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# Customer First Impression of Brand and Shopping Experience

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**ABSTRACT:** This Paper investigates the connection between a customer's initial perception of a brand and their later purchasing adventures. Customers' initial perceptions of a brand play a critical role in determining their expectations and affecting their decision-making. A good first impression can make shopping more fun and satisfying, whereas a bad first impression can make shopping frustrating and unsatisfying. The paper covers the elements such as brand image, product quality, and customer service that affect a customer's initial perception of a brand. It also looks at the different ways a brand may make a good first impression, such as through efficient marketing, a well-designed website, and eye-catching in-store displays. The overall message of this article is that making a good first impression is crucial to developing a solid brand identity and encouraging client loyalty. Brands can make a good first impression and provide a favourable shopping experience that will keep customers coming back by prioritising aspects like product quality, customer service, and effective marketing. The first image a customer has of a brand is frequently shaped by a variety of touchpoints, including advertising, packaging, and internet presence, according to a review of the literature. These first impressions are influenced by a number of things, such as the brand's reputation, image, and messaging. Additionally, studies indicate that a customer's first impression can have an impact on their complete purchasing experience, affecting their degree of pleasure, brand loyalty, and propensity to refer the business to others. This study explores how a person's own shopping experience can influence how they perceive a mall. Visitors to the SKA Mall in Pekanbaru who go shopping there will undoubtedly take something away from the experience.

**KEYWORDS:** Impression, Shopping, Experience, Brand awareness

## I. INTRODUCTION

Shopping is often connected with the consumerism lifestyle because it typically occurs at upscale stores that carry well-known brands, such those found in a mall. One of the reasons the general public chooses to shop at malls is that they are essential shopping destinations that feature big department stores as a draw, small shops and eateries with building typologies like shops facing mall walkways or pedestrians that become the focal points of a shopping mall and serve as a hub for interaction between customers and merchants. Shops in this scenario are a firm that also goes through the process of building a brand because the brand is an investment that needs to be built on involves a lot of time and perceptual factors . This is similar to what one of the biggest malls, SKA mall, a mall established in 2004, did and which became a pioneer in the city of Pekanbaru. SKA, also referred to as Sentra Komersial Arengka SKA Mall, one of the local brands that is well-known locally, has four floors of amenities and a range of brand tenants, including local, national, and worldwide businesses never without guests.

This is inextricably linked to the customers who regularly shop at the SKA mall and have followed its development from the inception to the present. Of course, each visitor to the SKA mall has their own opinions and shopping experiences. The first impression is created by each visitor's unique shopping experience. The first step in how an impression might be made, namely from a person's purchasing experience, where they appear to "play a role" as someone who first becomes a potential customer, then changes into a consumer, and finally becomes a faithful client through several stages. Using purchasing habits, a person chooses which goods to purchase after conducting an item search.

When one notices a tendency of wants or desires to influence a purchase when shopping, this stage is known as the reason for shopping. Of course, this means that a person's initial impression of a product as a consumer will affect his perspective moving forward when it comes to selecting and deciding the reason for the purchase, looking for something different, price considerations, interest in an item, and trust in a brand. Long-term, comparing with previous shopping

experiences increases consumers' awareness of a brand's existence, including tenants or retailers in the mall as well as those that support the mall itself. Thus, the SKA mall, which has been in operation for more than 10 years, needs to improve and increase brand awareness using a variety of methods and efforts since it is a mall with local components. Shopping centres from the national level, such as the Transmart group mall from Trans Corp and the Living World mall from the Kawan Lama group, provide life to Pekanbaru's abundance of malls.

Of fact, the Living World mall's presence could pose a danger to the SKA mall. The Living World mall, which is right across from the SKA mall, is Kawan Lama's first outpost outside of Java. Trademarks, like the SKA mall in this instance, are crucial a part in marketing tactics. The best brands will always exist and work to uphold their good name by doing what is right and good. Most importantly though, the brand is improving, growing, and developing over time. A brand is not a form of communication intended to mislead others or a disguise for chaotic internal conditions that appears excellent from the outside. Branding is compared to a set of deeds that spring from sincerity, honesty, and the need to uphold a mandate that gets ingrained in daily behaviour. The positive deeds we consistently perform will result in advantages for other people. A solid brand may serve as the cornerstone of a brand extension plan. The SKA mall can improve the brand's position and raise not only awareness but also the brand's worth through the use of an effective expansion strategy. Consumers' capacity to recognise and recall a brand in various contexts is referred to as brand awareness

Brand recall and brand recognition are also parts of brand awareness. Brand recall and brand recognition refer to customers' capacity to recognise brands in the presence of brand signals. Brand recall refers to consumers' ability to recall brand names accurately when they see product categories.

