



Rebranding in the Colombian Agroindustrial Sector: Impacts on Consumer Perception of
Quality, Authenticity, and Trust.

Graduating Project.

María José Ortiz Núñez.

Bogotá D.C Colombia.

2025.



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Maria José Ortiz Nuñez

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Glossary

Rebranding: A shift begins when a company adjusts how it looks, tells its story, stands for certain beliefs, or wraps its products. This transformation aims to refresh perception among customers. Change unfolds by altering symbols, messages, behaviors, or containers tied to the name. The goal emerges slowly: finding a new place in people's minds. Movement happens not just outwardly but within organizational choices. Renewal appears through deliberate steps that reshape familiarity. Positioning evolves as audiences start seeing differences where none seemed present before.

Brand identity: A brand's look, words, and signs shape how it shows up in public. What people see and remember often ties back to these choices. Appearance, language, meaning - each plays a role in recognition. How a company expresses itself builds familiarity over time.

Brand positioning: A position shaped by deliberate choices, setting one brand apart from others in how people perceive it. What stands out grows clearer when contrasted with alternatives nearby. Meaning forms through comparison, not isolation. The goal is recognition that sticks - different, yet preferred.

Consumer perception: A brand's character shapes how people see it - through features, messages, clues from real encounters. What stands out depends on personal filters, past moments with the product, subtle signals over time. Impressions grow not just from ads but also quiet interactions: packaging, service speed, wordless details. Opinions emerge slowly, built by repeated exposure mixed with individual values. Meaning forms differently for each person, tied to context, mood, memory. The result is never fixed - it shifts as new inputs arrive.

Perceived quality: How someone personally rates a product's quality tends to depend more on brand signals than measurable traits.

Consumer trust: How much people believe a company will stay dependable, truthful, fair through changing times.

Authenticity: A sense of authenticity often grows when people believe a company stays true to where it began. Belief in its roots can shape how trustworthy it seems. When actions match stated principles, confidence tends to follow. Staying consistent over time supports this view. What matters most is whether the brand lives up to what it claims.

Visual identity: A brand's look comes through clear details - its logo, color choices, typefaces, because these shape how people see it. Packaging joins them, working alongside visuals to express identity simply.

Emotional response: A shift in brand visuals might stir discomfort. Sometimes a new logo brings surprise instead of trust. Emotions surface when familiar names change unexpectedly. A redesigned package can evoke nostalgia or confusion alike. Tone shifts in messaging may feel jarring at first. Reactions often depend on personal attachment to the old look. Small tweaks sometimes cause strong responses. Familiarity gives way to uncertainty during transitions.

Communicative transparency: How well companies communicate the purpose, aims, and beliefs driving a brand change to their customers.

Cultural identity: Local symbols, customs, or heritage traits appear in branding to strengthen ties with communities. While these features reflect familiar surroundings, they also speak to shared experiences. Because people recognize pieces of their daily lives, engagement grows naturally. When culture shapes identity, brands gain meaningful presence through subtle reflection. As recognition builds, so does trust - quietly, without emphasis on novelty or scale.

Agro-industrial sector: Farming meets manufacturing when crops become goods on shelves. What grows in fields moves through factories before reaching markets. From soil to sale, plants transform into items people buy. Harvests feed machines that package, label, then distribute. This chain links dirt, drills, and dollars in one loop.

Mixed-methods research: A mix of numerical data analysis along with narrative insights can reveal deeper layers within a subject. Using both types helps capture patterns while also exploring personal experiences behind those numbers. This way, results gain depth without losing measurable clarity.

Resumen

El sector agrícola y agroindustrial constituye uno de los pilares de la economía colombiana y es un actor clave en el desarrollo rural, la generación de empleo y las exportaciones. Más allá de marcas reconocidas como Alpina, Ramo o Alquería, este sector desempeña un papel fundamental tanto en la identidad cultural como en la dinámica económica del país. Sin embargo, en un entorno cada vez más globalizado y competitivo, las empresas se ven en la necesidad de implementar estrategias de posicionamiento de marca que les permitan captar la atención de consumidores tanto emocionales como racionales. Una de estas estrategias es el *rebranding*, entendido como la renovación de la imagen de marca, la redefinición de su narrativa o incluso la modificación de su empaque. Aunque este fenómeno suele asociarse principalmente a industrias urbanas, también tiene un impacto significativo en los atributos de la identidad de marca dentro del sector agroindustrial colombiano, pese a que ha recibido poca atención académica.

Este estudio tiene como objetivo analizar cómo el *rebranding* influye en la percepción del consumidor en el mercado agroindustrial colombiano. La investigación se centra específicamente en identificar los beneficios del *rebranding* en términos de calidad percibida, autenticidad y confianza del consumidor. Para ello, se empleó una metodología de enfoque mixto.

En una primera etapa se llevó a cabo un estudio cuantitativo basado en una encuesta aplicada a 150 consumidores de distintas regiones de Colombia, con diferentes rangos de edad y

hábitos de compra. Los participantes evaluaron su nivel de conocimiento sobre el *rebranding*, las reacciones emocionales generadas por los cambios en la identidad visual y la forma en que estas transformaciones influyeron en su percepción de la calidad y la confianza en la marca. Con el fin de facilitar la comprensión del contenido, se utilizó como ejemplo la nueva identidad de marca de Alpina.

La segunda etapa correspondió a la fase cualitativa, la cual se desarrolló a través de entrevistas en profundidad a estudiantes que contaban con formación en al menos un programa de marketing. Estas entrevistas permitieron comprender las razones detrás de los procesos de *rebranding*, identificar las estrategias de comunicación utilizadas por las marcas y analizar las reacciones de los consumidores frente a dichas iniciativas.

Los resultados muestran que, por un lado, acciones de *rebranding* como la renovación del logotipo, el uso de empaques más modernos y una narrativa de marca más clara pueden aumentar la percepción de calidad del producto y despertar el interés del consumidor. No obstante, por otro lado, estos cambios también pueden generar desconfianza si no van acompañados de una comunicación transparente. La mayoría de los participantes señaló que una modificación en el diseño sin una explicación clara disminuye su nivel de confianza. En contraste, cuando las marcas incorporan elementos de la identidad colombiana, como símbolos tradicionales o sellos de origen, los cambios tienden a ser percibidos de manera más positiva.

Desde una perspectiva académica, este estudio contribuye a la limitada literatura existente sobre *rebranding* en mercados emergentes, al adoptar un enfoque centrado en el consumidor dentro del sector agroindustrial colombiano. Asimismo, ofrece a las empresas agroalimentarias estrategias prácticas y aplicables: en primer lugar, comunicar de forma clara los

motivos del *rebranding*; en segundo lugar, preservar la autenticidad cultural y regional; y, en tercer lugar, adaptar las estrategias a las expectativas de los distintos segmentos de consumidores.

En conclusión, el *rebranding* en el sector agroindustrial colombiano puede convertirse en una herramienta valiosa para renovar la imagen de marca, reforzar la percepción de calidad, fortalecer la confianza del consumidor e incluso generar un vínculo más profundo con la identidad nacional. No obstante, su implementación debe realizarse con profesionalismo, coherencia, claridad y respeto por la tradición.

Palabras clave: Rebranding, percepción del consumidor, sector agroindustrial, Colombia, autenticidad de marca, confianza en la marca, intención de compra.

Abstract

The agriculture and agro-industrial sector are the pillar of Colombia's economy and a major beneficiary of rural development, job creation, and exports. Beyond the likes of Alpina, Ramo, and Alquería, the sector is the protagonist of the country's both cultural and economic themes. But in a more and more global and competitive environment firms need to make use of brand positioning strategies to capture the attention of their emotional and logical consumers. One example of such a method is rebranding which basically means changing the look of the brand, telling a different story or even changing the packaging. However, the phenomenon of rebranding, which is mostly associated with urban industries, still significantly impacts the attributes of brand identity in the Colombian agroindustrial sector, but practically remains unheeded.

This study aims to explore the question: How does rebranding influence consumer perception in Colombia's agroindustrial market? The research restricts itself to unearthing the benefits brought about by rebranding in the areas of perceived quality, authenticity, and consumer trust. To accomplish this, a mixed-methods approach has been used.

Consequently, the first stage of this research consisted of and was based on a quantitative survey which included 150 consumers from different regions of Colombia, of different ages and different purchasing behaviors. As a part of the survey, participants rated rebranding knowledge levels, felt emotional reactions (triggered due to changes in visual identity), and, finally, how the brand changes influenced their thoughts of quality and trust. Alpina's new brand identity was presented to participants as an example to make the content more accessible.

The second stage of the research instrument was the qualitative phase, which was based on the interviews with students who have gained knowledge from at least one marketing program. The in-depth interviews helped understand why rebranding happened, identify the strategies the brands used in the communication process and know the reactions of the consumers towards the market program.

The results reveal that, on one hand, rebranding maneuvers like a new logo, trendy packaging, and more lucid storytelling can raise the product's perceived quality and draw the consumer's interest, while, on the other hand, they may also cause consumer distrust if there is no accompanying communicative transparency. The majority of participants brought up that if the design was changed without explaining, they would trust less. In contrast, if brands employed components of Colombian identity, for instance, traditional motifs or origin seals, the change would have been perceived more positively.

In terms of academia, this study serves as an addition to the scarce body of work on rebranding in emerging markets, focusing on a consumer-centric view of branding in the Colombian agro-industrial sector. The study offers agri-food businesses practical, step-by-step, implementable strategies: first, they should communicate the rebranding purpose in a clear manner; second, they ought to retain cultural and regional authenticity; and third, they need to adjust their strategies to suit the expectations of consumers in different segments.

Finally, rebranding in the Colombian agro-industrial sector can indeed be a valuable instrument to rejuvenate a brand's image, reaffirm the perception of quality, engrain the practice of trust, and even establish a deeper bond with national identity. Nevertheless, it has to be done with a degree of professionalism, clarity, coherence, and respect for tradition.

Keywords: Rebranding, consumer perception, agroindustrial sector, Colombia, brand authenticity, brand trust, purchase intention.

1. Introduction

1.1.Context and Relevance of the Topic

The agricultural and agro-industrial sector is nowadays the second most important energy of the Colombian economy after the energy and mining sector. Its contribution is crucial: besides making a significant share of the national GDP and rural employment, the sector is also a pillar of exports, with products that have become icons of the country such as coffee, exotic fruits, orchids, sugar, cocoa, and avocados (Penker, 2015; FAO-EBRD, 2018). As per the National Administrative Department of Statistics (DANE), agroindustry accounted for 6.3% of the Colombian GDP in 2023 and the workforce from the rural population that was employed in this sector was more than 20%. Nevertheless, companies in the sector are confronted with a variety of challenges. Globalization, the increased requirement of conforming to international standards of quality and sustainability, consumer's demands for transparency, and emerging market's rising competitiveness are factors that require companies to go beyond a mere competition based on costs to respond strategically.

Rebranding comes into play as a very important strategic tool in this scenario.

Rebranding is a step made deliberately to alter the brand's identity which may involve a change in one or more of the following areas: logos, packaging, names, messaging, or positioning and it gives companies the opportunity to win back or to maintain their share of the market by becoming more attractive to the consumers (Muzellec & Lambkin, 2006; Gotsi & Andriopoulos, 2007). A lot has been said about rebranding in the urban sectors, where it is a common phenomenon, with the major players in the digital media, fashion, banking, and aviation industries being among the extensively studied cases. However, there is still very little academic literature on the application of rebranding in the conventional fields of agriculture and related businesses. Rebranding in the rural context is subject to a set of factors that make such marketing exercises particularly challenging: traditional and historical brand identities are intertwined with local people's culture and lifestyle, while those same consumers strongly associate the brands with the concept of purity and integrity.

Agricultural rebranding can highlight consumer-friendly features such as authenticity, quality, sustainability, and traceability. Labels like Geographical Indications (GIs) and Protected Geographical Indications (PGIs) have fairly shown their effectiveness in raising the perceived value of products and in creating an emotional bond with the global consumers (Quiñones-Ruiz et al., 2015; Penker, 2015).

