First Impression of a Brand and Its Relation to Their

Shopping Experiences

UNDER THE GUIDANCE OF

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Abstract:

A brand's first impression can significantly impact a customer's shopping experience. The objective of this research paper is to examine the relationship between a customer's first impression of a brand and their shopping experience. The literature review explores the theoretical frameworks related to brand perception and consumer behavior. The research design is based on a survey conducted among 500 customers across various industries. The findings suggest that the first impression of a brand is a crucial factor in shaping the customer's shopping experience. A positive first impression can lead to increased brand loyalty, whereas a negative one can result in the loss of customers. The conclusion summarizes the key findings and implications for marketers to create a positive first impression for their brand to enhance the shopping experience.

Introduction

In today's highly competitive business world, brands are constantly striving to create a strong and positive first impression on their customers. The reason is simple - a customer's initial impression of a brand has a significant impact on their overall shopping experience. If a customer has a positive impression of a brand, they are more likely to continue engaging with that brand in the future, making repeat purchases, and recommending it to their friends and family.

The importance of first impressions in the context of brand perception and consumer behavior has been studied extensively by researchers and marketers alike. Studies have shown that customers often form opinions about brands based on their visual identity, advertising, packaging, and even customer service interactions. A well-crafted and thoughtful first impression can make all the difference in whether or not a customer decides to engage with a brand further.

However, creating a positive first impression is just the beginning. Brands must also focus on providing a consistently positive shopping experience to ensure customer loyalty and advocacy. A customer's shopping experience encompasses every aspect of their interaction with the brand - from browsing products online or in-store, to making a purchase, to post-purchase support. Brands that can deliver a seamless and enjoyable shopping experience are more likely to retain customers and build long-term relationships.

To understand the relationship between a customer's first impression of a brand and their subsequent shopping experiences, this research paper will explore various factors that contribute to both. These factors may include but are not limited to

The visual identity of the brand, including logo design, color scheme, and packaging

The brand's advertising and marketing efforts, including social media campaigns and influencer partnerships
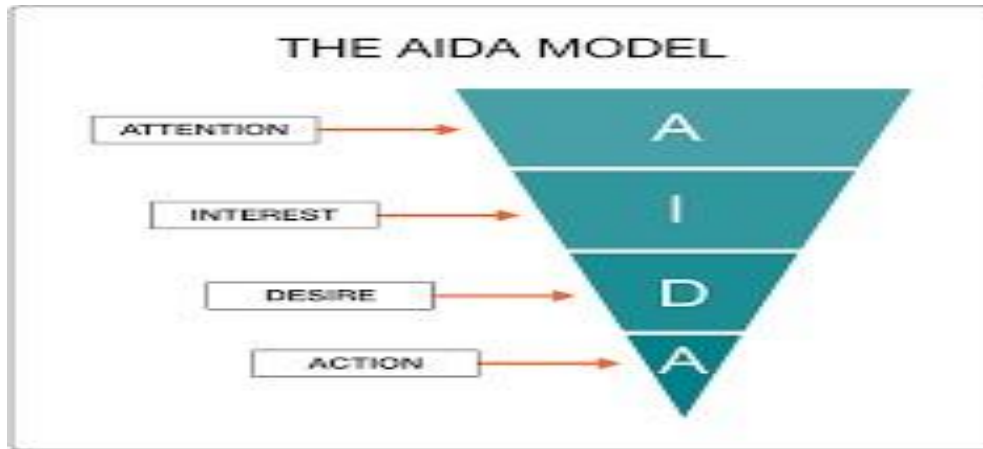
The quality of customer service interactions, including response time and problem resolution

The ease and convenience of the shopping experience, including website and mobile app usability and checkout processes
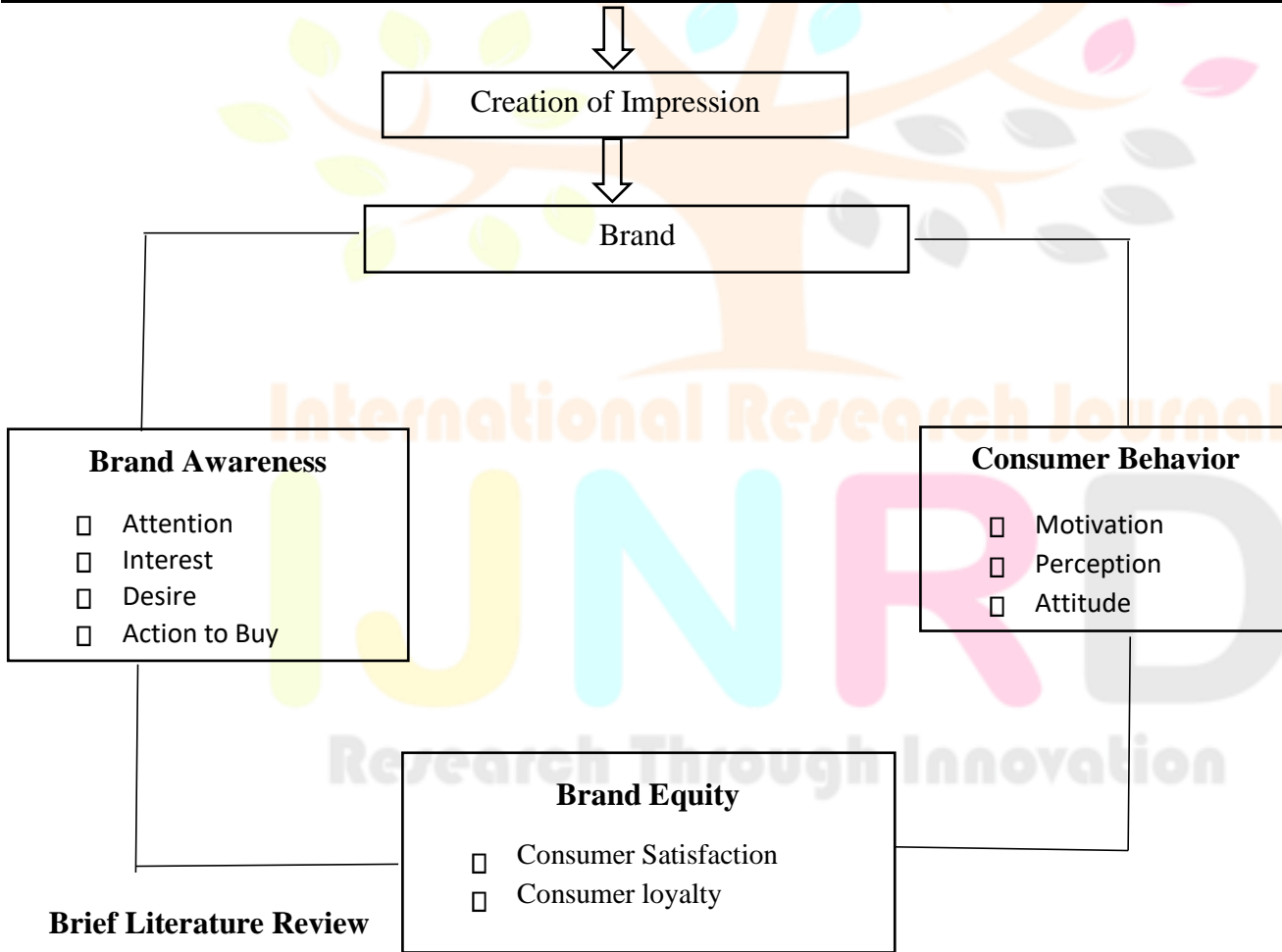
By examining these factors and their impact on brand perception and customer behavior, this research aims to provide insights for brands looking to improve their customer experience and drive growth. Ultimately, the goal is to help brands create positive first impressions that lead to long-term customer loyalty and advocacy.

