interactions, therefore helping them to survive in a market that is more digitalized.

Study Framework
The study blends theories of customer journey mapping, brand strategy, and experience design to serve as foundation in further exploring the brand-customer experience (CX) alignment and eventually address the research questions being posed in this research.

Customer journey mapping, as explained in Pantouvakis and Gerou(2022), is about tracking emotional reactions connected to products, services, and items and to grasp consumer reasons and behaviors. Customer journey mapping (CJM) essentially helps managers to understand the whole customer experience (CX) by means of monitoring several touchpoints, channels, and systems, so enabling recognition of the emotions and

experiences consumers come across interacting with an organization, product, or service. All things considered, CJM helps practitioners "walk in the consumer's footsteps" while interacting with a company, good, or service.

Brand-experience alignment, as discussed inMotta-Filho (2021),explores the important elements affecting the harmony or disconnection between the planned brand identity of a company and the actual customer experience. This component of the study's framework aims to grasp the operational, cultural, and organizational factors influencing the capacity of the brand to provide consistent and significant consumer interactions either in favor of or against.This is based on the ideas of alignment theories, which stress the importance of coherence between what a brand promises and what it delivers. This alignment is shaped in great part by leadership since it sets the tone for corporate priorities and drives the strategic vision. In the end, brand-experience alignment provides a means for businesses to close the difference between their goals and consumer impressions so that their brand promise becomes real and beneficial experience.

By employing these frameworks into the study, it effectively addresses the problem statements by offering a comprehensive perspective to assess and improve the alignment between brand strategy and customer experience in food production enterprises. It merges theoretical precision with practical instruments for enhancing brand-customer experience integration.

II.   METHODS

The study is practice-based, hence, it employs qualitative methods. Qualitative research compiles and analyzes evidence that cannot be measured in order to better grasp ideas, theories, and events of interest. Bhandari (2023) claims that this approach helps academics find fresh topics of inquiry or get closer insights into a subject. More specifically, the research uses interview as its research method. Selected food business owners (four participants) were interviewed as part of the inquiry on the effect of several brand touchpoints in practice on the overall customer experience and how well it lines up with the stated goals of the business, as well as, find out the real-world difficulties that are impeding efforts to align brand strategy with the customer experience.

The interviews were organized around three principal questions aimed at understanding the food business owner's perspective regarding alignment of brand strategy and customer experience:

1. From your perspective, what specific touchpoints or interactions within your company's operations contribute to shaping a positive customer journey that aligns with the brand strategy and customer experience?
2. In your view, what factors play a significant role in influencing the alignment or mismatch between the intended brand identity of your company and the actual experiences customers encounter?
3. Based on your experience, can you highlight any instances where the alignment was effectively achieved? Conversely, are there examples where challenges or obstacles hindered the desired alignment? What were the underlying factors contributing to these outcomes?

Data gathering using semi-structured interviews was followed through a protocol that enables the researcher to adequately address the research questions and present the study's findings.   Following the acquisition of informed consent from the targeted sample of respondents (food business owners), data collection commenced. The interview instructions were finalized to facilitate data collection upon receiving consent from the respondents.Upon the completion of interviews, a data analysis technique, specifically thematic analysis, was employed to interpret the collected information. The results serve as a foundation for the enumeration of actionable recommendations.

III.   RESULTS AND DISCUSSION

The customer journey in the food manufacturing business is influenced by an intricate array of touchpoints and interactions that collectively establish the brand strategy and customer experience. Interviews

with food business proprietors yield essential insights into the specific elements that enhance a favorable consumer experience. This investigation centers on pinpointing the critical moments, processes, and interactions that significantly impact customers, shaping their perceptions and happiness. The thematic analysis of the interview, as shown in Table 1, elucidates the operationalization of these characteristics, along with the problems and opportunities they pose for developing a seamless and gratifying client experience.