In the Colombian agri-food market, multiple brands depict different ways of rebranding, or simply the tactical decision to maintain brand history. For example, in 2021, Alpina went beyond a simple makeover to its brand identity and instead recommitted itself to the consumers by changing its slogan from "Alpina alimenta tu vida" ("Alpina feeds your life") to "Alpina por un mundo delicioso" ("Alpina for a delicious world") thus engaging directly with the trend of

using sustainability as a consumer value. The launch of Alpina Snacks, the range of healthy dehydrated cheese products, is also a great example of how style and substance can go hand in hand to keep a brand alive.

On the other hand, Products Ramo has chosen to maintain its look and feel; almost the same Chocoramo warehouse design from the 1960s that the public associates the brand with has been the packaging of the product, a brand strategy move that asserts its emotional connection with the consumers and turns nostalgia into one of the brand's biggest assets. Implementing aseptic carton packaging in the 1960s is a clear example of how Alquería's minimalistic packaging design change perfectly timed can alter perceptions of recency and convenience. These three examples are very illustrative and provide a solid context of authentic and quality practices in Colombia while offering the opportunity to dig into how rebranding (or not) relates to brand trust.

Additionally, the web overhaul of trade, coupled with consumer activism and the demand for fair trade, has shifted what branding means away from the design of the logo and into the brand's narrative and the corporate behavior. Now brands need to be a symbol of more than just the place where they are coming from, they have to be the ones to carry the values.

1.2.Problem Statement and Research Questions

Although there are some emblematic examples of the impact of rebranding on Colombian agricultural products, a lot of the effect remains uncertain. These uncertainties relate to how consumers perceive these products both from an emotional (authenticity, pride of origin) and a functional (quality, safety) point of view. For instance, does the change of packaging make the product more trusted or does it create the doubt? Do changes in brand messages cause to increase or to decrease the perceived value?

The main problem pointed out here is the disconnection between rebranding strategies that are put into effect and their actual outcomes on the way consumers perceive things. In those places where the visual tradition, identity, and heritage deeply matter, even small changes in branding can lead to the opposite effect. The literature that already exists outlines the mixed emotions resulting from rebranding, where some consumers understand it as progress, while others see it as a disappearance of cultural authenticity (Goi & Goi, 2011; Muzellec et al., 2013).

This paper aims to respond to the following main research question:

Main Research Question: How does rebranding impact/influence consumer perception of the agriculture and agroindustry market in Colombia?

In order to understand this question better, the research here puts forward the following sub-questions:

- How do changes in brand elements (packaging, origin seal, logo, narrative) influence perceived quality?
- How does consumer trust in the brand get influenced by the rebranding process?

- Is the rebranding affecting the authenticity and the emotional connection with the origin?
- Are consumer perception changes affected by differences in consumer segments (age and region)?
- How can sustainability be used to support or to hinder the effectiveness of rebranding in agro-industrial products?

1.3. Research Objectives

Based on the dimensions of the research question, the most specific objectives of this research project are:

- Study how the change of brand elements (logo, packaging, names, and messaging) affects the perceived quality of agro-industrial products by the Colombian consumers.
- Measure how rebranding affects the brand trust and credibility in the consumer's mind.

- Identify the ways that brand changes influence the perceptions of authenticity, origin, and how these variables can predict the acceptance of rebranding.
- Research the variation in consumer responses to rebranding in different segments (age, regional origin, preference for traditional vs. modern packaging).
- Investigate how the different components of the sustainable and ethical branding (fair trade, organic, biodegradable packaging) can influence the rebranding process.
- Develop a strategic framework that includes best practices to help Colombian agro-industrial businesses come up with rebranding strategies that are effective, culturally sensitive, and customer-oriented.

1.4.Academic and Business Justification

From an academic perspective, this research contributes to the fields of branding and marketing in emerging economies by generating insight into how consumers interpret brand transformations in rural economic sectors. While there is considerable literature on origin labeling and experiential branding in developed markets (Giraud, 2004; Grunert, 2005; Quiñones-Ruiz et al., 2015), there are still major missing pieces in the Latin American

agricultural area, especially in Colombia, relating to the topic of rebranding. This work intends to cover this hole not only by looking at the consumer's reactions but also by addressing the symbolic and cultural aspects that affect the reactions.

Besides this, the investigation also incorporates many academic perspectives, such as consumer behavior, brand equity theory, and rural marketing, in order to present a more comprehensive analysis. The area where such contribution is expected to be located is the development of the theoretical framework and the provision of empirical evidence to support the adjustment of branding strategies for cultures that are highly contexted and for areas that lack resources.

From a business point of view, this research can be considered as a source of valuable information for agro-industrial companies, whose goal is to reposition their products, renew their identity, or access new markets. A deep understanding of consumer reactions to rebranding can help companies create better strategies that are more customer-focused and, at the same time, are able to reduce the risk and increase the possibility of adoption, loyalty, and pricing improvement, which is of great importance in markets that are sensitive to the origin of products. For example, the information obtained from this research can be packaging leaders by way of setting the right tone for advertising, choosing the involvement of local heritage in branding materials, among others.

In a highly competitive global market, the rebranding process, if perfectly done, would simply mean the company's strategic differentiation, but it is not only a matter of strategy. It is the companies that manage to show their change in a way that does not lose the support of their old consumers that will have the best position to take the lead in local and international markets.

1.5. Structure of the Final Report

The report follows this arrangement:

- Chapter 2: Literature Review - This chapter will investigate in detail the ideas and concepts related to rebranding, consumer perception, and branding in the agro-industrial sector, by referencing more than 15 academic sources and using the data from the context, with a central point in the developing world such as Colombia. Some of the main hungers to be addressed are brand equity, authenticity, the country of origin effect, and rebranding typologies.
- Chapter 3: Methodology - This part specifies the combination of surveys, and semi-structured interviews, as well as the use of a mixed-methods design in the research. These two instruments are not separate but even complement each other, which helps to a more in-depth understanding of the research topic. The methodological section also provides information about the sampling procedures, interview protocols, and data analysis methods (thematic analysis and descriptive statistics). Moreover, it considers the extent of the study's validity and ethical aspects.

- Chapter 4: Results - This chapter will display the extracted data of the quantitative (survey) and qualitative (interview) analyses. The findings will be interpreted through the use of theoretical frameworks and will be further compared in terms of consumer profiles and branding elements.

- Chapter 5: Discussion and Conclusions - This part will reinterpret the results, offer the implications for academics and businesses, recognize the limitations of the study, and chart future research avenues. Furthermore, it will also give a concrete step by step model for the rebranding process of the Colombian agro-industrial sector.

- Chapter 6: Limitations and Suggested Future Research - This chapter will discuss the weaknesses of this particular research work which include aspects that could have influenced the results, like the sample size, limitations of the methodology, or some external variables. Moreover, this will also evaluate in-depth any biases that might have had an impact on the research results. Consequently, the chapter will go on to look at the positions of potential research, identifying how further research can not only surpass these limitations but also delve into new questions that have been nourished by the study. These ideas are intended to open up the field of inquiry to be explored further while incorporating the advances made here.

- References A full list of all the sources both academic and non-academic that have been cited in the work, formatted according to the APA referencing style.

- Appendices Any materials that have been used to support the work such as survey questionnaires, interview guides, or consent forms.

The report presented in this structure guarantees the proper and efficient use of the insights which can be of use to the academic and business communities.

2. Literature Review

2.1.Rebranding: Definitions, Typologies, and Strategic Drivers

Rebranding is a strategic process through which a company redefines its brand identity to improve market positioning, adapt to internal or external changes, and communicate innovation and modernization. According to Muzellec and Lambkin (2006), rebranding encompasses modifications to visual elements (logos, packaging, typography), verbal identity (brand names, slogans), and conceptual positioning (brand story, promise, personality). The decision to rebrand is often motivated by mergers, acquisitions, competitive pressures, technological evolution, or shifting consumer preferences (Stuart & Muzellec, 2004).

Rebranding is generally classified into two main types: evolutionary, which entails gradual modifications that maintain core brand identity, and revolutionary, representing a radical departure from the previous brand image (Gotsi & Andriopoulos, 2007). This distinction is particularly relevant in emerging markets such as Colombia, where agro-industrial brands must balance modernization with cultural heritage and local identity (Rodríguez & Vargas, 2021; González & Camacho, 2020).

Strategically, rebranding is not merely a visual exercise but a holistic effort integrating creativity, storytelling, and market psychology. Sullivan (2016) emphasizes that successful rebranding requires aligning design with narrative, ensuring that consumers perceive authenticity. Neumeier (2005, 2006, 2015) highlights that differentiation and alignment between business strategy and visual execution are critical, especially in crowded markets like Colombia's agro-industrial sector. Additionally, Ries and Trout (2001) argue that brand repositioning must communicate differentiation clearly to avoid confusion and reinforce perceived value.

Case Studies in Colombia:

- Ecopetrol / Celsia (2012): Colinversones rebranded as Celsia S.A. to reposition in the electricity sector, emphasizing sustainability, growth, and closeness to clients (Brandemia, 2021). This strategic rebranding included both a name change and visual redesign, illustrating the importance of comprehensive corporate identity transformation.
- Bancolombia (2021): The bank implemented a visual identity overhaul, incorporating color symbolism, white for transparency, black for solidity, yellow for trust, and additional tones for diversity, to reinforce emotional messaging and corporate identity (Vasava, (2021).
- Nequi (2023): Nequi, the digital brand under Bancolombia, executed an inspirational rebranding campaign titled "Colombia se apropió de Nequi", focusing on local culture, emotional resonance, and modernity (COPU, 2023).

- Alpina (2021): Alpina's redesign aimed to convey a global, environmentally conscious image, reflecting sustainability and innovation while preserving brand recognition in the local market (Brandemia, 2021).
- ITIKA S.A.: Proposed rebranding strategies for this agro-industrial company emphasize identity manual implementation, visual consistency, and client perception improvement over six months. While theoretical, the case highlights a structured approach to corporate identity revitalization in the agro-industrial sector.
- AGROSAVIA (2024): The brandbook details a refinement of visual identity to communicate innovation, scientific knowledge, and proximity to the producer, illustrating how institutional branding can enhance perceived authority and consumer trust.
- Bayer / Monsanto (Post-Acquisition): Bayer unified its agrochemicals and seed portfolio under Bayer Crop Science, eliminating the Monsanto brand to ensure consistency and global alignment of corporate identity (Harbert College of Business, Harvard Business School, Bayer).

Figure 1 *Nequi logo before and after rebranding*



Source: (Brandemia, 2023)

Global Comparative Cases in Fresh Produce:

- Zespri Kiwifruit: After 22 years, Zespri relaunched its brand with a new logo and values-driven narrative, highlighting brand equity and category differentiation (The Packer; WARC).
- Australian Avocados: Updated branding campaigns “Our Green Gold,” “Smash an Avo,” and “2025 Avo-can-do” aimed to increase recognition, preference, and country-of-origin perception (Avocados Australia; Avocadosource.com).
- Avocados From Mexico: A strategic omnichannel approach demonstrated the importance of sustained investment in brand continuity while educating consumers about origin and quality (Kellogg School of Management; iveypublishing.ca).

- Dole (2018): Global identity refresh included a new logo and messages emphasizing transparency and corporate responsibility, underscoring the importance of aligning visual branding with ethical narratives (Food Business News; STT Info).

These cases, taken together, demonstrate that the change of the brand image, be it in Colombia or abroad, is such a process that involves not only visual, verbal, and strategic but also ethical aspects for the purpose of conveying the ideas of ingenuity, up-to-dateness, eco-friendliness, and cultural applicability.

2.2.Consumer Perception: Brand Authenticity and Trust

Consumer perception combines rational evaluation (price, quality) with emotional connections to brand identity, heritage, and values (Kapferer, 2008). Brand authenticity is a key determinant of trust, especially in emerging markets where ethical practices, cultural alignment, and consistency are valued (Holt, 2002). Colombian consumers, in particular, display strong emotional attachments to familiar brands, emphasizing trust, reliability, and cultural resonance (Ares & Gámbaro, 2007; Rodríguez & Vargas, 2021).