A brand's success in today's fiercely competitive marketplace mainly depends on the impression it leaves with its target audience. A customer's initial encounter with a brand is frequently a crucial point that determines how the rest of their shopping experience will go. The reputation of a brand is formed on its initial impression; thus it is crucial to comprehend how this affects consumer behavior.

The idea of brand awareness utilizing the AIDA model, namely by identifying the cognitive phases that a person goes through during the purchase process for a good or service, contains certain key components. This is a funnel used in shopping. It is a location where customers walk through the purchasing process and leave a mark at each stage to help them decide what to buy in the end.

Shopping Experience

Creation of Impression

Brand

Brand Awareness
- Attention
- Interest
- Desire
- Action to Buy

Consumer Behavior
- Motivation
- Perception
- Attitude

Brand Equity
- Consumer Satisfaction
- Consumer loyalty

Brief Literature Review

"WE KNOW FIRST IMPRESSION IS THE LAST IMPRESSION".

The first impression a customer has of a brand has a significant impact on how they shop. During the purchase process, a customer's thoughts, attitudes, and actions towards a brand can be greatly influenced by the first impression they get of it.

A customer's first impression of a brand is frequently dependent on a variety of elements, including the brand name, logo, website design, social media presence, product packaging, and overall brand image. A strong first impression can inspire the buyer to investigate deeper and make a purchase by fostering a sense of trust, credibility, and reliability. The customer's buying experience is also influenced by the first impression. The customer is more likely to have favorable expectations for the brand and its items if their first impression is favorable. They might be more at ease making a purchase and more understanding of any minor setbacks or hassles they might experience while shopping.

The opposite is also true: a poor first impression can ruin a customer's purchasing experience. If a customer's first impression of a brand is unfavorable, they can begin to question its legitimacy, dependability, or trustworthiness. They might be less willing to commit to a purchase, scrutinize the company and its goods more carefully, and be less understanding of any problems they run into while buying.

Additionally, a customer's initial image of a brand might affect how they view the company's customer service, return policies, and general purchasing experience. The customer may have higher expectations for customer service and may be more inclined to view their shopping experience as satisfying, even if there are minor concerns, if the first impression is positive. In contrast, if the first impression is unfavorable, the client may be less complimentary of the brand's customer service and may perceive their overall purchasing experience negatively.

According to **Harvard study of communication** only **45%** of a first impression is responsible for words coming out of a mouth after watching anything first time.

Let's see another side of a coin, as a marketer how you can influence customers first experience towards your product.

➢ Create page tabs that are customer-centric.
➢ Guide customers towards likely options with a simple intake form.
➢ Make it easy for customers to find live support. ➢ Create easy-to-find filters.
➢ Ask a focus group of new customers what works and what doesn't in navigating your site and your social media messaging.
➢ Host live chats to discuss your products or services or to offer educational tips. ➢ Blog about topics related to your products or services.

In conclusion, a customer's first impression of a brand is crucial as it can significantly impact their shopping experiences. A positive first impression can create a favorable perception of the brand, enhance trust, and lead to a more satisfactory shopping experience, while a negative first impression can result in doubts, hesitations, and less favorable perceptions of the brand and its shopping experience. Brands should strive to create positive first impressions through consistent branding, compelling marketing efforts, excellent customer service, and a seamless shopping experience to build a strong foundation for long-term customer relationships.

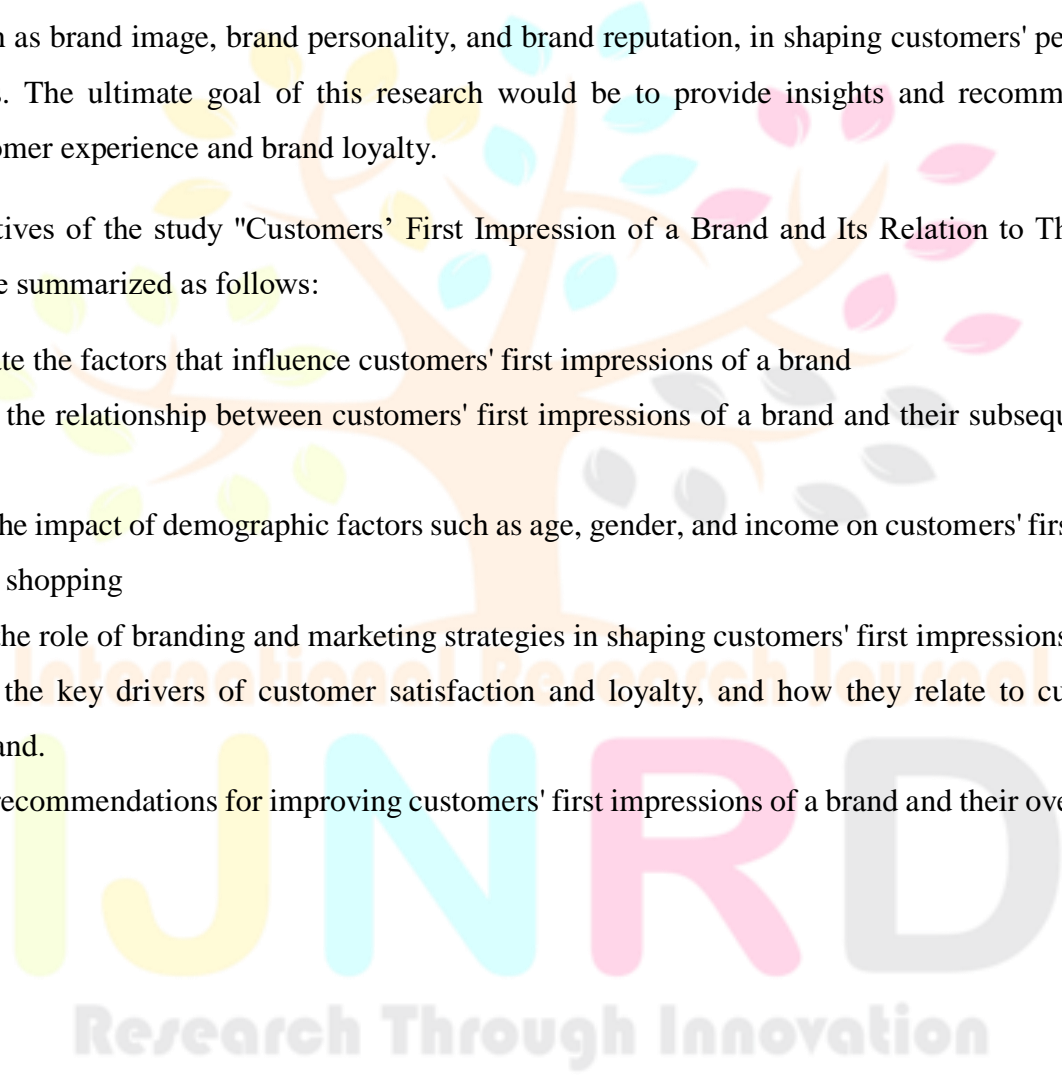**Research Objective**

The research objective of "Customers' First Impression of a Brand and Its Relation to Their Shopping Experiences to investigate how a customer's initial impression of a brand influences their shopping experience. The study aims to explore the factors that contribute to a customer's first impression of a brand, and how these factors impact their overall shopping experience, including their purchase behavior and loyalty towards the brand. The ultimate goal is to provide insights and recommendations for retailers and brands to improve their customer experience and build stronger relationships with their customers.