Customers will be able to appropriately identify the brand if they have seen or heard it. Also, it was asserted by Hoeffler & Keller that brand awareness can be separated from depth and width [8]. Depth refers to how to help customers remember or recognise brands quickly, while width refers to how to make brand names pop to the top of customers' thoughts as soon as they purchase a product

Customers will consider a specific brand while making a purchase if a product has both brand depth and brand width. It indicates that more people are aware of the product's brand. The most crucial component of brand awareness is brand names as well [9]. As a result, brand awareness will affect consumer choices through brand associations, and when a product has a strong brand reputation, it will support marketing efforts.

## II. RESEARCH METHODOLOGY

In order to raise participants' awareness and comprehension of the SKA mall brand, this study employs a qualitative method with a descriptive approach to the shopping experience and the perception of visitors to the SKA mall. The study's first phase was to gather information, preliminary observations regarding the In order to raise participants' awareness and comprehension of the SKA mall brand, this study employs a qualitative method with a descriptive approach to the shopping experience and the perception of visitors to the SKA mall. The study's first phase was to gather information, preliminary observations regarding the Visitors and the SKA mall. The outcomes of the researchers' observations and the results of in-depth interviews with a number of visitors and brand observer representatives served as the sources of the data used in this study.

According to Bogdan and Biklen, data analysis was used in this study to draw conclusions from qualitative data. Data classification starts with data organisation, sorting, searching, synthesising, and detecting patterns. Next, it identifies certain crucial features that need further study. Finally, it clarifies what may be communicated to others in the form of research report writing.

The methodology for studying customers' first impression of a brand and its relation to their shopping experiences would typically involve the following steps:

1. Define the research problem: The research problem should be clearly defined, stating the research question, objectives, and hypothesis.
2. Conduct a literature review: A thorough review of the existing literature related to the research problem should be conducted. This will provide insights into previous studies, theories, and methodologies used in similar research.
3. Develop research design: The research design should be developed, which includes the sampling technique, data collection method, data analysis, and research instrument.
4. Sampling method: The target population and research goals should be taken into consideration while selecting a sampling method. The sample size need to be typical of the intended audience.
5. Data collection: The research design should guide the method used to acquire the data. Surveys, interviews, focus groups, and observational research are all examples of this.



6. Research tool: The research tool should be made to gather pertinent data. This might involve using rating scales, open-ended inquiries, or questionnaires.
7. Data analysis: To find trends, patterns, and linkages, the acquired data should be examined using statistical methods.
8. Findings and conclusions: After analysing the data, conclusions that address the research question and hypothesis should be made. implications and suggestions: In light of the research's findings, suggestions for enhancing the brand's first impression should be offered.
9. Implications and suggestions: In light of the research's findings, suggestions for enhancing the brand's initial impression and shopping experience should be provided. These suggestions ought to be doable and applicable.

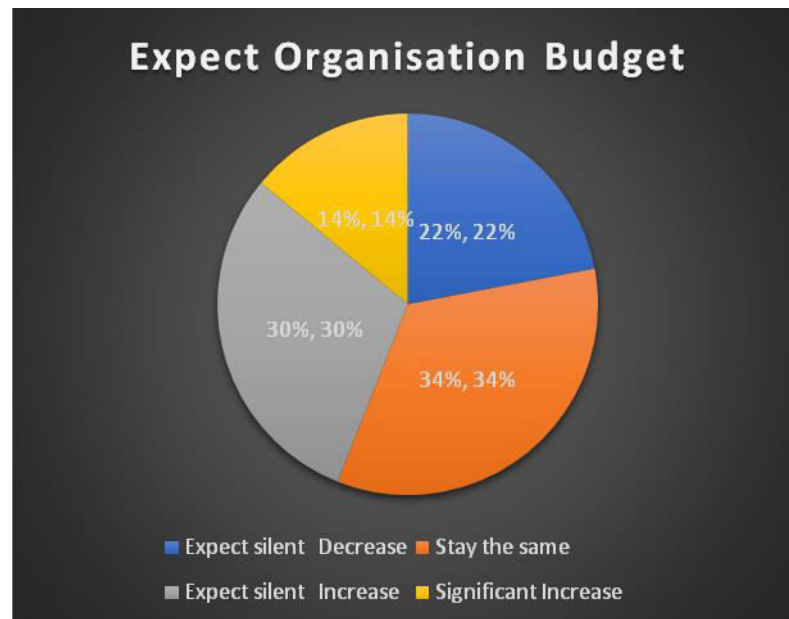
In general, a well-designed and executed survey can offer insightful information about consumers' initial perceptions of a brand and how that perception relates to their buying experiences. This can help businesses succeed by enhancing the customer experience for brands.