Table 1. Key Touchpoints and Alignment Moments in Customer Journeys

Theme	Sub-themes	Discussion
Digital Accessibility and Delivery Experience	• User-friendly app and website, timely and friendly delivery service • Quick and budget-friendly meals, loyalty rewards program on the app	This theme collectively convey the significance of digital platforms and the delivery experience as crucial touchpoints in shaping positive customer journeys for food businesses.
Empowering Customers Through Cooking	Providing recipe cards, online chat support for cooking queries	The theme revolves around empowering customers through cooking in the context of food business operations. It encompasses providing recipe cards and offering online chat support for cooking queries.
Theme	**Sub-themes**	**Discussion**
Product Quality and Transparency	Fresh, locally sourced produce, detailed information about sourcing for transparency	This theme specifically addresses the use of fresh, locally sourced produce and the provision of detailed information about sourcing for transparency.
Critical Moments for Alignment	• Timely and accurate deliveries, responsive customer support • Quality of ingredients, ease of recipes, real-time assistance during cooking • Pristine, organic produce, transparency about sourcing • Timely service, loyalty rewards program for enhanced satisfaction	Theme revolves around critical moments for alignment in the customer journey within food business operations. It pinpoints specific instances that play a pivotal role in ensuring the alignment between the brand's strategy and the customer's experience.

The food business owners who participated in the interview were asked to delve into "specific touchpoints and operational interactions that play a pivotal role in shaping a positive customer journey." The study was able to seek insights on key moments and processes deemed crucial by the business owners in ensuring the alignment between brand identity and customer experience, and how these touchpoints contribute to overall customer satisfaction. The first theme that emerged from the discussion was **digital accessibility and delivery experience**. Business owner 1 and 4 focused on this theme that emphasizes the significance of a

smooth digital experience, focusing on the user-friendliness of applications and websites, and emphasizing on fast and polite delivery. It also indicates the significance of cost-effectiveness, efficiency, and customer retention initiatives in the food industry. Based on the responses, efficient and cost-effective meals positively influence the brand's image, while loyalty programs improve consumer retention and engagement.

Another theme on this aspect is **empowering customers through cooking**. Business owner 2 highlighted this theme that emphasizes the firms' focus on client culinary empowerment, such as recipe cards and online chat support that provide a practical guide and real-time cooking assistance. This theme indicates that businesses value client engagement beyond the transaction.

The theme on **product quality and transparency** was suggested by Business Owner 3. Based on collected data from the interview, this response underscores the companies' dedication to high-quality goods from fresh, local ingredients indicating that businesses value product quality and customer awareness, and transparency meets customer need for product origin and journey information, thus fostering trust and honesty.

The four (4) participants provided inputs in the theme **critical moments for alignment**. Under this theme, the food business owners discussed the following: (1) post-purchase issues, particularly timely and accurate delivery, and prompt customer assistance that can enhance the brand's service quality; (2) quality products, easy recipes, and real-time cooking assistance link brand strategy with consumer experience; (3) the value of quality and authenticity, where the sources of organic and clean products are disclosed to the consumers; and (4) loyalty program that boosts consumer satisfaction and timely service that reflects the brand's efficiency.

The responses of the participants in the interview indicates that they are well aware of how crucial customer touchpoints in boosting their brand's value. According to Fontanella (2021), touchpoints refer to the specific instances when companies and consumers engage with each other along the customer's journey. The customer's experience and perception of the brand are greatly affected by these instances. Thus, by recognizing critical touchpoints and capitalizing on opportunities, businesses may improve their clients' experiences. Relatively, in the article of Lahey (2023), it was mentioned that in order to achieve the holy grail of any business, that is loyalty from its customers, it is essential to identify and carefully curate each touchpoint throughout the customer journey. Only then can the brand forge genuine relationships with potential buyers.

The congruence between a food company's projected brand identity and the actual consumer experience is a vital factor in determining brand success in the current competitive market. Attaining this harmony necessitates a profound comprehension of the elements that influence consistency or result in differences between a brand's claims and the actual experiences of its clients. Interviews with food business owners offer a distinctive perspective on the organizational, cultural, and operational factors influencing brand-customer alignment. The application of thematic analysis in the interview result helped to identify the primary factors contributing to alignment and mismatch, providing insights for food companies to bridge gaps, surmount hurdles, and guarantee their brand identity connects with customers at all touchpoints.