The study aims to identify the key factors that influence customers' initial perception of a brand and how these factors affect their overall shopping experiences. Additionally, the study may seek to uncover the role of various brand-related factors, such as brand image, brand personality, and brand reputation, in shaping customers' perceptions and shopping behaviors. The ultimate goal of this research would be to provide insights and recommendations for improving the customer experience and brand loyalty.

The research objectives of the study "Customers' First Impression of a Brand and Its Relation to Their Shopping Experiences" can be summarized as follows:

1.   To investigate the factors that influence customers' first impressions of a brand

2.   To examine the relationship between customers' first impressions of a brand and their subsequent shopping experiences

3.   To explore the impact of demographic factors such as age, gender, and income on customers' first impressions of a brand and their shopping

4.   To analyze the role of branding and marketing strategies in shaping customers' first impressions of a brand

5.   To identify the key drivers of customer satisfaction and loyalty, and how they relate to customers' first impressions of a brand.

6.   To provide recommendations for improving customers' first impressions of a brand and their overall shopping experiences.

S.No.	Title of Research Paper Including Author Name	Publication Details (Name of Journal, Vol. No., Issue No., Year	Objective of the Study	Sampling Design	Research Methodology	Conclusion/ Result/ Major findings
1	**Title of Research-** ▮ Accelerating financial inclusion in India with digital products and services **Author name-** Yuvika Gupta et al.	**Year**-2019 **Volume no.**-15 ▮	This article emphasized on the initiatives and policy measures taken by the Indian government for improving the current status of financial inclusion in digital India.	**Data Collection** ▮ **Method-** ▮ Secondary Data (Reports, news articles, books and authorized internet sources)	**Research** ▮ **design-** ▮ Descriptive Research	There is a vast need to provide quality financial services in rural areas for economic growth as it will help rural households to fund the growth of their livelihoods.
2	**Title of Research-** ▮ Thematic Analysis of Financial Inclusion of Rural Women in India: A case study of Corporate Social Responsibility	**Year**-2020 ▮	1. To evaluate factors influencing financial inclusion of rural women 2. To analyze behavioral dimensions of rural women for the financial inclusion. 3. To	**Data Collection** ▮ **Method-** ▮ Secondary Data (Reports)	**Research** ▮ **design-** ▮ Descriptive Research	The researchers observed that micro financial firms have played significant role in financial inclusion in untapped rural areas of people in the bottom of the pyramid

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#	Title / Author	Journal / Year	Study	Data collection	Research design / Tool	Result
	(CSR) of Indian companies. **Author name-** Dr.Sanjeev S. Ingalagi et al.		synthesize metrics for financial inclusion of rural women in India.			
3	**Title of ████ research-**The ████ Effect of Islamic Financial Inclusion on Economic Growth: A Case Study of Islamic Banking in Indonesia **Author name-** Fauziyah Adzimatinur et al.	**Journal Name-** ████ Budapest International Research and Critics Institute- Journal (BIRCI-Journal) **Volume No.-**4 **Issue no.-**1 ████ **Year-**2021	This study analyses the effect of financial inclusion on economic growth	**Data collection** ████ **Method-**Secondary data ████ (Report)	**Research** ████ **design-** Descriptive design **Statistical Tool-**Vector ████ autoregressive correction model (VECM)	The financial inclusion indicator shows that the financial inclusion of Islamic banking in Indonesia has a positive effect on economic growth.
4	**Title of** ████ **research-** ████ Financial Inclusion: New Measurement and Cross-Country Impact Assessment **Author name-** Cyn-Young Park et al.	**Year-**2021 ████	The main objective is to assesses the impact of financial inclusion on poverty and income inequality.	**Data collection** ████ **Method-**Secondary data ████ (Report)	**Research** ████ **design-** Descriptive design **Statistical Tool-**Principal ████ component Analysis	The high- and middle-income economies with strong financial inclusion have significantly lower poverty, whereas middle-low and low-income nations have no such relationship

Title of research- ▮ Empirical Investigation into Demand- Side Determinants of Financial Inclusion in Tanzania. **Author Name-** Michael O.A. Ndanshau et al.	**Journal Name-** ▮ African Journal of Economic Review. **Vol No.-**9 ▮ **Issue No.-**1 ▮ **Year-**2021 ‾‾‾‾	The purpose of this paper is to investigate empirically factors that drives financial inclusion and conversely financial exclusion in Tanzania.	**Sample Size-** 9459 ▮ respondents. **Sample Technique-** ▮ Convenience Sampling. **Data Collection** ▮ **Method-**Primary Data ▮ (Interview, Finscope Survey) Secondary Data (Journals and Reports)	**Research Design-** ▮ Descriptive Research **Statistical tool-** ▮ Stata Code	The financial inclusion is likely higher for the urban than rural based individuals and education has an impact on financial inclusion: individuals with primary or no formal education were more likely to be financially excluded.
Title of Research- ▮ Issues and Challenges of Financial Inclusion among Low- Income Earners	**Journal Name-** ▮ Turkish Journal of Islamic Economics **Volume No.-**8 **Year-**2021 ▮	To observe the current state of financial inclusion and barriers faced by financial institutions in delivering	**Sample Size-**2 ▮ respondents (Demand Side) 4 respondents (Supply Side) **Data Collection** ▮ **Method-**Primary data ▮ (Face to face interview)	**Research Design-** ▮ Descriptive Research	Main barriers for the banks to untapped lower segment of society in providing them basic financial facility of ATMs is because of the

	Inclusion on the Socio-Economic Status of Rural and Urban Households of Vulnerable Sections in Karnataka **Author Name-** Dr. Manohar V. Serrao et al.		inclusion and its impact on the socioeconomic status of households belonging to vulnerable sections focusing on inclusive growth.	Secondary data	Deviation, and Median, Multiple Regression
8	**Title of** ▮▮▮ **Research-**A ▮▮▮ Socio-economic Study on Financial	**Journal Name-** ▮▮▮ Palarch's Journal of Archaeology Of Egypt/Egyptology	To Study the Problems of Street Vendors in utilizing the Financial	**Data Collection** ▮▮▮ **Method-**Secondary ▮▮▮ Data (Newspapers, Research Articles, Research Journals, E-	**Statistical** ▮▮▮ **Tool-** ▮▮ Percentage Method

	Inclusion in	Volume No.-18	Inclusive	Journals, Books, and	
	in Rural Areas of Malaysia. **Author Name-** Salihah Sharizan et al.		financial services to the B40 people in rural areas of Malaysia in rural areas of Malaysia.			higher cost incurred by financial institutions
7	**Title of** ▮ **Research-** ▮ Impact of Financial	**Year**-2021 ▮	To assess the nature and extent of financial	**Data Collection** ▮ **Method**-Primary data ▮ (Sample Survey method)	**Statistical tool-** ▮ Frequency and percentages, Mean, Standard	There is a disparity in nature and exten of financial inclusion. Access