Agro-industrial examples illustrate this dynamic: Alpina has leveraged storytelling, local sourcing, and sustainability to strengthen its authentic image, earning recognition as Colombia's most beloved food brand in Kantar's Amor de Marca study (Kantar, 2024). Ramo maintains

consumer loyalty through consistent visual cues and cultural symbols, demonstrating the importance of preserving familiarity during rebranding initiatives.

Modern marketing literature supports these insights. Godin (2018) emphasizes transparent communication and narrative alignment, while Berger (2013) highlights social transmission of brand values. Flynn (2019) and Eves (2020) argue that emotional engagement and digital strategy amplify loyalty, particularly when sustainability and cultural identity are central to the brand narrative. Research by Ortégón Cortázar (2017) confirms that brand authenticity drives loyalty in Colombia, with regional differences shaping consumer perceptions.

2.3.Brand Repositioning and Market Segmentation in the Agroindustrial Sector

Repositioning agro-industrial brands is particularly challenging due to the commodity perception of many products (Grunert, 2005). Differentiation relies on intangible attributes such as freshness, sustainability, cultural symbolism, and regional identity. Brands like Ramo, Alpina, and Alquería leverage national heritage to establish emotional connections and differentiate from global competitors (González & Camacho, 2020).

Market segmentation is crucial because consumer responses vary according to age, income, and geography. Urban, younger consumers often embrace minimalist, sustainable branding, while older, rural populations prefer continuity, tradition, and product reliability (Holt,

2002). National statistics from DANE (2023) and the Tercer Censo Nacional Agropecuario (2014) inform segmentation strategies, ensuring that rebranding resonates across demographics and regions.

Guidance from *The Branding Method* (Farquhar, 2013) and *Designing Brand Identity* (Wheeler, 2017) emphasizes that segmentation should guide visual, verbal, and narrative strategies. Colombian case studies, such as ITIKA S.A. and AGROSAVIA (Brandbook, 2024), illustrate how segmentation-driven rebranding enhances recognition, trust, and consumer loyalty.

2.4. Emotional Branding and Sustainability

Emotional branding links products to personal and cultural values, fostering attachment and long-term loyalty (Aaker, 1997). In agro-industrial markets, sustainability and ethical practices are central to emotional branding (Rodríguez & Vargas, 2021). Consumers increasingly prioritize environmental responsibility in sourcing, packaging, and corporate practices, integrating sustainability into perceptions of authenticity.

Sinek (2009) and Maslansky (2012) emphasize the importance of communicating brand purpose to foster trust. Flynn (2019) and Eves (2020) highlight the effectiveness of social media campaigns and storytelling for embedding emotional and ethical messages in consumer

perception. Colombian reports, including Fedepalma (2023) and UPRA (2023), highlight sustainability as a competitive differentiator, exemplified by Alpina (2021) and Celsia (2012), reinforcing trust and engagement.

2.5.Price Sensitivity and Purchase Intent

Price continues to influence purchase decisions, particularly in emerging markets (Ares & Gámbaro, 2007). While surveys indicate that 58% of Colombian consumers did not alter purchase behavior post-rebranding, interviews reveal that emotional attachment, perceived quality, and cultural alignment moderate price sensitivity (Oliver, 1999).

Books such as *The 22 Immutable Laws of Marketing* (Ries & Trout, 2001) and *Break Through the Noise* (Staples & Young, 2019) highlight the role of perceived value and differentiation. In Colombia, brands can use the visual redesign, storytelling, and sustainability integration that are effective to explain that their products are worth a little more and still keep their loyal customers.

2.6.Cultural Identity and Country of Origin Effect

Cultural identity is a critical determinant of brand perception in Colombia. Consumers place high value on products and brands that reflect national heritage, local traditions, and cultural authenticity. This is especially relevant in the agro-industrial sector, where products like dairy, confectionery, and coffee are deeply intertwined with Colombian social and cultural life (Rodríguez & Vargas, 2021; González & Camacho, 2020). Brands that successfully leverage country-of-origin cues, including color schemes, packaging, and storytelling, are better positioned to generate consumer trust, loyalty, and emotional attachment (Grunert, 2005; Holt, 2002).

The country-of-origin effect can be observed in both traditional and modern Colombian brands. For instance, Café de Colombia has capitalized on its Colombian identity to build both domestic and international brand recognition, emphasizing high-quality coffee and the cultural significance of Colombian coffee production. Similarly, Ramo maintains consistent packaging and branding cues that connect consumers to childhood memories and family traditions, reinforcing a sense of familiarity and authenticity. Alpina, through its 2021 rebranding, combined modern visual identity with messaging that emphasizes environmental responsibility and Colombian heritage, strengthening the emotional and ethical resonance with its consumer base (Brandemia, 2021; Kantar, 2024).

Even digital-first brands leverage cultural narratives to strengthen brand connection. Nequi (2023) executed an inspirational rebranding campaign that highlighted Colombian identity and modernity simultaneously, demonstrating how culturally resonant messaging can enhance

both engagement and loyalty, even in the fintech space. Bancolombia (2021) used color symbolism and modern design to reinforce corporate values like transparency, trust, and diversity, showing that visual identity can be an effective carrier of cultural and ethical meaning.

International agro-industrial brands also highlight the relevance of country-of-origin effects. Zespri Kiwifruit, Australian Avocados, and Dole used visual identity, narrative storytelling, and sustainability cues to differentiate themselves from commodity perceptions and foster premium positioning, reinforcing the idea that consumers attribute additional value to brands with clear, authentic cultural or ethical signals (The Packer; WARC; Food Business News, 2018). Such strategies have also worked wonders in Colombia where they have been utilized in various fields, for instance, the dairy sector, confectionery, coffee, and cacao. The industries have benefited immensely from the connection of product quality with its cultural meaning, which has led to a rise in the perceived value of the products and loyalty of the customers.

2.7.Literature Gaps and Justification for This Study

Despite a substantial body of global research on rebranding and consumer perception (Muzellec & Lambkin, 2006; Neumeier, 2005, 2006, 2015), there remains a notable gap in

understanding how these principles apply specifically to the Colombian agro-industrial sector. Most existing studies focus on urban consumer markets in industries like fashion, banking, and technology, leaving traditional sectors like agriculture, dairy, and food processing underexplored. In Colombia, local identity, sustainability, emotional branding, and price sensitivity have been influenced by the socio-cultural and economic context of the country in such a way that these factors are interacting in a different manner.

Several empirical studies highlight the relevance of these gaps. The *Imagen y posicionamiento de marcas en la industria de agroquímicos en Colombia* (Ortegón Cortázar, 2017) and the *Proceso de e-branding en un producto agroindustrial* (Universidad de Santander, 2023) demonstrate that agro-industrial consumers evaluate brands not only on product quality or price but also on perceived authenticity, ethical practices, and emotional resonance. National statistics and sectoral reports, including the *Encuesta Nacional Agropecuaria 2023* (DANE), *Tercer Censo Nacional Agropecuario 2014* (DANE), *UPRA*, *Fedepalma*, *AGROSAVIA*, and *Corficolombiana*, reinforce that consumer preferences and perceptions in Colombia are heavily influenced by local, regional, and cultural factors.

Additionally, corporate case studies, such as *Alpina* (2021), *Ecopetrol / Celsia* (2012), *Bancolombia* (2021), and *Nequi* (2023), demonstrate the importance of integrating sustainability, cultural identity, and emotional storytelling into rebranding strategies. International examples, including *Zespri Kiwifruit*, *Australian Avocados*, *Avocados From Mexico*, *Dole*, and *Bayer Crop Science*, illustrate how global best practices can inform Colombian contexts while highlighting the importance of cultural adaptation and local relevance.

The main goal of the research is to overcome the existing deficiencies by studying the effect of rebranding on Colombian agro-industrial consumers with respect to brand loyalty, perceived quality, purchase intent, trust, and emotional attachment. This research has a comprehensive approach to consumer behavior in a setting where traditional and modern branding strategies coexist through the use of survey data (quantitative, 150 participants) and interview data (qualitative, 10 in-depth interviews).

This research also serves as a bridge between different conceptualizations of the world and the real-world situations, thereby, profiting agro-industrial businesses with potential imaginative yet loyal and trustworthy consumers oriented solutions. The combination of global branding principles, local case studies, and empirical consumer data allows this study to lay the groundwork for understanding rebranding effectiveness in Colombia while guiding future corporate branding initiatives in traditional sectors that face the challenges of modernization and global competition.

3. Research Methodology

3.1.Introduction

The present chapter describes the research methodology that was used in order to find out the answer to the main research question: “How does rebranding influence consumer perception in Colombia’s agroindustrial market?” Considering the multiple facets of consumer perception and the rebranding strategic complexity, the researcher decided to implement the mixed-methods. This methodology blends the quantitative and qualitative research methods to achieve a wider appreciation of the phenomenon.

The main argument for this instance is the exploratory character of the study. Although surveys can represent consumer thinking in a shallow way, qualitative interviews provide more understanding on emotional and cultural aspects of rebranding that this investigation may get. This second method has a great deal of value in the study of the Colombian agro-industrial sector, affected by consumer perceptions of not only the quality of the product but also the authenticity of the brand, by way of cultural identity and regional pride. This method guarantees that results are not only reliable theoretically and practical for scholarly and business audiences but are also contextualized.

3.2. Research Design

This research used an exploratory sequential mixed-methods design, which was modified such that the first data collection was quantitative through surveys and later qualitative interviews were conducted to deepen the understanding of the key findings. The quantitative phase was led (in general terms) to measure consumer's knowledge of rebranding, the frequency of purchasing Colombian brands, and the perceived relationship between product quality and rebranding. The insights obtained in this phase provided a broad view of consumer behaviors and allowed the identification of trends and patterns across the population.

In the next step, the qualitative phase was designed to delve deeper into these patterns. Semi-structured interviews were conducted focusing on those aspects which could not be fully captured by the survey, such as perceptions of sustainability, emotional attachment to brands, and the cultural and ethical values that influence consumer responses. This sequential strategy enables the qualitative data to contextualize and enrich the quantitative findings, thus giving a full understanding of consumer perceptions of rebranding in Colombia's agro-industrial sector.

This design is great when dealing with complex phenomena that are deeply influenced by culture, such as consumer reactions to brand changes, where both measurable trends and nuanced emotional or cultural factors are relevant (Creswell & Plano Clark, 2017).

Phase 1: Quantitative Survey

The survey was in spanish and primarily concerned with a Likert-format (1–5, or Totally disagree to Totally agree), by means of which respondents were to express their agreement with the given statements on rebranding, consumer perception, and brand trust. It also catered for demographic variables (age, gender, and region) and perception variables (brand authenticity, perceived quality, purchase intent, emotional attachment). The quantitative stage was meant to pinpoint trends and distribution of replies in a bigger, more representative sample.

Phase 2: Qualitative Interviews

The qualitative phase was carried out through the implementation of semi-structured interviews with ten participants derived from the broad survey pool. Through purposive sampling, these individuals were selected in order to ensure that they were consumers of agro-industrial products and that they had frequent encounters with branding elements. The main objective of the interviews was to find out the level of awareness and the emotional reactions of the participants stemming from the change of brands, such as the alteration of logos, packaging, slogans, and general messaging. Some of the issues discussed were authenticity as perceived by the consumers, trust in brands, the quality of the product from the consumer's perspective and linking the products with the cultural identity of Colombia.

3.3.Setting and Context

The study was made in Colombia and concentrated on the regions where the agro-industry was most influential. These areas were Eje Cafetero, Antioquia, Valle del Cauca, Santander, Bogotá and the coast of Colombia. The selection of these six areas is based on their dual role as being of strategic importance for both domestic consumption and international exports. The study of consumers was conducted in both the urban and peri-urban areas in order to obtain the representatives of branding efforts with different levels of exposure. The six areas mentioned above have a joint feature of being a mix of old and new consumer types, which

makes them perfect for the study of the relationship between cultural identity, brand authenticity, and emotional response to rebranding.

Figure 2 *Map of Colombia showing its main regions*



Source: (Delmundo, 2023)

3.4.Participants and Sampling

3.4.1. Quantitative Sample

Sample size: 150 valid survey responses, which is the minimum required.