Table 2. Factors Influencing Alignment and Achievements

Theme	Sub-themes	Discussion
Communication and Team Engagement	Training, regular team meetings, customer feedback as a guiding factor	The theme centers on the crucial role of effective communication and team dynamics in influencing the alignment

		between a food business's intended brand identity and the actual experiences customers encounter. It emphasizes elements such as comprehensive training programs, regular team meetings, and the utilization of customer feedback as guiding principles for the team.
Product Quality and Sustainability Practices	Rigorous quality control, commitment to eco-friendly packaging, local sourcing	This theme specifically delves into the meticulous control of product quality, a steadfast commitment to eco-friendly packaging, and the practice of sourcing ingredients locally.
Employee Engagement and Supply Chain Monitoring	Staff belief in the brand's mission, transparent communication, focus on safety measures	The theme emphasizes the significance of staff belief in the brand's mission, transparent communication, and a dedicated focus on safety measures. It shows the pivotal role of employee engagement and supply chain monitoring in influencing the alignment between a food business's intended brand identity.
Speed of Service, Consistency, and Innovation	Well-trained kitchen staff, seasonal menu changes, innovative marketing	This theme centers on the critical factors of speed of service, consistency, and innovation in influencing the alignment between a food business's intended brand identity and the actual experiences of customers. It highlights the importance of having well-trained kitchen staff, implementing seasonal menu changes, and incorporating innovative marketing strategies.

A thematic analysis, as presented in Table 2, was carried out using insightful comments from food business owners to investigate the factors that influence the connection between the planned brand identity of a food business and the actual experiences of its consumers. A better understanding of the intricate relationship

between brand identity and customer experiences was gained from the many viewpoints, which clarified both the approaches that worked in bring the two concepts together. The first theme gleaned from the interview responses is **communication and team engagement**. Suggested by Business owner 1, it focused on: (1) comprehensive training programs that link employees with corporate principles and brand identity, helping them understand and demonstrate the brand's values to consumers; (2) regular team meetings that reinforce brand values and explore alignment concerns and opportunities, fostering unity and focus among team members; and (3) customer feedback that guides the team in revealing whether the brand promise matches customer experiences and if adjustments are necessary.

The next theme is **product quality and sustainability practices**, which was promoted by Business owner 2. This factor revolves around the focus on strict quality control, emphasizing the commitment to meeting or exceeding customer expectations, thereby supporting the brand's promise of high-quality products and eventually improving consumer satisfaction. Likewise, it also highlights sustainability, especially in packaging materials. This supports customer desire for eco-friendly activities and consequently boosts brand reputation. This is also about the procurement of local ingredients that promotes the community, boosts brand credibility, and promotes local partnership.

The theme **employee engagement and supply chain monitoring** was highlighted by Business owner 3. This influencing factor is about the necessity of workers internalizing the brand's values and purpose. Also, it includes communication transparency where source, safety and other pertinent information are disclosed to the customers, thereby promoting consumer confidence by keeping brand commitments. Moreover, it also emphasizes supply chain safety as crucial component in food business industry as this involves monitoring and maintaining safety standards, which can eventually help brands provide quality and dependability.

The last theme as regards influencing factors on brand identity-consumer experience alignment is **speed of service, consistency, and innovation**. Based on Business owner 4's discussion, this is about skilled and efficient kitchen staff or the well-trained workforce that expedites orders and can meet the marketing promises of speedy service. Likewise, it also emphasizes that seasonal menu changes show commitment to freshness, variety, and customer preferences, addressing customers' need for innovation and enhancing satisfaction. Furthermore, it also talks about innovative marketing that uses promotions, partnerships, and unique activities to boost brand awareness and customer satisfaction.

The themes generated in this interview are basically in congruence with what was explained by most literatures. According to Srivastava et al. (2022), the consumer's interpretation of a brand occurs when it is part of the communication loop, hence, after interacting with a brand, consumers develop views about it. Misalignment is possible as processes impact branding communication. Thus, companies should pay attention to customer feedback, as well as, employees' knowledge and understanding of the brand. Moreover, customer experience and brand strategy must be in sync to create pleasant encounters between customers and brands on a regular basis. As cited in Makwana and Phatak (2019), only 18% of businesses really connect customer experience with brand strategy, according to a survey by Forrester's Customer Experience Council. True customer-centric businesses put their consumers first. Hence, as mentioned in Eriksson (2022), the prevailing principle nowadays is that businesses needed to learn more about their consumers' beliefs and values in order to effectively communicate the brand's principles and how they should be perceived. The brand can have a deeper grasp of the consumer's worldview by delving into the customer's journey.