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| 9 | **Title of research-**The ██ Effect of Intellectual Capital and Financial Services Knowledge on Financial Inclusion. **Author Name-** Mar'a Elthaf ILAHIYAH et al. | **Journal Name-** ██ Journal of Asian Finance, Economics and Business **Volume No.-**8 ██ **Issue no.-**1 ██ **Year**-2021 ── | The study aims to determine the influence of intellectual capital and education on public financial services in increasing financial inclusion. | **Sample Size-**500 ██ respondents **Sampling Technique-** ──── Purposive Sampling Method **Data Collection** ██ **Method-**Primary data ██ (Questionnaire) | **Research** ██ **design-** ██ Descriptive Research **Statistical** ── **Tool-**Structural ██ Equation Modelling Analysis test |
| 10 | **Title of research-** ██ | **Journal Name-** ██ South India Journal | The present paper aims to | **Sample Size-**500 ██ respondents | **Research** ██ **design-** |

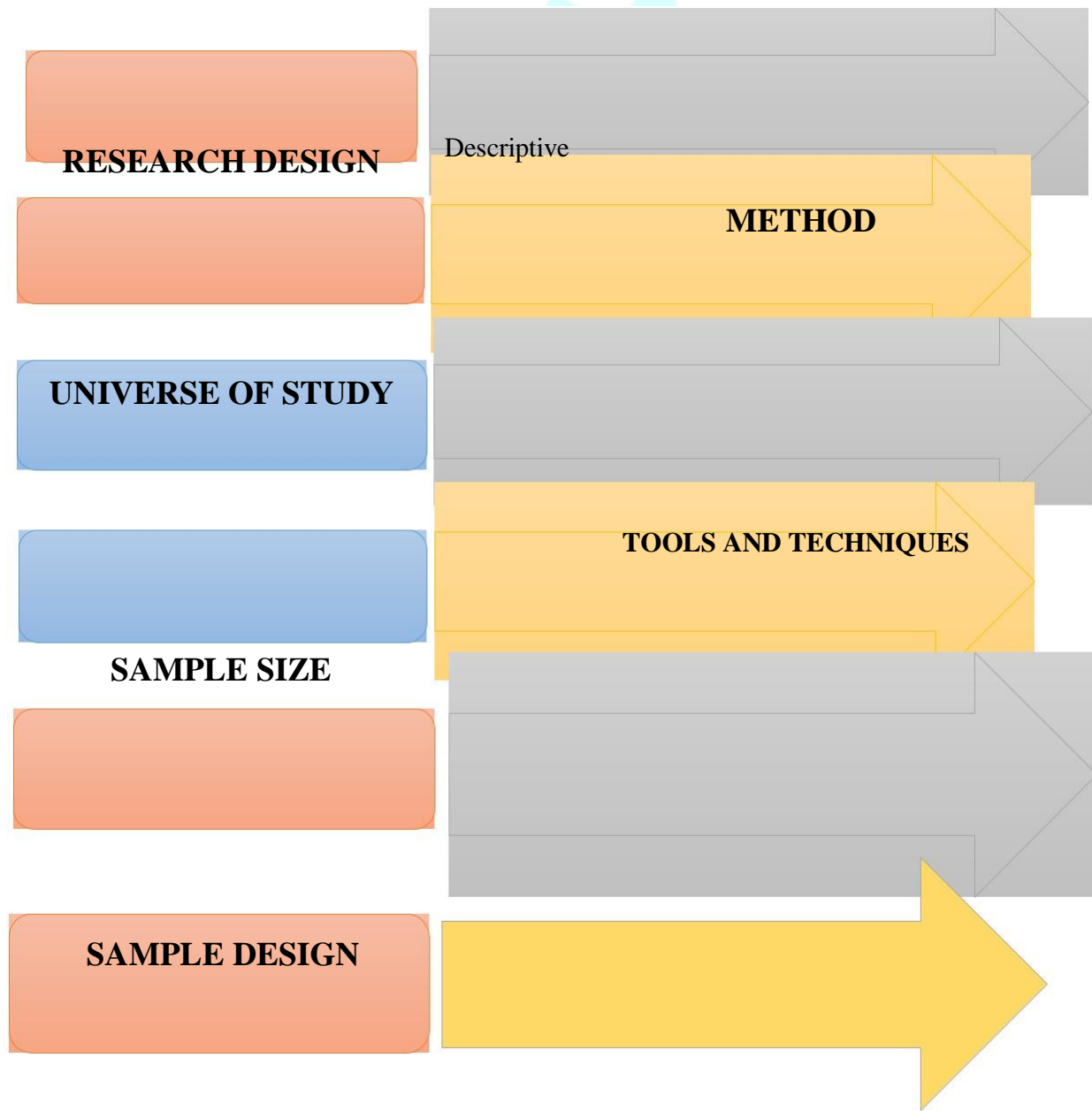| India – Street Vendor Perspective **Author Name**- Nagaradona Vijayabhaskar, et al.	**Issue No.**-4 � **Year**-2021	Services offered by PMJDY.	Magazines, Reports, Websites)

■ Socio-Economic profile and financial inclusion of street vendors: A Case study of Delhi **Author Name-** Bathula Srinivasu et al.	of Social Sciences **Volume No.**-19 **Issue no.**-2 ■ **Year**-2022 ■	bridge this gap and intend the following: i) to examine the socio-economic profile of street vendors in Delhi, ii) to capture the financial inclusiveness of street vendors in Delhi.	**Sampling Technique-** Quota Sampling Method **Data Collection** ■ **Method**-Primary data ■ (Questionnaire)	■ Descriptive and exploratory Research

Research Methodology

Research Objective

1- To examine the awareness of Financial products and services in rural areas.

2- To examine the accessibility of Financial products and services in rural areas.