Sampling method: The stratified random sampling was done by region and age group. This way, three different factors, namely, age, region, and gender were all taken care of and represented in the sample, without any assumption about how they might have interacted with each other or possible differences within them in the Colombian consumer base.

Inclusion criteria: Adults (18+) living in Colombia who had bought agro-industrial products within the last six months.

Rationale: It was the stratification by age and region that provided us with the opportunity not only to confirm the existence of differences but also to explore possible reasons for differences in consumer perceptions in terms of demographics and geography.

3.4.2. Qualitative Sample

Participants: Ten Colombian consumers chosen from the survey pool.

Sampling technique: Purposive sampling was employed to identify those responsible for the agro-industrial products purchasing and who had noticed the changes in branding.

Justification: By using this method, the qualitative information harvested was not limited to mere restructuring of the brands, rather it was dealing with the aspects of trust, authenticity, and the perception of quality through the rebranding.

3.5.Data Collection Techniques

3.5.1. Quantitative Phase: Structured Questionnaire

Instrument: A structured survey with a 5-point Likert scale was created to measure variables such as perceived quality, brand trust, perceived authenticity, attitude toward rebranding, and purchase intent.

Distribution: The survey was shared online through Google Forms and social media channels that targeted consumers living in urban and peri-urban areas.

Pilot test: It was conducted with 10 participants with the main goal of making sure that the questions were clear, reliable, and consistent.

3.5.2. Qualitative Phase: Semi-Structured Interviews

Instrument: The creation of a semi-structured interview guide was based primarily on literature sources related to brand identity, consumer perception, and rebranding.

Themes explored:

- Being informed about and responding to rebranding changes (logos, packaging, slogans)
- Trust, brand genuineness, and the perception of product quality
- Emotional and cultural association with brands
- The idea of the brand being from Colombia and the local identity

Duration and Mode: Interviews were 30–45 minutes long and depending on participant's preferences and location, they were conducted through Whatsapp Video call.

3.6.Data Analysis Techniques

3.6.1. Quantitative Analysis

In the absence of SPSS, data analysis was done using Microsoft Excel calculations.

Descriptive statistics: Frequencies, percentages, means, and standard deviations were calculated for the variables of the questionnaire.

Comparative analysis: Cross-tabulations were carried out to find out the patterns in age, region, and exposure to rebranding.

Correlation checks: The Pearson correlation manual calculation was done to find the relationships between perceived quality, trust, and purchase intent.

Rationale: Manual or Excel-based analysis is a fully acceptable approach according to the GP Handbook and is enough for descriptive and correlational studies with sample sizes similar to this research.

3.6.2. Qualitative Analysis

Method: Thematic analysis as per Braun and Clarke (2006).

Procedure:

- The interviews were transcribed by the interviewer (me).
- Initial coding was done by looking at the most common themes in the interviews.
- Themes were identified that matched not only the data but also theoretical constructs such as brand authenticity, consumer trust, product quality, and cultural identity.
- Patterns found were validated by cross-referencing qualitative and quantitative data

Justification: This method opened the door to the exploration of consumer attitudes and feelings, which are hardly quantifiable.

3.7.Methodological Influences

The current research design was primarily influenced by studies on consumer branding and perception, such as:

- Muzellec & Lambkin (2006) – The main features and results of rebranding
- Balmer & Gray (2003) – Changes in corporate identity
- Quiñones-Ruiz et al. (2015) – Consumer opinions on origin-based agricultural brands
- Grunert (2005) – Relationships between food branding and quality perception

The genes of these studies strongly assert the need of integrating first textual obtained data with the field mixed data when dealing with intangible brand constructs such as trust, authenticity, and emotional attachment are analyzed in a brand.

3.8.Ethical Considerations

The study implemented a number of ethical measures along the lines of:

- Informed consent: Participants were briefed on the purpose of the study, their rights, and how their data would be used

- Anonymity and confidentiality: In the survey, the personal identifiers were removed, and the data was stored securely.
- Voluntary participation: Participants were able to withdraw at any time without any penalty.
- Approval: The study approved by the academic supervisor and adhered to the university's ethical standards.

These actions guarantee that the research is ethically sound and can be trusted.

3.9.Limitations of the Methodology

- The qualitative sample may not represent the full range of Colombian consumers despite its richness in depth.
- Self-reported responses have the potential to be biased and among those types of biases are social desirability bias.
- Online surveys may exclude those who live in rural areas with poor internet connections.

The mixed-methods design, however, still works as a validity and reliability booster by integrating the in-depth qualitative insights with the general quantitative patterns.

3.10. Summary

This chapter outlined the exploratory sequential mixed-methods approach that was used to understand how rebranding affects consumer perception in Colombia's agro-industrial market. Grounding the study in qualitative interviews and supplementing this with a structured quantitative survey allowed capturing of both theoretical insights and practical patterns. This methodology serves as a strong base in the analysis of consumer perceptions of rebranding, trust, authenticity, and purchase intent.

4. Results and Analysis

This chapter provides a detailed account of the numbers and textual evidence collected in the field during this research. The study's main focus was to determine whether rebranding strategies in the Colombian agri-food sector have any influence on consumer perception, trust, and purchasing behavior. The research was conducted using a mixed-methods approach. As a first step, a quantitative survey was implemented to sketch the general tendencies. After that, some semi-structured interviews were carried out to get a deeper insight of the consumer's motivations, feelings, and culture when it comes to their reactions.

This chapter achieves the coverage of general tendencies and the intimate, situational, and interpretative consumer's insights by blending these two approaches. Consequently, it allows for a richer and more subtle understanding of how Colombian consumers are responding to the visual and the strategic elements of a brand.

4.1. Demographic Overview of Survey Participants

Information was gathered through a questionnaire distributed to 150 people whose demographics were significantly different from each other. The age segmentation was as follows:

- 18-24 years: 44%
- 25-34 years: 24%
- 35-44 years: 12%
- 45-54 years: 6.7%
- 55-64 years: 7.3%
- 65 years or more: 6%

Such a distribution ensures that the survey includes the perspectives of both young urban consumers, who are typically more receptive to branding changes, and older consumers, who tend to be loyal to heritage and traditional brands. The gender ratio was nearly balanced (52% female, 48% male), most respondents lived in urban and peri-urban areas, and were of middle-income backgrounds. This gives a fair picture of the consumer's pool, which is the target audience of brands from the Colombian agro-industrial sector.

Brand diversity in age, location, and socioeconomic status will provide the possibility to investigate attributes such as perception, trust and purchase behavior, which may give insights on general tendencies as well as segment-specific reactions to rebranding.

4.2. Survey Results: Key Quantitative Findings

To measure participant's attitudes towards rebranding, brand trust, recognition, and perceptions of authenticity, the survey made use of a 5-point Likert scale. The results follow.

4.2.1. Awareness of Rebranding

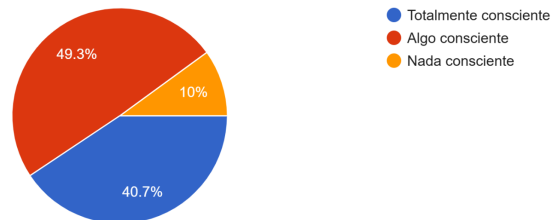
90% of participants claimed to be somewhat aware or fully aware of the recent rebranding activities in Colombian agri-food companies. Alpina and Ramo were the most mentioned brands, showing their strong market position and recent image changes.

Moreover, the level of awareness was significantly higher among younger participants (18–34 years), with 78% observing the changes, whereas only 61% of older respondents were

aware of them. It can be inferred that digital channels and social media may facilitate brand updates visibility for younger consumers.

Figure 3 *Awareness of brand changes before and after rebranding*

¿Qué tan consciente crees que eres cuando una marca realiza un cambio de imagen (logo, nombre o empaque)?
150 respuestas



Note: translation of the image

How aware do you think you are when a brand undergoes a rebranding (logo, name, or packaging)?

- Totally aware
- Somewhat aware

- Not aware at all

Source: Own elaboration with Google Forms

4.2.2. Influence on Trust and Perception

When it comes to the influence of rebranding on trust:

- 53,3% of respondents stated that they agreed or strongly agreed that a transparent explanation of a rebrand leads to trust in the company.
- 71,3% of respondents said they would feel more inclined toward brands that kept visual consistency (colors, logo shapes).

This data shows that although cosmetic changes are more visible, trust is maintained when firms do revamps with a message and a brand identity sequel.

4.2.3. Authenticity and National Identity

One of the main aspects that authenticity exhibited its relevance is:

- 71,3% of the respondents on asked opinion related to this issue, agreed that the use of authentic Colombian cultural elements (colors, slogans, or language) are very important to be able to preserve the authenticity of the product of brand.
- Only 9,3% of the respondents felt that the redesign resulted in the product being perceived as less Colombian.

This implies that the community is more tolerant towards transformations in the visual identity of the et brand as long as the latter continues to reflect cultural markers that indicate its origin and heritage.

4.2.4. Purchase Behavior

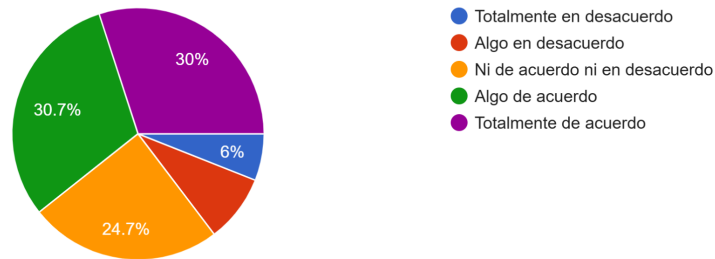
Response to the question on how the rebranding leads to changes in buying behavior shows a subtle pattern.

- About 48% of the sample (roughly half) took a neutral view of the proposition in question "After a brand redesign, I feel more motivated to purchase the product," implying they are undecided about how a rebranding can affect buying behavior just by changing the visualization. On the other hand, 42.6% of respondents were either somewhat or fully in agreement with the statement, pointing out that a new brand image can indeed become a buying trigger for those consumers who otherwise fail to get motivated.
- In relation to the question on preference for those brands that changed their image but remained true to their roots, 51.3% of participants were in agreement. They stressed the importance of the balance between change and continuity. Modern consumers expect brands to renovate their looks while providing enough familiarity to ensure that they can recognize and be loyal to them throughout the rebranding process.
- The perception of price was one more thing that was affected by trust and the idea of reliability. Over two-thirds of the surveyed people (69.7%) mentioned that they would be ready to pay a higher price for a product that is trustworthy in their eyes, even if it has had a redesign. This piece of information points out the fact that while the change may be alluring, the quality of the product and the trust in the company will be the deciding factors in the purchase decision.

Figure 4 *Willingness to pay more for a reliable product after a design change*

Estoy dispuesto a pagar más por un producto que percibo como confiable, incluso si ha cambiado su diseño.

150 respuestas



Note: translation of the image

I am willing to pay more for a product that I perceive as reliable, even if its design has changed.

- Strongly disagree
- Disagree
- Neither agree nor disagree
- Agree
- Strongly agree

Source: Own elaboration with Google Forms

On the whole, the survey findings illustrate that consumer's reactions to the rebranding are mellowed by a mix of emotional, cognitive, and practical aspects. Some consumers get the impetus from fresh visual elements, yet others might be more inclined with the brand's unyielding quality and the closeness they feel with the symbol they can easily identify. Just Alpina is shelled in a vote for a smart update (such one as is a modernization signal with no compromise on the essentials) can not only keep loyalty intact but might also be a turning point for the consumer's readiness to pay the higher price. The patterns of such a nature constitute a key factor in consumer behavior, reliance on which, during the period of brand transformation, are the aspects of trust, familiarity, and recognition.

4.3. Interview Results: Qualitative Insights

In order to extend the survey's discoveries, ten members were chosen for next step semi-structured interviews. These interviews explored in-depth the respondent's conceptions, mainly focusing on Alpina and Ramo that were very recently refreshed visually. The point was to understand not only the recognition of visual changes but also to understand how these changes

have an impact on trust, authenticity, cultural identity, emotional attachment, and consumer expectations particularly regarding sustainability and responsible practices.