Table 11. Strategies for Seamless Brand-Customer Integration

Theme	Sub-themes	Discussion

Technological Integration	Regular training sessions to align employees with brand values	This theme indicates that a food company's brand and the customer's experience may be harmonized via the use of technology. Consistent application of brand values via frequent training sessions supported by technology is a key component of this strategy.
Theme	**Sub-themes**	**Discussion**
Transparency and Sustainable Practices	Reducing food waste and promoting sustainable and local practices	Transparency and sustainable practices are at the heart of this theme, which highlights the need of supporting local and sustainable practices while also reducing food waste.
Feedback Systems and Personalization	Educational initiatives, such as cooking classes, for deeper customer engagement	This theme highlights the strategic use of feedback systems and personalization, with a focus on educational initiatives, to seamlessly integrate a food business's brand identity with the customer experience.
Supply Chain Management and Simplified Offerings	Focusing on a limited, popular menu for streamlined operations and understanding customer preferences	This theme highlights the strategic use of supply chain management and simplified offerings to seamlessly integrate a food business's brand identity with the customer experience. This includes a keen understanding of customer preferences, businesses can create a more focused, reliable, and customer-centric approach, ultimately enhancing alignment and satisfaction.
Successful Practices	• Loyalty Programs • Transparency and Local Practices • Educational Initiatives • Streamlined Offerings	This theme emphasizes that implementing successful practices such as loyalty programs, transparency, education, and streamlined offerings contributes to the harmonious integration of a food business's brand with the customer experience.

The last part of the interview conducted with food business owners is about the identification of viable strategies for integrating brand strategy with customer experience. The interview results revealed ideas that might improve brand-customer integration in food manufacturing enterprises' dynamic landscapes. The first theme that emerged from the interview is **technological integration**, as highlighted by Business owner 1. This actionable strategy is focused on technology in regular training to effectively convey brand values to workers using digital platforms. Correspondingly, technology makes brand values training lively and engaging. Thus, multimedia presentations, simulations, and other entertaining approaches can convey brand essence and eventually helps employees comprehend and absorb the brand's values.

Another theme is **transparency and sustainable practices** as espoused by Business owner 2. It emphasizes the importance of food waste reduction methods, which may require careful inventory management, ethical procurement, and creative food recycling methods. Businesses promote efficiency and environmental responsibility by publicly disclosing their efforts to consumers. Relatively, sustainable and local businesses link their brand with growing customer values. Thus, the brand's ethical and environmental policies, such as local product procurement and eco-friendly packaging, are reinforced by transparency.

The next theme, as mentioned by Business owner 3, is **feedback systems and personalization**. This topic is focused on adding educational components like culinary lessons to the consumer experience. This denotes that businesses generate unique and engaging touchpoints by offering consumers opportunity to improve their skills or learn about the products. Similarly, understanding that consumers want more than a product, firms that invest in instructional material match with the demand for engagement and knowledge, thereby increasing brand loyalty and affinity.

Business owner 4 recommends **investing in supply chain management and simplified offerings**. This stresses the need for effective supply chain management to run smoothly. Businesses may streamline, simplify, and retain quality by focusing on a small but popular product line-up. This can improve operational efficiency and fulfills the brand promise of trustworthy and prompt service. Relatively, simplifying services helps firms understand and meet client needs. This responsiveness improves client satisfaction and brand-customer interactions.

All interview participants also provided successful **practices for seamless brand-customer integration**. These includes: (1) loyalty programs that are effective in building brand-consumer relationships. Rewarding repeat purchases can strengthen brand-customer bonds, thereby creating a good and integrated customer experience; (2) successful company tactics that include transparency and local, sustainable, and ethical practices. Clear communication about sourcing, manufacturing, and environmental activities builds confidence; (3) customer involvement is increased by educational activities like cooking workshops. Knowledge regarding product use, recipes, and culinary abilities provides value and strengthens brand loyalty; and (4) a restricted but well-curated menu streamlines operations, guarantees quality, and helps companies meet client preferences. This method not only improves productivity, but also meets consumer expectations for simplicity and reliability.

In literatures, integrating brand strategy and customer experience is also well discussed and is also similar to what the thematic analysis of this study has generated. According to Chacko (2023), to stand out from the competition and evoke strong emotions in target audiences and consumers, a company needs a well-developed brand experience. This, in addition to providing a first-rate service, is what attracts and keeps customers, which in turn helps your company expand. Among the noteworthy strategy for brand-customer integration is gather client feedback from various data sources. Data gathered through social media monitoring, such as through important platforms, feedback sites, discussion boards, sales correspondence, and other channels are vital to the company's operations. Similarly, according to TMDesign (2023), the goal of a brand

experience strategy is to meet consumer expectations and make them happy. The brand's aspirations extend beyond maximizing profits; they include the ideals it stands for, the challenges it seeks to address, and its societal contributions.