RESEARCH DESIGN

Descriptive

METHOD

UNIVERSE OF STUDY

TOOLS AND TECHNIQUES

SAMPLE SIZE

SAMPLE DESIGN

DATA COLLECTION

Convenience Sampling method of Non-Probability Sampling

Rural Areas of Pilibhit District, Uttar Pradesh

Primary Data (Questionnaire/Schedule)□

□ □

Secondary Data (Articles, Journals, Reports and Websites□

□

110 Respondents

□

□

□

□

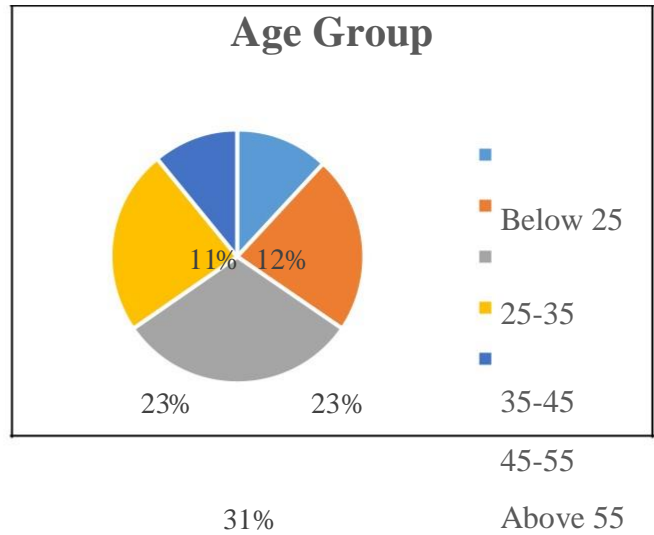Percentage Analysis by Graphical Representation, Frequency Distribution Analysis.□
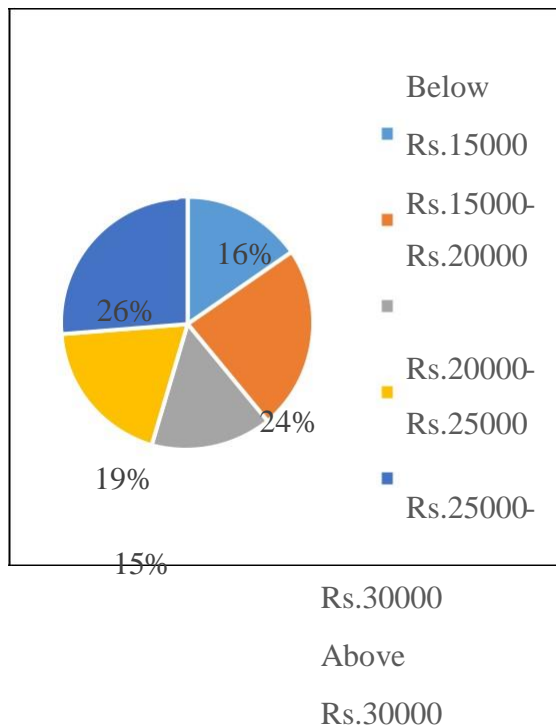
□

Gender

35% Female

Male

65%

Age Group

11% 12%

23% 23%

31%

- Below 25
- 25-35
- 35-45
- 45-55
- Above 55

3. EARNING PER MONTH

4- OCCUPATION

Earning Per Month

16%

26%

24%

19%

15%

- Below Rs.15000
- Rs.15000-Rs.20000
- Rs.20000-Rs.25000
- Rs.25000-Rs.30000
- Above Rs.30000

Occupation

16%

31%

25%

17%

11%

- Farming
- Labourer
- Business
- Service
- Others
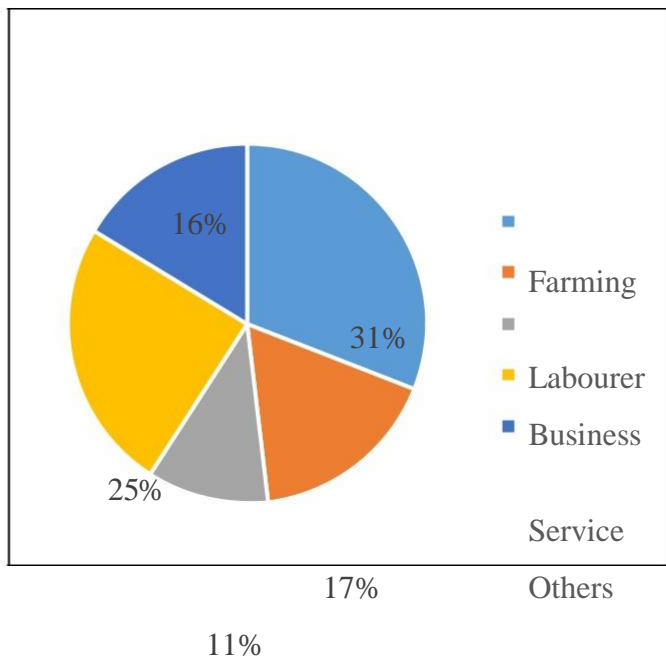
5- POSITION IN THE FAMILY

Particulars	Frequency	Percent
Head of Family	41	37%
Support of Family	69	63%
Total	**110**	**100%**

6- Are YOU AWARE OF: -

a) Existence of Bank Branch

Yes	104	95%
No	6	5%
Total	**110**	**100%**
Particulars	**Frequency**	**Percent**

8
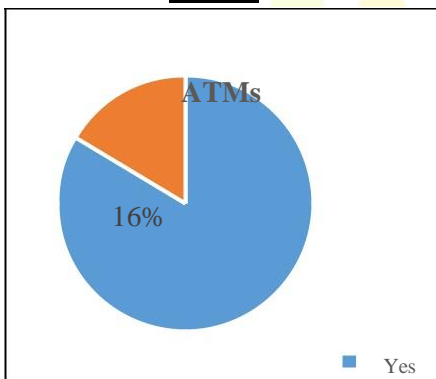
b) ATMs   **c) Saving Bank A/c**   **d) Current A/c**

ATMs

16%

Yes

84%   No

Saving Bank A/C

20%

Yes
No

80%

Current A/C

22%

Yes

78%   No
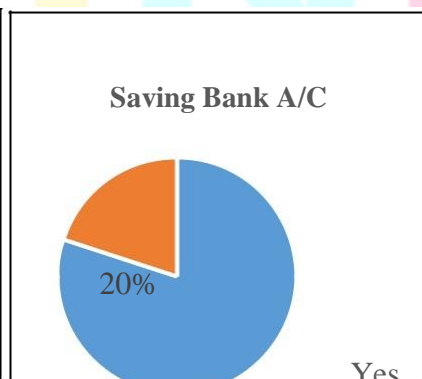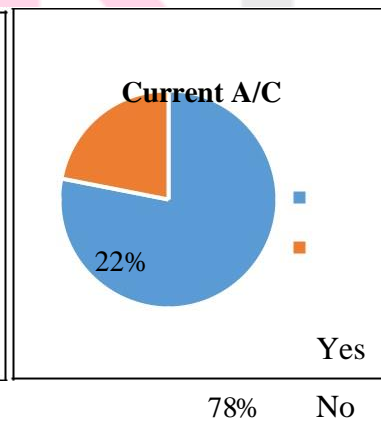
e) Loan from Bank   **f) Life Insurance**   **g) Mutual Fund Schemes**

Loan From Bank

12%

■ Yes

Life Insurance

37%   63%

■ Yes   ■ No

Mutual Fund Schemes

35%   ■ Yes

65%   ■ No

■ No
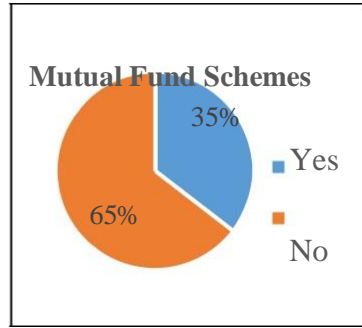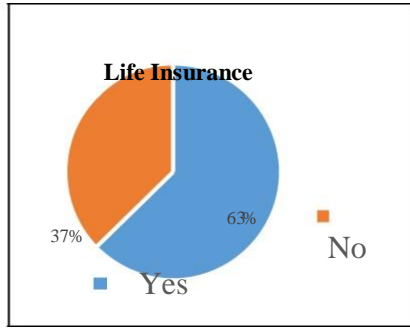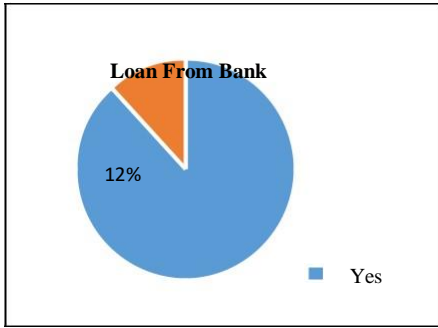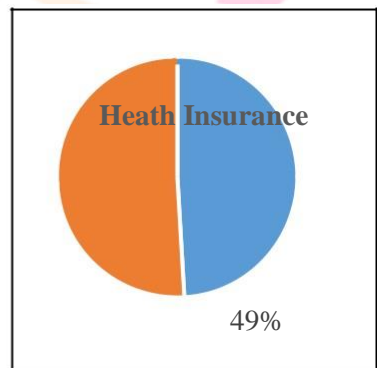
88%