These qualitative insights offer detailed contextual information that illustrates the survey patterns, such as the reason for 24% of respondents initially hesitating when faced with rebranding and why as much as 42,6% stating that their purchase behavior was not influenced. The analysis of interviews made it clear that the reactions of consumers to rebranding depend on a mixture of visual recognition, emotional factors, and conjunction of the redesign with brand values rather than on design changes only.

Figure 5 *Evolution of the Alpina logo through the years*



Source: (Brandemia, 2023)

4.4. Visual Reaction and Brand Recall

None of the participants failed to identify the visual upgrades in Alpina and Ramo, which means that these brands have good visibility in the market. The rebrand of Alpina was referred to by almost all as "drastic," "modern," and "minimalist," thus showing the brand's intention to be considered as innovative and to be compatible with the latest design trends. Meanwhile, Ramo's aesthetic changes were understood as "mild," "close to the past," and "emotionally familiar," hence, the brand had a very strong presence of heritage and old consumer recognition.

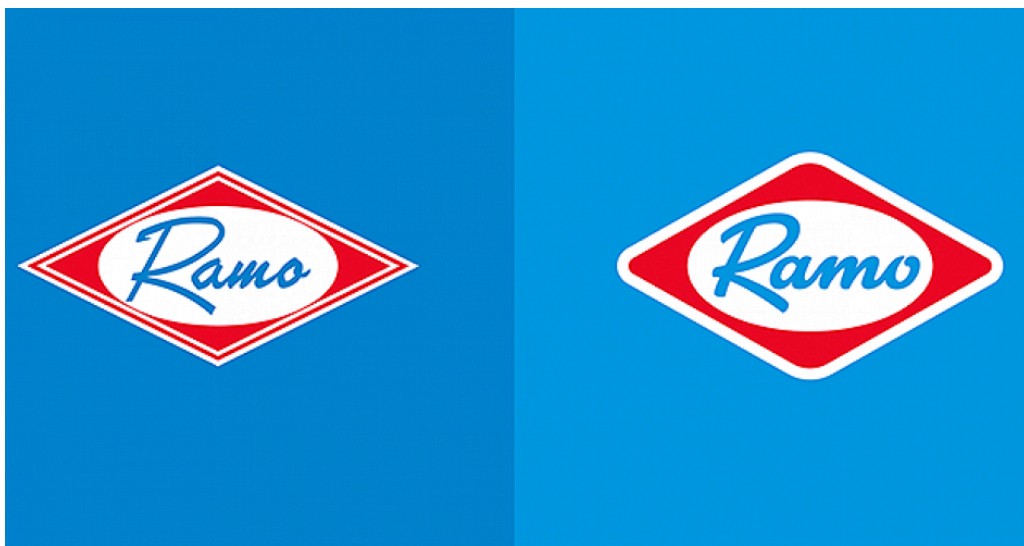
The younger generation 18-34 years old, students and early-career professionals, changed their opinion upon hearing of Alpina's modern approach, and they liked it very much. They liked the minimalistic design, the cleaner packaging, and the updated logo very much as they considered these changes to be of a going brand that made a kind of progressiveness and innovativeness. They also explained that the changes in the visual part of the brand were very apparent but that these changes were not a big deal in their trust towards the brand since their brand loyalty was mostly related to quality and what was familiar to them.

The question of visual recognition among older or more economically stable participants (aged between 55 and 70 years old) professionals such as Jaime Sánchez (65), Raúl Ortiz (70), and Heladio Vecino (62) was not only a matter of beauty, but also a signal of brand responsibility and reliability. Many put great emphasis on the fact that a brand's modern image should go hand in hand with the values of the brand such as consistency, authenticity, and care for the environment. They pointed out that environmentally friendly practices in packaging and production for instance will make them believe more in the brand. Jaime Sanchez for instance said that brands that do and show real efforts to be sustainable and not only change superficially

will be the ones that he will continue buying from euphemized energy. Furthermore, Raúl Ortiz and Nancy Rodríguez agree and stress the importance of such elements like recyclable materials, reduction of plastic, and the use of nature-friendly resources as an indicator of a responsible brand trend.

Interviews had uncovered that brand recognition through visual means is a very important aspect of brand loyalty, especially when it comes to traditional brands that, over the years, have been able to maintain a close relationship with their consumers. Mostly, these people pointed out that the brand Alpina, because of its very visible makeover, was a little shocking at first and for some time they had to consciously stop and look at the brand before they noticed the change and again they got connected not only with the new look but also with their trust in the product. On the other hand, Ramo which went through less drastic changes was still able to be instantly recognized and therefore consumer trust was not affected neither did the recall of the brand.

Figure 6 *Ramo logo before and after rebranding*



Source: (Marketers by Adlatina, 2023)

4.4.1. Trust and Perception of Authenticity

Most of the interviewees said that trusted brands must have the qualities and characteristics at least kept the same, so that trust would be maintained. The visual changes only went so far and on their own were not enough to downgrade confidence; instead, trust was tied to tasting, consistency, and perceived value of the whole set of products. This trend was seen among all age groups, although the motivations differed a bit depending on the demographic.

In the eyes of younger people, trust was mainly linked to the dependability of the brand and good working order. Mariana Umaña (21) said that if she were the flavor and quality, the same and only then a change in visuals would not make her trust the product. Juan Esteban Ortiz (19) answered the same view by saying that a change in the visuals would be just a minor issue next to the quality of the product. These conclusions are also supported by the survey, which shows that 42,6% of respondents say that rebranding does not affect their buying behavior, while 24% experience a feeling of doubt, thus they hesitate to react immediately to large visual changes.

Older and financially established participants were of the opinion that trust in a company was more about a wider set of things and included such aspects as ethical and sustainable practices. Sánchez Jaime (65) and Gutiérrez Sergio (65) have both said that rebranding is met with a positive attitude if it is a sign of responsibility and openness with the consumers, specifically in terms of environmental protection. These participants are always pointing out that pure environmental issues such as clean packaging, ethical sourcing, and the certification of environmental goods are not only building trust but in some these may even help to alleviate hesitation caused by drastic changes to visual elements. Raúl Ortiz (70) mentioned that the brand image of a responsible company is becoming closer to the consumer's heart when they are in a position to focus on values along with functionality as a result of economic stability.

It was noticed that all the participants experienced a temporary period of getting used to the new look when changes were radical. Some of them said that they combined the new visual identity with their already existing understanding of the quality and the reliability of the brand. After these two things were connected, trust was very quickly reestablished, which shows that product integrity, openness, and consumer values are the things that long-term trust depends on, while aesthetic updates may initially have an influence on perception.

4.4.2. Cultural Identity

Cultural identity was the most important theme that emerged from all the interviews. Even after the update in visuals, participants still perceived Alpina and Ramo as authentically Colombian. The emotional associations, that is childhood memories, family traditions, and personal experiences, were the main factors that not only brand loyalty but also consumer trust psychologically very similar to the trust associated with the brand. For instance, Nancy Rodríguez (55) mentioned that Alpina and Ramo are the "family breakfasts, school snacks, and traditional desserts," and any change in visuals should first of all be compatible with these cultural and emotional ties.

Every one of those participants said that the visual aspects of the brand that represent Colombia are very important and these include such things as the traditional colors, the use of familiar logo elements, and the use of national identity symbols, these being the most important things that maintained authenticity. A younger audience was not so much concerned with these cultural markers; however, even they were able to recognize these elements of the brand. It was older participants that were particularly attracted to these elements and when they saw them, they linked them to heritage, moments of their youth, and national pride, thus, authenticity, which in turn leads to the perception of the brand, is being greatly affected.

Moreover, the interviews uncovered that this is the only way for heads of brands to hold onto the identity that is uniquely Colombian and still be able to manage the brand effectively in the middle of these two opposite directions, modernization and tradition. Participants in that study predicted that brands will be able to influence consumer perception if they minorly update their logos or trademarks and still keep the cultural markers; however, they will be careful not to lose customers who are loyal to their brand because of traditional reasons. For example, Ramo's small changes were almost unanimously appreciated for not being just a simple face-lift, but

rather a smart, effective mixture of the old and the new, which consequently led to the creation of a solid and lasting connection among consumers of all ages and their feeling of reliability.

4.4.3. Communication Preferences

Answers to the question in interviews were mainly about the importance that communication has to be clear and targeted when rebranding takes place. Social media and digital platforms are what Juan Esteban (19) and Mariana Umaña (21), both of them young participants, would choose to get their information about the visual changes in the brand, this is how they generally do it as digital natives. They pointed out that the kind of messages that are put out must be easy to understand, quite engaging, and very open, then the mistrust that happens when a brand changes will lessen.

Older participants, especially those over 55 years, consistently pointed out that traditional media channels were the most effective means of communication (like radio). Besides that, they also declared that though online communication is useful, being direct, clear, and simple in explaining the reasons for the changes is the most efficient way to draw trust on the part of the audience. Several of them noted that with changes coming suddenly and without explanation,

their trust would be undermined, whereas a gradual and properly communicated rollout would help to establish a personal brand relationship.

The above points lead us to conclude that communicative actions would best work if they were adjusted for the specifics of each segment and included age and media habits considerations. While younger audiences are more amenable to digital transparency, the older and financially-returned-consumer group places greatest emphasis on trustworthy messages that are clear, concise, and delivered by a credible source.

4.4.4. Emotional Connection, Expectations and Sustainability

One of the main points brought up by the participants was the personal nature of the relationship that consumers have with agro-industrial brands and the fact that these brands, in turn, become the memories of the consumers, thus having a lived experience and emotional significance beyond the purely functional one. Changes in their appearance were to be tolerated if the change did not affect the bonds or the quality that customers recognized in the product.

One of the important aspects that came out from a group of interviewed people was that sustainability turned out to be the main point to be taken into account, particularly by a group of older and financially stable people. Customers like Jaime Sánchez, Raúl Ortiz, Heladio Vecino, and Sergio Gutiérrez underlined that environmentally friendly practices such as recyclable

packaging, reduction of plastic, and the ethical sourcing of raw materials are key factors for increasing customer brand trust and loyalty. For those customers, sustainability is of equal importance to product quality, and those brands which implement green clean practices and make use of them in their visual identity are more likely to become their favorites.

Sustainability was a concept most recognized among the younger groups, although they somewhat leaned towards valuing an attractive and trendy look rather than giving environmental concerns their due. Despite this, the use of clean, ethical and sustainable practices in conjunction with modern design was judged as a winning move, which brought both customer loyalty and brand reputation.

Figure 7 *Alpina packaging with recyclable materials*



Source: (Logística Press, 2022)

The participants suggested that the methods of rebranding should:

- Honor the brand's emotional and cultural relationships.
- Be stages or done step by step to ensure that people still felt comfortable with the brand.
- Feature honesty or openness in the exchange of information, which would be adapted to the specific recipients.
- Become, by both product and visual, a brand that is committed to sustainability and responsible practices

4.5.Integration of Quantitative and Qualitative Data

Deep understanding of consumer perceptions is achieved through the conflation of survey and interview data. On the one hand, the quantitative results from the survey indicated the moderate readiness for the rebranding but a lot of weight given to the factors of authenticity, trust, and quality. On the other hand, qualitative data from the interviews unpacked the emotional and cultural backdrop, which accounts for consumer reaction to rebranding even if only a minor change in a visual aspect takes place. For example, as per the survey, purchase behavior for 58% of the respondents remains unchanged post-rebranding, whereas, in the interviews, nostalgia, emotive ties, and trust signs were brought up as key moderators of consumers' response. The data integration strengthens the argument that the success of rebranding is hinging on communication, cultural continuity, and product reliability besides just the change in appearance.

4.6. Summary of Findings

The study's results showed that consumers in Colombia, on the whole, are both conscious of and open to rebranding initiatives, especially those that keep the essential identity and quality of the brand. Across both surveys and interviews, the theme of the 'trust' factor coming out as the most important one for consumer acceptance was clearly observed. Along with the product's decent performance, good communication, and a brand's continuity in the visual plane turned out to be the main reasons that consumers felt trusting was less about changes of the surface than just for signs of a brand.