Figure 1. Framework for Building a Distinctive Brand Experience Guide in Food Production

Based on the findings gleaned from the collected data, apart from the (visual) brand identity, food production companies should be guided by a brand experience guide that contains the following essential elements: (1) sustainability integration, (2) customer engagement, (3) diverse product portfolios, and (4) consistent brand messaging.

The element of **sustainability integration** entails incorporating environmentally sustainable methods into all aspects of the business. For instance, a food manufacturing enterprises may delineate protocols for procuring regional, ecologically-friendly components, adopting sustainable packaging methods, and reducing waste by employing efficient supply chain strategies. Sustainability integration is demonstrated by the businesses' commitment to decreasing carbon emissions and advocating for ethical procurement. In formulating brand strategy, this element should be included by outlining the steps necessary to incorporate environmentally friendly procedures into the supply chain. For instance, enumerate steps undertaken in order to reduce waste, use environmentally friendly packaging, and sourcing locally. These steps can also be highlighted in the brand's messaging framework, unique selling proposition statements, and narrative framework.

Customer engagement element is crucial as it is the art of establishing and maintaining connections with clients. It describes strategies for engaging a food business' consumers. Customer feedback surveys, loyalty programs, and engaging web platforms are all examples of engagement techniques that might be included of a brand experience guide. A food company's plan to attract customers may include holding virtual events or culinary lessons and having a system in place to quickly react to consumer inquiries.

The element of **diverse product portfolios** in formulating brand experience guide is about creating an array of products that can meet the needs of certain demographics or target customers. The plan may stress the need of a varied product line that caters to different tastes, dietary restrictions, and lifestyles. It should emphasize the importance of a diverse product portfolio to cater to various consumer preferences. In the

document, guidelines should be provided for introducing new products and maintaining a balanced range. As an example, a food manufacturing business may outline their plans for consistently releasing new and creative items, ensuring inclusivity in different product offerings.

Consistent brand messaging is another important element for the brand's values and promises to be clearly and regularly communicated.. To maintain cohesion in the brand's visual style and tone, the guide may lay out guidelines for communicating across several platforms. For example, marketing materials, packaging, and social media should all adhere to the same color schemes, tone of communication, and important messaging. Therefore, it emphasizes the need of maintaining a constant brand identity across all channels of interaction.

The **brand identity** element involves creating and maintaining a distinct collection of visible features that set the brand apart in the eyes of customers. The guide might outline elements like logos, taglines, and brand stories that contribute to the overall perception of the brand. For instance, providing guidelines on how to incorporate brand visuals consistently in packaging design, website layout, and advertising materials ensures a coherent and recognizable brand identity.

These elements serve as starting point for the development of a brand experience guide for the food company to eventually establish alignment between brand strategy and CX. This is important in the creation of a comprehensive document for brand experience that will effectively guide the company in aligning the business' brand strategy with the experiences of its customers. These elements also presupposes that appropriate study of consumer preferences particularly of the company's product line is continuously undertaken to further strengthen the development of the brand experience guide. Likewise, through the framework produced in this study, the brand experience concept espoused in Brakus, Chrmitt, and Zarantonello (2009 as cited in Van de Sand et al., 2019), that includes subjective and internal consumer responses, and behavioral responses elicited by brand-related stimuli, can be addressed because the framework does not only include the aspect of visual element, but is based on the perception of consumer groups and insights of food business owners.

IV.　　CONCLUSION

The answers to the research questions shed light on how well a food production company's brand strategy and customer experience can be in sync. Thus, the following are the study's conclusions:

The research pinpoints several touchpoints that substantially impact a consumer journey. Experiences that are in keeping with the brand strategy are greatly influenced by interactions that pertain to online ordering, shipping procedures, and customer care, which includes utilizing eco-friendly materials, offering honest dialogue, and providing intuitive online interactions.

Regular communication, high-quality products, and enthusiastic staff members are the three most important aspects in determining the alignment of brand strategy with costumer experience. Changes in sourcing techniques, entry into new markets, or outside forces influencing local sourcing may all lead to mismatches.

Quality, sustainability, and engagement mechanisms are some of the practical suggestions made by customers and business owners. Technology, strong supply chain management, feedback mechanisms, well-trained employees, and consistent messaging are crucial to a brand's strategy.

To sum up these conclusions, the research highlights how important it is for food production businesses to have a consistent and cohesive brand experience that reflects their values and lives up to customer expectations.

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