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h) Post Office Banking   **i) Money Transfer Facility j) Heath Insurance**
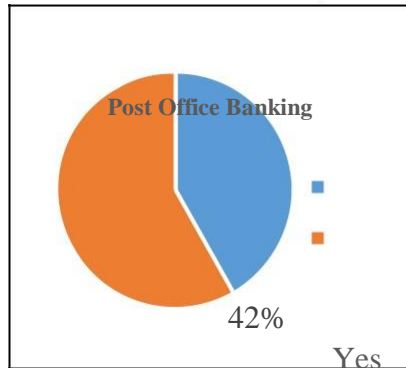
Post Office Banking

42%

Yes

Money Transfer Facility

35%

Heath Insurance

49%

Yes

58%   65%   No   51%

No

■ Yes

■
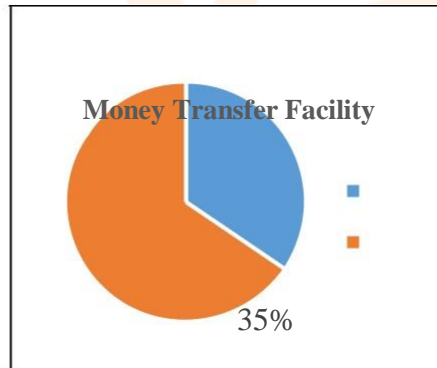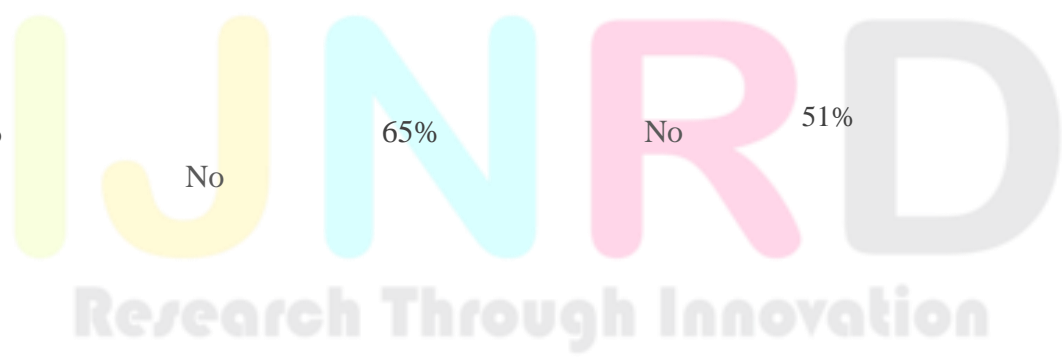
7- <u>What are the sources of your information for financial inclusion?</u>

Particulars	Frequency	Percent
Village Panchayat Officials	24	22%
Neighbors	11	10%
Friends/Relatives	25	23%
Government Officials	22	20%
Others	28	25%
Total	**110**	**100%**
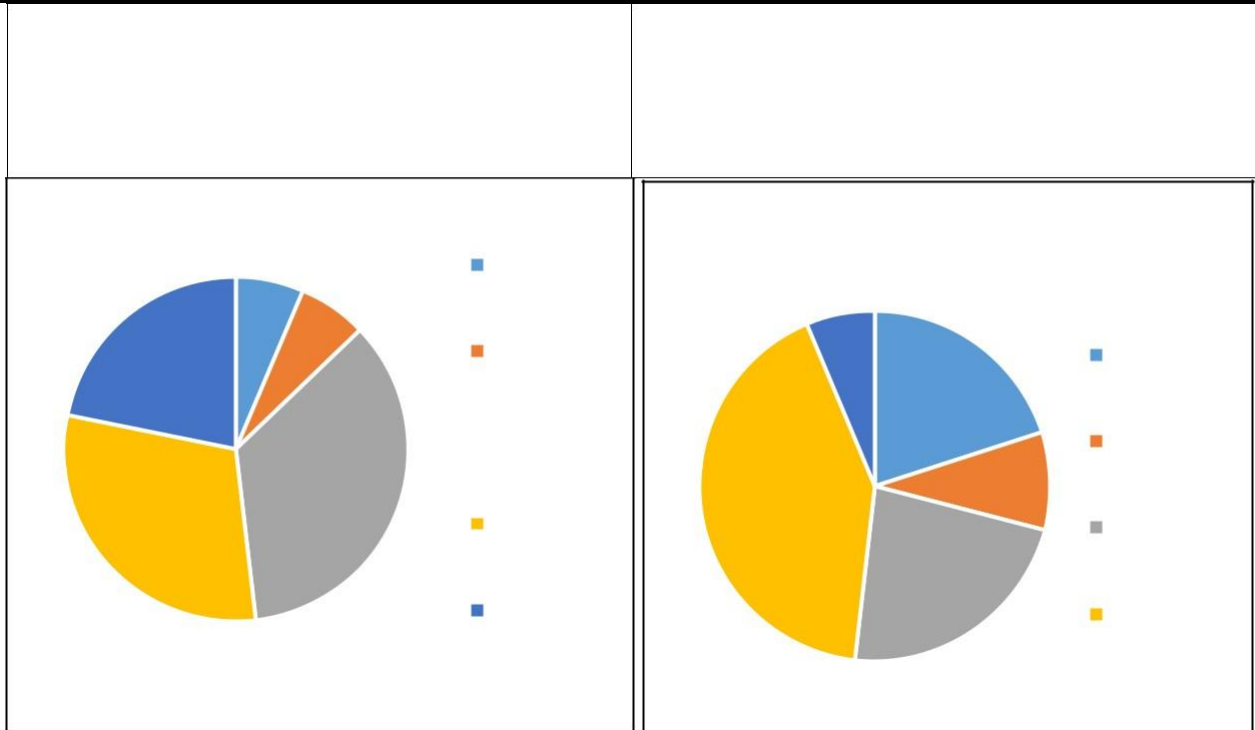
8.There should be a bank branch stay. my place of stay.   **9.There should be an ATM nearby nearby my place of stay.**

Particulars	Frequency	Percent
Strongly Disagree	16	15%
Disagree	5	5%
Neutral	38	35%
Agree	41	37%
Strongly Agree	10	9%
Grand Total	110	100%