Results of the survey showed that, in terms of purchase behavior, almost a half of the respondents (42,6%) said a change of brand identity did not affect their buying habits, while nearly a quarter of the sample (24%) revealed that they experienced a moment of doubt because the changes were either unclear or too radical. This means that a shock to the trust system is at times possible, but it can be softened when brands continue to deliver high standards of quality and continue to use familiar visual symbols. Besides this, having interviews with ten participants enabled the researchers to get insight into emotional and cultural factors behind such kind of responses. Reports given by participants indicated that they see brands not as mere products but as signs that exist in their personal memory and everyday living experiences. Remarks about

childhood, family habits, and national pride were often referred to as the main things that attend to the authenticity perception and the loyalty to brands, so it also is a factor that connects with the cultural continuity in brand identity plans.

One of the major takeaways from the qualitative data is that the age and financial well-being have an impact on what is most important for customers when going through the rebranding process. Young consumers, mostly those aged 18–34, generally look for a brand to be trendy, visually attractive, and to have clear design, on the contrary, mature and economically stable participants (55+) consider sustainability, ethical behavior, and environmental responsibility to be major factors. In their view, a brand that practices eco-friendliness such as biodegradable packaging, use of renewable resources, and open communication about green initiatives is a trustworthy one. Accordingly, by incorporating sustainability into their rebranding, brands can better win over the trust of the older and environmentally aware consumers, particularly those from the senior citizen segment.

When it comes to communication, the participants spoke about the need for customized and honest messages as being the most important during a rebranding. Explanations via digital platforms and social media were the preferred way for younger consumers, while older consumers still relied on traditional media or in-store communication for information. Although among all segments, sneak or gradual presentations of logos were considered more effective than sudden or reductive ones. This kind of change allows consumers to become acquainted with new colors and not lose their emotional or nostalgic bonds.

Another important point is the close relationship between the emotional, cultural, and functional aspects of the brand. Those who visualized consistently, authentically, and ensured

perceived quality were at the core of consumer trust, as mentioned by participants. Any minuscule visual changes can evoke hesitation for a short time if they happen to contradict nostalgic or culturally ingrained perceptions. On the flip side, when enterprises opt for familiarity and at the same time showcase progress, they become the leaders in loyalty and perception. To illustrate, the more conspicuous change in Alpina's design caused that youngsters had to get used to it a bit, but their long-term trust was not affected, whereas Ramo's subtle change was easily accepted by the whole age group.

Moreover, the qualitative evidence from survey and interview data helped to identify emotional and cultural factors as moderators of consumer reactions. Quantitative findings depict patterns of behavior and overall willingness to rebranding, whereas consumers' qualitative insights explain the why, showing emotions, personal experience, and national identity as the main influencers of perception. This concurrence between data sources reveals the intricate nature of consumer perception in the Colombian agro-industrial sector, pointing out that the success of rebranding depends not only on the attractiveness of the brand but also on communication, cultural matters, and ethical positioning.

Finally, sustainability has become a major factor that has had a significant impact on the decision-making process to a great extent. Surveyed consumers mentioned that changes in branding should not only consist of the brand's image but also incorporate responsible practices. For a brand that truly commits to being green, the trust, loyalty, and perceived value of products by those consumers rise. Hence, the issue of sustainability is no longer regarded as a residual feature but rather as a brand strategy core along with quality, authenticity, and cultural continuity.

In short, the main ideas that this chapter can be understood from are:

- Awareness and Acceptance: Colombian consumers are aware of rebranding activities and, in general, they are positive towards them if the core brand identity and product quality remain unchanged.
- Trust: Most influential factors for trust are product consistency, open communication, and visual continuity. The effect of a change in the look of the product is very limited in these conditions.
- Emotional and Cultural Influence: Emotional bonding, referring to the past, and identity as a nation are the most powerful influences on perception and loyalty to brands. Alterations need to be done with taking these aspects into consideration so as to lessen the disruption.
- Gradual Implementation: Slowly phased rebranding, with the component of clear and honest communication, is accepted by the majority of people instead of abrupt or severe changes.
- Sustainability: Environmentally friendly ways of doing business are central to the consumer's choice, especially that of the older and economically well-off, and the issue should not be overlooked in the rebranding strategy.
- Segment-Specific Communication: Different age and economic groups respond better to different types of messaging channels - social media for younger consumers, and traditional or in-store communications for older consumers.

This chapter, in essence, exemplifies the convergence of consumer reaction boundaries, which requires the use of both quantitative and qualitative data, after a change of brand image in the Colombian agro-industrial sector. The chapter unfolds the theme that successful rebranding is not only less about the change of the look but more about the maintenance of trust, authentication, affection, and ethical behavior, thus guaranteeing that consumer loyalty will be secured across all demographic groups. The next chapter will relate these findings to the literature review and the theoretical framework, and thus will draw the practical and academic implications for the brand managers and researchers.

5. Discussion and Recommendations

5.1. Introduction

Chapter 5 is an overview of the results of the study in Chapter 4, and it also connects the inferences from the quantitative survey (N = 150) and the qualitative interviews (10 participants). The entire discussion matrix is revolving around the major question posed by the study: How does rebranding influence consumer perception in Colombia's agriculture and agroindustry market? Moreover, it is used for the study objectives contained in the following list:

- Analyzing consumer awareness and understanding of the rebranding activities in the agroindustrial sector.
- Measuring the impact of rebranding on perceived product quality, brand trust, brand authenticity, and purchase intention.
- Investigating the factors of emotion and culture that may have influenced the respondent's reaction to the rebranding.

- Giving recommendations based on the research findings to Colombian agroindustrial businesses for the designing of suitable rebranding strategies.

This stage of the research connects the findings with the theoretical framework and the relevant studies of Chapter 2. It puts forward the practical and academic implications of the results and offers the industry's actionable guidance.

5.2. Interpretation of Main Findings

The research findings have conveyed that rebranding can change consumer's perception of a product in a variety of ways, which is the case of the Colombian agro-industrial sector. The figures exhibited from the baseline of consumer behavior show that the implementation of the visual identity, the repackaging, and the brand messaging, which are changes that can be also considered a first step to modernization, are not only issues of loyalty and customer acceptance, but also are trust, and are authenticity clues.

5.2.1. Perceived Quality

Rebranding was associated with the raising of product quality by about 67,3% of the respondents, according to a survey. An essential factor was the new visual design that implied either modernity or a more refined product. On the other hand, 27,3% of the people showed disbelief, particularly if the redesign was done without a clear explanation or signs were absent in the visuals.

The interviews expose that aesthetic changes do not leave participants indifferent to the quality of the product. Participant 3 (Mariana Umaña), for example, told that in her view the Alpina redesign was “modern and minimalist”, but at the same time, she kept her trust and buying behavior since the good taste and quality of the product were maintained. She added that the functional properties of the product became the deciding factor in the end. Equally Participant 6 (Jaime Sánchez) said that his trust would remain intact if the quality were stable even after a shocking brand visual update. Consistently, these findings reflect studies from literature that indicate that consumer perceptions are most influenced by the retention of functional attributes such as taste, freshness, and reliability even when brand appearance changes (Grunert, 2005; Oliver, 1999).

5.2.2. Trust and Brand Loyalty

As a result, trust was identified as one of the major elements in consumer's understanding of rebranding. Survey data indicated 60% of participants felt a transparent explanation of the reasons for rebranding was helpful in gaining their trust, while 71,3% considered that the visual continuity (example: consistent colors and logos) was instrumental in keeping confidence.

The interviews added more layers to the understanding: the participants were consistent in saying that trust is upheld when the basic brand features are known. According to Participant 2 (Gabriela Rodriguez), although Alpina's redesign was significant, she still had her trust as the brand through its core identity and cultural associations preserved its thought. Participant 5 (Gabriela Conde) pointed out that trust and familiarity are maintained and strengthened if colors, fonts, and packaging style remain consistent.

This evidence is in accord with scholarly works on brand trust and loyalty, where it is argued that consumers are likely to prefer brands that are identity-wise continuous especially in a sector that are culturally and socially embedded (Holt, 2002; Kapferer, 2008).

5.2.3. Authenticity and Cultural Identity

One of the major factors that decide the consumer response to the rebranding is the role of authenticity. The survey findings revealed that 43,3% of the respondents think that the use of

authentic Colombian cultural elements such as colors, slogans, and packaging styles is a way to ensure that products remain original. Only 8% thought that the redesigns led to the products becoming less Colombian.

The qualitative data points to the emotional and cultural aspects as the key to the issue. Loyalty is mentioned by the contributors as being maintained even in the presence of visual changes through pieces of their childhood, family traditions, and local pride. For instance, Participant 4 (Andrés Felipe Mayorga) wrote that sweet products like Chocoramo and Alpina's arequipe are connected with memory, which is the basis of the authenticity perception despite changes of the design. Consumer-loyalty-driven sustainability and ethical considerations are, in his opinion, the authenticity-related factors pointed out by Participant 10 (Sergio Gutiérrez).

These findings are consistent with the studies on country-of-origin effects, brand heritage, and cultural markers with the results showing that brands, which are influenced by local identity and cultural values, have a higher chance of maintaining consumer trust and loyalty during a rebranding period (Rodríguez & Vargas, 2021; Grunert, 2005).

5.2.4. Purchase Intent and Consumer Behavior

Survey results on purchasing behaviors showed that 42,6% of participants saw no changes in their buying patterns post-rebranding. In contrast, 24% admitted temporary hesitation due to unclear or drastic changes. The interviews showed that the reasons for hesitations that the participants mentioned were mainly psychological and emotional, not functional. The participants remarked that small changes to logos or packaging did not make them stop buying if the quality of the product was the same.

Raúl Ortiz, Participant 7, pointed out that “a drastic redesign might cause me to double-check whether I am buying the same product, but after I assure that quality is the same, my purchasing behavior will be the same as before”. Heladio Vecino, Participant 9, also commented that a sustainability initiative, like the use of eco-friendly packaging, could attract old and environmentally aware consumers, who then would be willing to buy more.

These data underscore that consumer’s responses to emotional, functional, and ethical arguments are not mutually exclusive. Though purchases may not be influenced solely by visual changes, consumer engagement through emotional, cultural, and sustainability themes may become a deciding factor in brand loyalty levels.

5.3. Contribution to the Literature

The study carries a heavy baton of contributions to what is known about rebranding perceptions in emerging markets, mainly agro-industrial sector in Colombia. Unlike studies that focus only on consumer goods with an international market, this work draws attention to the significance of combining cultural identity, emotional engagement, and sustainability in consumer perception in Colombia.

The results make it clear that rebranding must involve the use of local heritage and cultural markers, such as traditional colors, country-of-origin, and nostalgia-inducing elements. A brand like Alpina, Ramo, Bancolombia, and Nequi shows that culturally targeted and emotionally charged rebranding can draw both loyalty and trust (Rodríguez & Vargas, 2021; Kantar, 2024).

Moreover, the research justifies and furthers the theoretical conceptions behind rebranding and brand perception. Attributes of branding as the symbol of the consumer's world by Grunert (2005), the idea of brand identity when going through changes of Muzellec & Lambkin (2006), and opinions from Sullivan (2016), Neumeier (2005, 2015), Godin (2018), Flynn (2019), Maslansky (2012), and Sinek (2009) are all supported by the Colombian examples.

These examples show that a successful rebranding strategy is not merely the changing of the logo but the consumer's dealing with the introduction of the stories, engagement, and ethical practices that the brand has adopted.

Finally, the mixed method research design enabled the qualitative emotional insights and quantitative patterns to be linked, thus showing how consumer segments react differently to rebranding. This provides literature with empirical evidence on the role of factors such as age,

regional context, and sustainability orientation in moderating brand perception in the agro-industrial sector.

5.4. Practical Implications for Agroindustrial Companies

In numerous Colombian agroindustrial companies, the results can be interpreted regarding programmatic aspects of effective rebranding:

- Trust and Quality must become the Priority: Rebranding activities should be accompanied by product consistency that guarantees trust to customers since it is mostly through quality and reliability that trust is built and not only through visual changes.
- Involve Cultural and Emotional Components: Utilizing elements such as country of origin, familiar colors, and brand's heritage can maintain the bonds of emotion and nostalgia that are less likely to be broken.