### III. ANALYSIS AND INTERPRETATION

It is well recognised that a brand cannot exist without a name, a symbol, a design, or any combination of these. There is no doubt that every factor considered is to identify good things, products, and locations. People, businesses, nations, organisations, and so forth. Branding includes discussing mind and heart share in addition to market share. Each brand should exist separately and be distinguishable from the others in some way. Based on observations and Analysis that have been conducted, there are several aspects that can be analysed relating to the shopping experience and impression formation, including:

- Complete
- Innovative and Up-to-Date
- Strategic
- Past Habits and Experiences

### EXPECTED ORGANISATION BUDGET TO CUSTOMER EXPERIENCE



### IV. DISCUSSION

Several of the aspects that have been examined in relation to shopping experiences and the creation of impressions of the SKA complex can be merged after observations and interviews. using the following framework for considering

components of AIDA brand awareness models and consumer behaviour aspects that affect the applicability of the purchasing decision-making process:

#### **AIDA – Attention , Interest, Desire, Action**

**ATTENTION** : At this point, customers or even just visitors have begun to show interest in the ska punk mall. Along with its strategic ska punk Mall offers a wide range of product options. The value of motivation to SKA mall visitors is increased through this prospective, consumers know and build awareness of a category, both from products or brands, in this case advertising that always arises from existing tenants, to stimulate the needs and desires to achieve the purpose of buying and place the long-term SKA mall brand in each individual visitor's mind.

**INTEREST** : At this point or stage, visitors start to show an interest in the supporting aspects, in this case, returning customers and new renters, as well as the freshness and differentiation they can receive. brand and how altering lifestyle may benefit the brand. By this feature, perception emerges as a result of the visitor's interpretation of the stimulus presented, beginning with each event received based on data and observations. encounter with various stimuli, both good and poor.

**DESIRE** : The visitor now reaches the preference stage, which denotes that the potential consumer has arrived at the point where they prefer a product or tenant at the SKA mall for a number of factors connected to the created personal experience. These factors make it clear that attitude development plays a role in the evaluation of each SKA mall consumer and establishes whether a product brand should be bought or suggested to other potential customers.

**ACTION** : When a potential customer acting in the role of a consumer decides to make a purchase and follows through by actually doing so, that is when this element of action is valuable. acquisition of items that can later be combined (integrated) into the value of a single entity between the attitude that is decided and the actions made during the purchase. This value component is included in each visitor's value. When a potential customer acting in the role of a consumer decides to make a purchase and ultimately follows through by purchasing goods, this aspect of action has value since it can always be incorporated (integration) into the value. The difference in value between the acts made during the purchase and the attitude that is chosen. This value component is included in each visitor's value.

Visitors' buying experiences give them a sense of loyalty and trust, which prompts a reaction to their attitude. Feelings of satisfaction and comfort will a customer to make another purchase at the next opportunity. But dislike, discomfort, and unhappiness will lead someone to decide not to purchase the item and pass on unfavourable information to other site users. Via word-of-mouth, it can undoubtedly gradually reduce client happiness and loyalty.

#### **RECOMMENDATION:**

Since SKA mall was still Pekanbaru's first and largest mall at the time, one's impression of the Pekanbaru SKA mall can be established by telling the tale of prior experiences. time. The products that SKA has consistently offered to its clients are then always up-to-date and inventive, which keeps SKA a top choice for both in-store shopping and window shopping. SKA Mall continues to provide an excellent first impression and offers inhabitants of Pekanbaru a shopping option. Moreover, SKA frequently develops advancements and inventions. Despite numerous competitors arriving from the city centre near the SKA, the Pekanbaru residents will always remember this shopping experience and choose the mall.

The purchasing experience of a customer can be significantly influenced by their initial perception of a brand. Before a customer even enters the store or goes online to the brand's website, they frequently make their first impression. It may be based on marketing, word-of-mouth recommendations, or even the brand's packaging and emblem. The likelihood of a positive shopping experience increases if the first impression is favourable. They might be more inclined to interact with the brand, test out new goods, and buy. In contrast, if a customer has a bad first impression, they could be reluctant to interact with the brand and may have a less pleasurable shopping experience. Because of this, it's crucial for businesses to carefully analyse their branding, marketing, and must make sure they are leaving a good first impression on potential customers, and customer service. This can involve elements like concise and compelling content, appealing packaging and store design, accommodating and cordial customer service, and an intuitive website. Finally, a customer's initial perception of a brand might influence the rest of their purchase experience. Companies that place a high priority on making a good first impression are more likely to draw in and keep repeat customers who will like their shopping experience and are more inclined to advocate for the company.

According to the discussion and analysis above, a consumer's purchasing experience can have a good or negative impact on how they perceive a brand. Shopping informants' experiences, in this case Hardcore punk mall patrons who consistently follow the history of the mall's development to date, produce brand equity elements, specifically in terms



of shopping satisfaction with the presence of a variety of tenants to produce elements of novelty and innovation. This is the one that gradually raises visitors to SKA Mall's knowledge of and commitment to the mall's original local brand Pekanbaru, also known by its lengthy name Sentra Komersial.

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