ATM nearby my place of stay

10
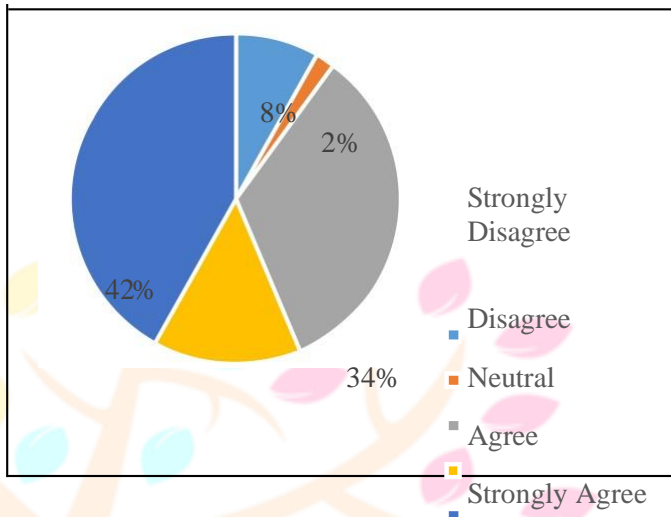
10Which Type of financial service you access from the following: -
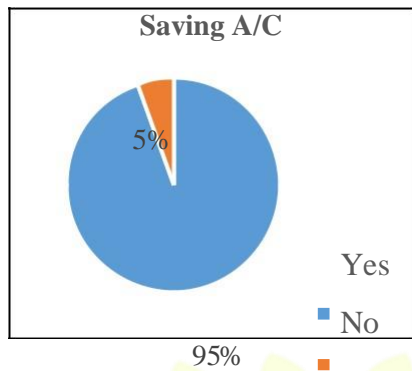
a). Savings A/C **b). Loan** **c) Kisan Credit Card**

Saving A/C

5%

Yes

No

95%

Loan

10%

90%

Yes

No

Kisan Credit Card

40%

Yes

60%

No
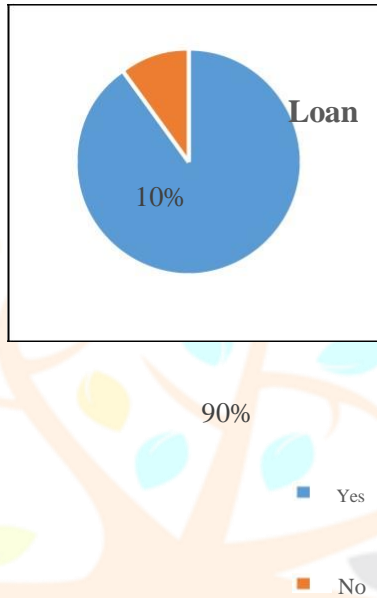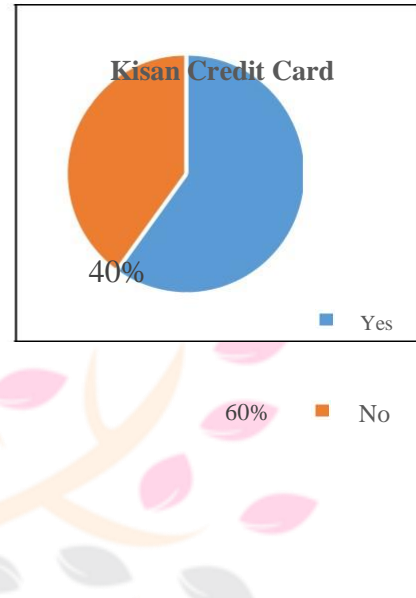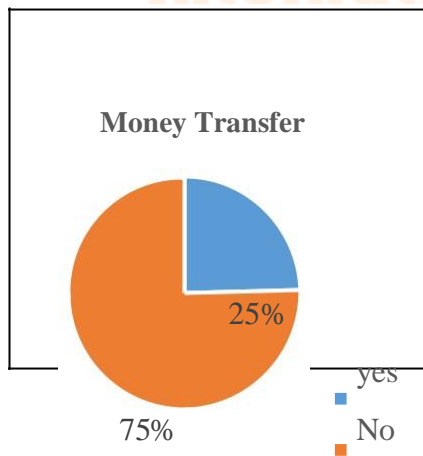
d). Money Transfer **e) Life Insurance** **f) Deposits**

Money Transfer

25%

yes

No

75%

Life Insurance

37%

Yes

63%

No

Deposits

36%

Yes

64%

No
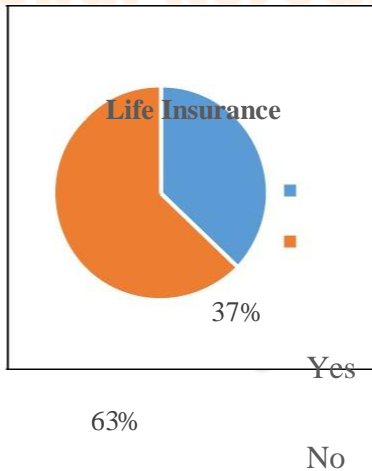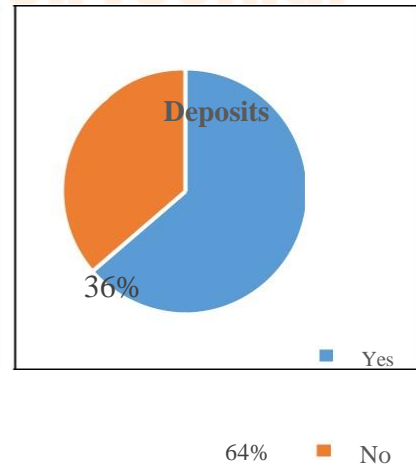
g). ATM   **h). Health Insurance**   **i). Other banking facilities**

ATM
44%
Yes
56%   ■ No

Health Insurance
30%
■ Yes
70%
No

Other Banking Facilities
42%
Yes
58%
■ No
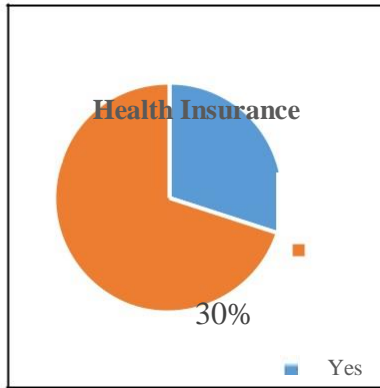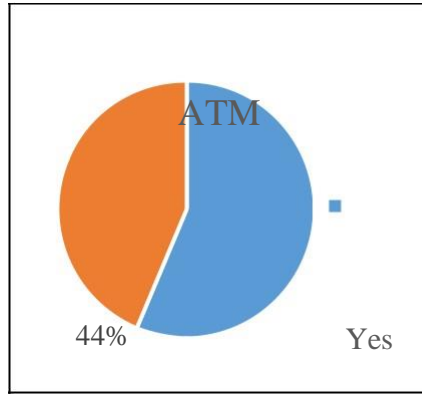
11 Why there is a need for you to 12What is your source of borrowing borrow finance? finance?