- Appealing to Sustainability: Brands should promote environmental and ethical standards in their practice particularly to the older generation or the environmentally conscious group of consumers.
- Communication Strategized for Each Group: Firms should focus on selecting the best communication methods that will reach the demographic groups that can use such media (social media for the young, traditional media for the older).
- Phased Introduction: Loyal customers will feel less anxiety and more support when the gradual, step-by-step, and visual changes take place as the sudden change can confuse them temporarily and thus their trust in the brand may weaken.
- Consumer Testing: Small-scale pilot programs or focus groups conducted prior to a complete rollout help promote harmony with consumer expectations and lower the possibility of unfavorable reactions.

5.5.Recommendations

According to the study, the following recommendations are suggested:

- Rationale Communication Heterogeneity: Using packaging, social media, or in-store campaigns, be open and honest about why the brand has changed, connect the brand's history and values as reasons for the change.
- Maintain Core Brand Features: Keep the color schemes, logo parts, and main message that provide visual recognition of the brand.
- Segmented Rollout: Present the changes stepwise, giving first emotional and cultural continuity importance, and also taking into account the variation in the demographics.
- Highlight Brand Sustainability: Use environmentally friendly packaging, certificates, and ethically sourced materials as part of brand identity to attract consumers who care about the environment.
- Tracking Customer Feedback: Gather feedback continuously after rebranding to uncover areas that cause confusion or hesitation and change the communication accordingly.

6. Conclusions and Future Research

6.1.Introduction

The main target of the study was to probe the impact of rebranding on consumer perception of agriculture and agroindustrial sector in Colombia, and specifically the two well-known brands: Alpina and Ramo. This investigation, under the leading question of the study, "How does rebranding influence consumer perception in Colombia's agriculture and agroindustry market?", has adopted a combined approach that marries data with interviews to look into the quantitative and qualitative dimensions of consumer behavior.

Generally, studies widely use survey data as their sole source of information, but this research used a multimethod approach, which made it possible to uncover the trend of consumer perception as well as the cultural, emotional, and ethical aspects that influenced their perceptions. The aim here is to bring in consumer reaction to be considered when changes are made in visual identity, sustainability, and cultural matters, which hitherto have been regarded as mere brand image reframing and brand repositioning activities.

In general, this chapter presents the results of the study, along with acknowledging the issues raised, outlining existing constraints, and suggesting further research avenues. The chapter

is organized as a reflection over the objectives of the thesis, namely: (1) analyzing consumer awareness and interpreting rebranding activities in the agroindustrial sector, (2) assessing rebranding impact on perceptions of quality, trust, authenticity, and purchase behavior, (3) exploring cultural and emotional factors affecting consumer responses, and (4) providing brand managers with access to a treasure trove of actionable insights while also supporting academic research.

6.2.Summary of Key Findings

The merging of qualitative and quantitative data led to the uncovering of numerous patterns on how consumers in Colombia perceive rebranding in the agricultural sector. Most emerging market studies that only focus on quantitative purchase behavior largely disregard the findings of this research. Nevertheless, this study shows that consumer perception is a complex concept that depends not only on the functional aspects of the product but also on the consumer's national identity, emotional attachment, and ethical concerns.

6.2.1. Perceived Elements of Rebranding

Rebranding was highly connected by the consumers with various changes in the company's visual identity such as the logo, packaging, typography, color, and message. Results from the survey illustrated that 90% of respondents reported that they recognized changes in visual identity compared to the previous year, which declares the high level of awareness. Qualitative interviews explained these findings by the fact that the respondents not only realized the changes but also felt that these changes suggested the updating of the company, the improvement of the product, or the innovation of the brand, provided that the changes did not lose the brand elements that were already known.

One of the main aspects of rebranding that was discussed was the relation between the evolutionary and revolutionary rebranding. At the same time minor changes were mostly welcomed and recognized as examples of maturity and innovation, radical ones without communication provoked momentary distrust. Approximately 24% of the survey participants pointed out that they were not sure about their opinion when they saw the new logo, which agrees with the research that states that sudden changes in a firm's visual identity may cause confusion among the users of the brand (Muzellec & Lambkin, 2006; Grunert, 2005).

6.2.2. Trust and Brand Authenticity

Trust was the most common element mentioned by consumers when they were asked what would be the most influential factors to accept a rebranding. Quantitative data revealed that 53,3% of participants referred to openness during a rebrand as a very necessary condition for establishing trust. At the same time, 71,3% pointed to the continuity of the main features of the brand such as logos, colors, and typography as a factor that makes consumers trust a brand. Interviews not only supported this by showing that respondents checked and weighed trust in the visual aspect but also put emphasis on quality and good ethics as trust assurance.

One of the major points raised by the research was that the authenticity of a brand is something that cannot be separated from its culture. In the opinion of consumers, brands that did not erase or deleted references to the heritage of Colombia, including traditional color schemes, logos, packaging motifs, and storytelling elements, were the ones worth trusting. As established by Holt (2002) and Kapferer (2008), authenticity is not only an aspect of identity but it is also a key factor in consumer loyalty in markets where culture plays a significant role. The interviewees claimed that even if there were substantial changes in the visual content trust would not be broken if the cultural and ethical parts were still there.

Besides, sustainability was another of the points that helped to build trust, mainly in the case of the older or the upper-class consumers. Over a long period of time, the participants could clearly see in a brand which decided to go green its eco-friendly production, plastic or paper

being biodegradable, the ethical sourcing of the resources. This result is in line with the modern marketing research literature that underlines the role of corporate social responsibility in brand credibility and loyal customer base formation (Rodríguez & Vargas, 2021; Sinek, 2009; Maslansky, 2012).

6.2.3. Emotional and Cultural Connection

The research demonstrates that consumer perception in the agroindustrial sector of Colombia is linked to emotional and cultural aspects. Respondents connected brands to their childhood, family customs, and local pride, which added to the brands' symbolic value besides their functional features. For example, people were talking most about Ramo's Chocoramo and Alpina's arequipe as pieces of personal and shared identity.

This emotional connection matches the idea of emotional branding as explained by Aaker (1997) and Neumeier (2005), whereby brands become one of the artifacts of culture that consumers unite with their personal stories. Interview results show that brand rebranding will always be a challenge, and it is incumbent on brands to address consumer's feelings if they want to maintain the loyalty of their customers. Very small, step-by-step changes that pay homage to

the common heritage and to that sense of nostalgia will most likely be welcomed with warm feelings, whereas sudden or culturally incompatible shifts can temporarily lower trust levels.

6.2.4. Purchase Behavior and Consumer Segmentation

The survey data indicated that 57,3% of participants stated their purchasing behavior did not change after rebranding, thus suggesting that the key attributes of the product were still the main reasons for consumer decisions. On the other hand, 24% of respondents had trouble committing to a decision at the very beginning, which points to the temporary nature of the cognitive and emotional effects accompanying visual or narrative changes.

Demography revealed that the younger generation living in urban areas would be more inclined to accept the contemporary, simplified designs, and digital marketing activities, whereas the older generation or rural members would be more attached to the traditional branding and the principle of continuity. Also, those participants who were economically better off put more emphasis on environmental and social activities done as a demonstration of trust and purchase intent. These results reflect the segmentation done by Kafperer (2008) and Grunert (2005) and show that consumer profiles affect the success of rebranding missions in culturally rich and diverse markets.

6.2.5. Communication Preferences

Communication was identified as a main factor that influences consumer perception. The people interviewed pointed out that in communication there is a need for accuracy, uniformity, and a proper understanding of the culture. The younger consumers opted for digital communication channels including social media and interactive campaigns, while the older ones preferred traditional media such as television, radio, and printed matter. Narrative, which includes the use of brand history, cultural appropriateness, and good ethical values, was mentioned as a key instrument for retaining trust and loyalty during a change of the brand.

Furthermore, these findings are consistent with the views of Godin (2018), Flynn (2019), and Eves (2020), who argue that multi-channel, open, and purpose-driven communication is the main factor that fosters brand trust and alleviates the confusion that can arise from the change of the visual or conceptual aspects of the brand.

6.3. Contribution to Theory

This research provides the principles of brand management and consumer behavior with theoretical insights in multiple aspects.

Integration of Cultural and Emotional Dimensions

Using a mix of methods, that is, quantitative survey data and qualitative interviews, the paper shows that consumer perception changes not only because of the functional side of things (quality, or price) but also due to cultural identity, nostalgia, and emotional attachment. This supports the conceptual framework which indicates that brand loyalty in emerging markets is very dependent on the specifics of the situation and culturally mediated (Holt, 2002; González & Camacho, 2020).

Role of Sustainability in Trust Formation

This study adds to the literature on the branding of ethics through the practice of environmental consciousness and the contribution of corporate social responsibility as sources of trust and loyalty. Agroindustrial brands thus can give their sustainability a spin for differentiating while at the same time, giving genuineness a major push (Rodríguez & Vargas, 2021; Sinek, 2009).

Validation of Rebranding Typologies

The results provide the empirical basis for the distinction between evolutionary and revolutionary rebranding (Gotsi & Andriopoulos, 2007). Evolutionary updates are preferred by the audience since their impact on the emotional and cultural bonds already established is minimized. On the other hand, if revolutionary changes are not adequately communicated, they can cause a breakdown in trust and thus, a short-term switch of consumer behavior.

Consumer Segmentation and Personalization

The paper proves that age, place of residence, and economic condition are significant moderators of consumer perception. Theoretical models of market segmentation (Kapferer, 2008; Ares & Gámbaro, 2007) gain value from these empirical insights, which indicate how cultural and economic variables influence reactions to rebranding in emerging markets.

Methodological Contribution

The mixed-methods design is essentially a blueprint on how one can measure the less tangible aspects of a brand such trust, genuineness and emotional engagement, by blending the pros of quantitative and qualitative studies. Such an approach can be a leading-edge in guiding further investigations not only in traditional and non-traditional markets but also in places where culture and emotions play a crucial role.

6.4.Study Limitations

On the one hand, this study is a valuable contributor to understanding how rebranding in Colombia's agroindustrial sector impacts consumer perception. On the other hand, it identifies several limitations. This acknowledgment not only helps with the proper contextualization of the results obtained but also guides the design of future research.

Sample Composition and Scope

A survey was conducted where 150 respondents were chosen mostly from urban and peri-urban areas. Even though the sample was stratified by region and age, it is possible that it does not adequately represent rural populations and communities that may have had little contact with formal branding communications. In rural areas of Colombia, consumers tend to depend on the local distribution networks and informal marketing channels (DANE, 2023), so their perceptions of brand changes could be different. Therefore, the results can only be viewed as indicative of urban and semi-urban consumer behavior and not the whole Colombian agroindustrial market.

Qualitative Depth vs. Breadth

Ten interviews were conducted only. These interviews, however, gave deep and rich qualitative insights into the emotional, cultural, and ethical dimensions. At the same time, the small number of interviews limits the extent to which the work can be generalized. Some of the subtle consumer views, especially those from the less represented areas or demographic groups, may not have been extracted fully. The integration of qualitative depth with survey breadth, though, sustains the overall truth of the conclusions by combining the quantitative trends with the qualitative context (Creswell & Plano Clark, 2017).

Temporal Limitation

The research only shows consumer perceptions in one moment and does not reflect them over time. Rebranding influence, particularly in confidence and loyalty, may spread over longer intervals. Studies indicate that consumer-brand connection and reactions to brand visual aspects take months and even years to become stable (Oliver, 1999; Kapferer, 2008). Consequently, the changes in consumer behavior and brand equity over a long period of time are not reflected in the given research.

Measurement and Self-Report Bias

The poll was based on self-declared perceptions and purchase intentions. Although Likert-scale measures are the norm in marketing research, they can be affected by various factors, such as the desire to present one-self in a socially desirable way, memory recall bias, or respondent's own interpretations of the questions (Boulding et al., 1999). In a similar way, interview participants could have been influenced by their wish to appear as culturally knowledgeable or socially aware individuals.

Limited Experimental Variation

The study looked at rebranding cases from the real world (Alpina and Ramo), which means there is less scope for experimental control. Changes in visual design, marketing, or media exposure were not done in a planned way. Therefore, they can only be guessed at, not clearly shown, the cause-effect principles of using specific rebranding elements (for instance, logo redesign, packaging color, and sustainability messaging) to change how people think. Experiment-based research or A/B testing could be a new way for this to happen in the future (Neumeier, 2015; Ries & Trout, 2001).

- **Cultural and Sector-Specific Context:** The results are very much dependent on the agroindustrial sector of Colombia, characterized by strong local identity, emotionally attached to traditional products, and increasing environmental awareness. While this study provides a detailed understanding of this market, it might not apply directly to other sectors or areas with different cultural, economic, and regulatory settings (González & Camacho, 2020; Rodríguez & Vargas, 2021).

First of all, Rebranding dynamics in emerging markets are better understood due to the implementation of the mixed-methods design, infusion of cultural insights and the just rigor of the methods adopted; shedding the light on these positive contributions to the field is the very core of the article despite these acknowledged limitations.

6.5.Suggestions for Future Research

One of the future research longitudinal study that ought to follow consumer perceptions over time, experiment, etc, are put forward on the grounds of the existing work. Longitudinal data would thus depict a scenario of gradual easing of mistrust caused by visual aspects in rebranding,

and how sustainability initiatives influence consumer's brand attachment over time (Oliver, 1999; Holt, 2002).

Future researchers must implement controlled experiments or A/B testing so as to single out a specific rebranding element such as logo redesign, color schemes, packaging innovation, or messaging emphasizing sustainability, and measure its impact on consumer perception.

Eventually, this study will be able to identify the most significant trust, authenticity, and purchase intention-related factors affected by rebranding (Neumeier, 2015; Sullivan, 2016).

Therefore, by including rural and semi-rural populations into the sample, researchers can gain a deeper understanding of consumer perception in the Colombian agro-industrial sector. The rural and semi-rural populations might have a different perception of rebranding as they are less exposed to the media, have their own traditional way of shopping, and are more attached to their local brands (DANE, 2023; UPRA, 2023).

Comparative Cross-National Studies

Comparative research in other Latin American countries could examine the differences of culture and markets in the changes of the brand. The researchers through such studies will be able to find out if the role of the cultural markers, sustainability, and emotional attachment

identified in Colombia is applicable to other similar emerging markets (Holt, 2002; Grunert, 2005).

Sector-Specific Investigations: This work has been done in the sector of dairies and snacks but the author's intent for future scope could be the examination of the agroindustrial sub-sectors with a focus on palm oil, coffee, cacao, or horticultural products. It is possible that consumer perceptions, emotional associations, and sensitivities to visual and sustainability cues may differ in every sector (Fedesarrollo, 2018; Fedepalma, 2023).

Digital Branding and Social Media Influence: In the light of the increasing significance of digital channels, the study could focus on such issues as how consumer's response to rebranding changes under the influence of social media, influencer marketing, and digital storytelling. The conclusions made by Flynn (2019), Eves (2020), and Godin (2018) also support the idea of the digital engagement role in the emotional attachment and loyalty of the consumers.

Cultural and Emotional Metrics: One way to accomplish this in the future would be to create quantifiable measures of cultural identity, nostalgia, and emotional attachment as applicable to brand perception. The next step would be using these measures as independent variables for brand trust and purchase behavior in the predictive models (Aaker, 1997; Kapferer, 2008).

Sustainability Impact Studies: Research can delve into the effect of sustainability initiatives such as biodegradable containers, responsibly sourced materials, energy-saving footprints, etc, on consumer perception related to trust, genuineness, and even willingness to pay more. Such studies would strengthen ethical branding literature and help understand how CSR leads to brand loyalty in emerging markets (Rodríguez & Vargas, 2021; Sinek, 2009).

Multimodal Communication Strategies: One could examine how different modes of communication (conventional vs. modern, storytelling vs. data-oriented) affect various age groups and regions and then draw up targeted rebranding with the help of this information. These campaigns can then be implemented with trust and acceptance as the main goals by companies (Godin, 2018; Maslansky, 2012).

Behavioral Economics Approaches: The use of behavioral experiments can help reveal the impact of cognitive biases, heuristics, and psychological ownership on the consumer's reaction to rebranding. Behavioral experiments could form the basis of more traditional studies like surveys and interviews while providing a more comprehensive view of consumer behavior under uncertainty (Ries & Trout, 2001; Berger, 2013).

Ultimately, the future works in this field should maintain the integration of cultural, emotional, functional, and ethical aspects in order to provide practical and useful suggestions for the academic community and business practitioners, especially in emerging markets with strong local identity and changing sustainability expectations.

6.6.Final Conclusion

In conclusion, this research offers a strong indication that rebranding in Colombia's agroindustrial sector is a multidimensional process that goes largely beyond the mere visual part. Consumer Perceptions are the main drivers of these changes as they are influenced not only by product quality and aesthetic updates but also by trust, authenticity, cultural identity, emotional attachment, and sustainability practices.

Key findings reveal that:

- **Functional Attributes Remain Core:** In a situation where the visual identity is transformed, the consumers give the highest priority to quality of the product, flavor, and the stability as the main factors to the trust and loyalty as stated by (Grunert, 2005; Oliver, 1999).
- **Intangible and Emotional Links are Indispensable:** Brand loyalty has been shown to depend on aspects such as emotional bonds, remembrance, and the use of cultural markers like hues, logos, and references to the Colombian heritage for the sake of brand authenticity and consumer trust as cited from (Holt, 2002; González & Camacho, 2020).
- **Trust is a Complex Phenomenon:** Openness in communication, small changes, and the maintenance of core brand elements are the main things that lead to trust. On the other

hand, the situation of sudden, unexplainable changes and radical visual transformations may cause only a temporary distrust at most (Muzellec & Lambkin, 2006; Kapferer, 2008).

- Decades Incites Good Will: Initiatives of eco-consciousness, ethical sourcing, and social responsibility not only add to the perceived measure of authenticity and create an attraction of environmental consciousness but also the economically well-established consumers (Rodríguez & Vargas, 2021; Sinek, 2009).
- The Importance of Segmentation: The attitudes of consumers differ depending on their age, area, and level of income. The young urban consumers are more favorable to the aesthetics of a modernized brand and digital messaging whereas the older or rural consumers are attracted to tradition, continuity, and culturally familiar cues.
- The use of Rebranding as a Strategic Tool rather than Just Visual: Successful rebranding should be done with all-embracing planning that includes visual identity, cultural authenticity, ethical practices, communication strategy, and consumer engagement (Sullivan, 2016; Neumeier, 2015).

This research is about the fact that in markets where culture is deeply engrained such as Colombia, branding is not simply a brand or promotional activity; it is a strategic mission which has to skilfully combine the new with the old. Those brands that are successful in keeping product quality, respecting cultural and emotional ties, disclosing changes in a transparent

manner, and incorporating sustainability programs are highly likely to retain consumer trust and loyalty. On the other hand, failure in these areas can result in confusion, temporary indecisiveness, or a lessened brand relationship. In essence, the insights bring to light that any change in the Colombian agroindustrial rebranding sector must be seen as a careful, step-by-step, and consumer-centric approach which not only pays tribute to the brand's history but also meets the expectations of its diverse consumer base, thereby, letting the brand and its consumer's relationship be deepened by the innovation rather than disrupted.

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8. Appendices

Appendix A

The original format of the survey conducted (in Spanish)

Estudio sobre el Rebranding en el Sector Agrícola y Agroindustrial en Colombia

En conformidad con la expedición de la ley estatutaria 1581 de 2012 por la “cual se dictan disposiciones generales para la protección de datos personales” y el Decreto reglamentario número 1377 de 2013 por el “cual se reglamenta parcialmente la ley 1581 de 2012 ”, autorizo a emplear y tratar para fines estadísticos de análisis y de registro. Los datos recolectados en esta encuesta se usarán con fines académicos.

¿Está de acuerdo con la política de datos personales?

- Si
- No

Section 2 out of 5 - Preguntas demográficas

¿En qué rango de edad te encuentras?

- 18 - 24 años
- 25 - 34 años
- 35 - 44 años
- 45 - 54 años
- 55 - 64 años
- 65 años o más

¿Cuál es tu género?

- Masculino
- Femenino
- No binario
- Otro/Prefiero no decirlo

¿En qué región de Colombia resides actualmente?

- Región Andina (Antioquia, Bogotá D.C., Boyacá, Caldas, Cundinamarca, Huila, Norte de Santander, Quindío, Risaralda, Santander, Tolima)
- Región Caribe (Atlántico, Bolívar, Cesar, Córdoba, La Guajira, Magdalena, Sucre, San Andrés y Providencia)
- Región Pacífica (Chocó, Cauca, Nariño, Valle del Cauca)
- Región Orinoquía (Arauca, Casanare, Meta, Vichada)
- Región Amazónica (Amazonas, Caquetá, Guainía, Guaviare, Putumayo, Vaupés)
- Otra / Prefiero no decir

Section 3 out of 5 - Preguntas Contextuales

¿Has oído hablar del término "rebranding" (cambio de imagen de una marca)?

- Sí, y entiendo claramente qué significa
- Sí, pero no estoy seguro/a de qué significa

- No, nunca lo había escuchado

¿Con qué frecuencia compras productos agroindustriales colombianos (por ejemplo: café, panela, frutas procesadas, snacks de plátano, jugos naturales, salsas, productos enlatados, etc.)?

- Diariamente
- Semanalmente
- Mensualmente
- Raramente

¿Qué tan consciente crees que eres cuando una marca realiza un cambio de imagen (logo, nombre o empaque)?

- Totalmente consciente
- Algo consciente
- Nada consciente

¿Qué tan de acuerdo estás con las siguientes afirmaciones relacionadas con los cambios de imagen o rebranding de marcas en productos agroindustriales?

Cuando una marca cambia su imagen visual, me genera interés en probar sus productos.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo
- Totalmente de acuerdo

Cuando una marca explica por qué ha cambiado su imagen, me transmite mayor confianza.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo

- Algo de acuerdo
- Totalmente de acuerdo

Si una marca cambia su diseño sin explicar el motivo, me genera desconfianza.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo
- Totalmente de acuerdo

Section 5 out of 5 - Percepción de calidad y autenticidad

¿Qué tan de acuerdo estás con las siguientes afirmaciones relacionadas con los cambios de imagen o rebranding de marcas en productos agroindustriales?

Cuando una marca cambia su empaque, tiendo a pensar que el producto ha mejorado.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo
- Totalmente de acuerdo
-

Valoro que las marcas agroindustriales mantengan elementos de identidad colombiana en su diseño.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo
- Totalmente de acuerdo

Cuando una marca actualiza su diseño, espero que también haya mejoras en la calidad del producto.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo
- Totalmente de acuerdo

Section 6 out of 6 - Decisión de compra

¿Qué tan de acuerdo estás con las siguientes afirmaciones relacionadas con los cambios de imagen o rebranding de marcas en productos agroindustriales?

Después de un cambio de imagen de la marca, me siento más motivado a comprar el producto.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo

- Algo de acuerdo
- Totalmente de acuerdo

Prefiero comprar productos de marcas que actualizan su imagen sin perder su esencia original.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo
- Totalmente de acuerdo

Estoy dispuesto a pagar más por un producto que percibo como confiable, incluso si ha cambiado su diseño.

- Totalmente en desacuerdo
- Algo en desacuerdo
- Ni de acuerdo ni en desacuerdo
- Algo de acuerdo

- Totalmente de acuerdo
-

Appendix B

Interview Guide

1. Could you tell me a bit about yourself?
2. What do you think about the visual redesign of the brands Alpina and Ramo?
3. Did the redesign make you trust the brand more, less, or were you indifferent?
4. Did you feel the product remained “Colombian” or authentic after the change?
5. What elements do you need in order to trust a brand after a redesign?
6. In your opinion, how should an agroindustrial brand communicate its rebranding to maintain consumer trust?
7. After the visual change, did you continue buying the brand as frequently as before? Why or why not?
8. If Alpina or Ramo completely changed their logo and packaging, would that affect your perception of the product?

9. Which Colombian brand do you feel has done a good rebranding? And which one not so much?
10. What message would you like agroindustrial brands to consider before changing their visual identity?