1
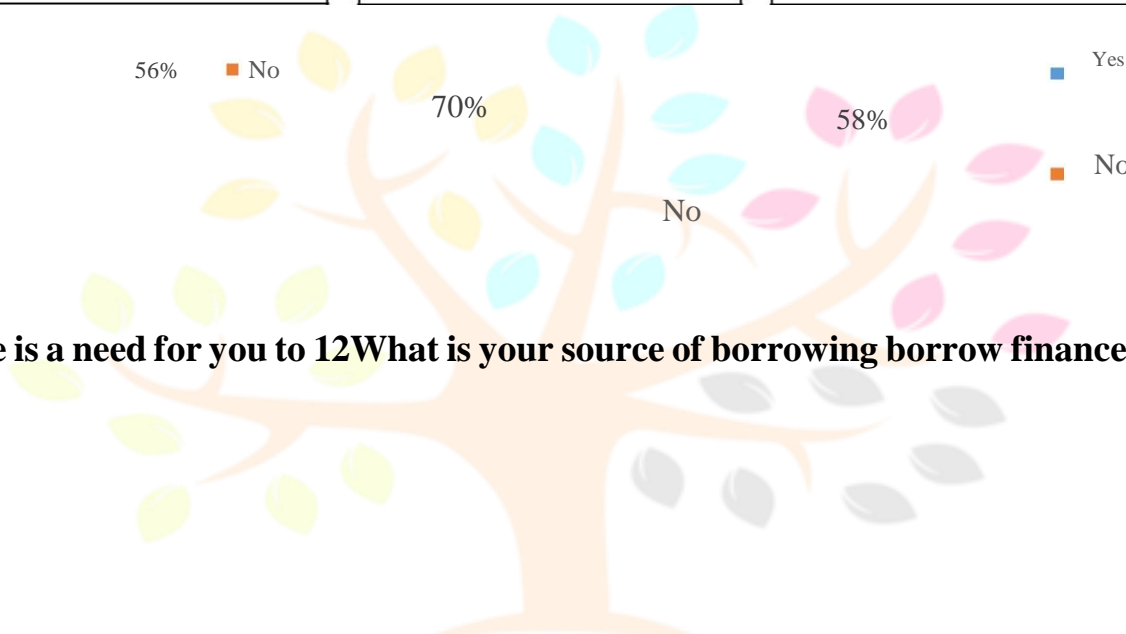
13 Is there any change in your standard of living after accessing such financial services?

Particulars	Frequency	Percent
Yes	48	44%
No	27	25%
May Be	35	32%
Total	**110**	**100%**

12

❖ Research Design:

The research design for this study will be a mixed-method approach that incorporates both qualitative and quantitative research methods. The study will consist of two phases:

Phase 1: Qualitative Research

The first phase of the research will involve conducting in-depth interviews with a small group of customers who have recently visited the DLF Mall in NOIDA. The purpose of these interviews will be to explore customers' initial impression of the mall and their subsequent shopping experience.

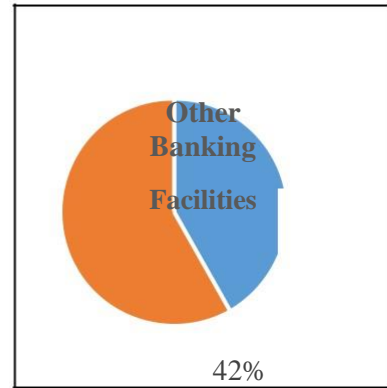The sample size for this phase of the research will be approximately 20 customers, who will be selected through purposive sampling. The interviews will be conducted in-person or through telephonic conversation. The interviews will be semi-structured, allowing for a more in-depth exploration of customers' experiences.

The data collected from the interviews will be analyzed using thematic analysis. This analysis will identify the common themes and patterns in customers' responses, which will be used to develop the survey questions for the second phase of the research.

Phase 2: Quantitative Research

The second phase of the research will involve administering a survey to a larger sample of customers who Purchasing Only Branded Products. The purpose of this survey will be to quantify customers' first impression of the mall and their subsequent shopping experience.

The sample size for this phase of the research will be approximately 100 customers, who will be selected through random sampling. The survey questions will be developed based on the themes and patterns identified in the first phase of the research.

The survey will be administered through an online platform or in-person. The survey questions will be structured, allowing for quantitative analysis of the data. The data collected from the survey will be analyzed using descriptive statistics and regression analysis to identify the relationship between customers' first impression of the Brands A and their subsequent shopping experience.

Data Analysis:

The data collected from the interviews will be analyzed using thematic analysis. This analysis will involve identifying the common themes and patterns in customers' responses. The themes and patterns will be used to develop the survey questions for the second phase of the research.

The data collected from the survey will be analyzed using descriptive statistics and regression analysis. Descriptive statistics will be used to summarize the data collected from the survey, including mean, median, and mode. Regression analysis will be used to identify the relationship between customers' first impression of the   and their subsequent shopping experience.

Importance of the research:

The research is important for several reasons. Firstly, it will provide insights into how customers perceive the Brands and how their initial impression of the Shopping stores and affects their shopping experience. The findings will be valuable for mall management to understand the areas that require improvement to enhance the customers' shopping experience. Secondly, the research will provide a better understanding of the customers' preferences and expectations when visiting a mall. This will help the mall management to tailor their services and offerings to meet the customers' needs.

Thirdly, the research will provide insights into the importance of the physical appearance and atmosphere of a mall in shaping customers' perceptions. This will be valuable for businesses that are planning to open new stores and shop or mall renovate existing ones. The findings will help them understand the key factors that influence customers' perceptions and how they can create a positive first impression of their brand.

Lastly, the research will contribute to the existing literature on the importance of the first impression of a brand on customers' overall perception and experience. The findings will be relevant not only to the retail industry but also to other industries such as hospitality and tourism, where the first impression of a brand is crucial for establishing a positive relationship with customers.

Conclusion:

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The research design for this study will be a mixed-method approach that incorporates both qualitative and quantitative research methods. The study will consist of two phases: qualitative research and quantitative research. The data collected from the interviews will be analyzed using thematic analysis, while the data collected from the survey will be analyzed using descriptive statistics and regression analysis. The findings of this study will provide insights into the relationship between customers' first impression of the Brands and their subsequent shopping experience, which can be used to improve the overall customer experience at the mall. With regards to the access of the financial services in the rural areas, it is observed that there is less awareness of health insurance and mutual fund schemes among rural people so government should be focused towards making policies for creating awareness in them for the

same.

❖

Many activities must be developed to improve financial education among the general publi c. It will boost rural populations' understanding and awareness of financial products and services.

❖

There should be the usage of agent banking system which will benefit the rural people as it will create no need for them to travel far from their home to t he banks only to make the basic usage of financial services.

There are various methods used by us to gather data and find insights related to customers' first impressions of a brand and its relation to their shopping experiences. Here are some common methods used in our research:

1. **Surveys:** Surveys are a popular method for collecting data on customers' perceptions of a brand. Researchers can ask specific questions related to customers' first impressions of a brand and their subsequent shopping experiences. Surveys can be conducted online, in-person, or over the phone, and can provide quantitative data that can be analyzed for trends and insights.

2. **Focus groups:** Focus groups involve bringing together a small group of customers to discuss their perceptions of a brand. Researchers can observe and analyze the group's discussion to identify common themes and insights related to customers' first impressions and shopping experiences.

3. **Interviews:** Interviews involve one-on-one conversations with customers to gather in-depth information about their perceptions of a brand. Interviews can provide qualitative data that can offer deeper insights into customers' motivations, emotions, and experiences with a brand.

Overall, these methods we used to gather data and find insights related to customers' first impressions of a brand and its relation to their shopping experiences can vary depending on the research goals and objectives. By using a

combination of methods, we have gathered both quantitative and qualitative data to gain a deeper understanding of customers' perceptions and experiences with a brand.

❖ CONCLUSION

After conducting a thorough analysis of customers' first impression of a brand and its relation to their shopping experiences, we can conclude that the first impression a brand makes on its customers has a significant impact on their subsequent shopping experiences. A positive first impression can lead to increased brand loyalty and repeat business, while a negative first impression can result in lost sales and damaged reputation.

Therefore, it is crucial for businesses to pay attention to every detail that can affect customers' first impressions, such as the brand's logo, website design, packaging, and customer service. By creating a positive and memorable first impression, businesses can improve their customers' shopping experiences and increase their chances of repeat business and positive word-of-mouth referrals.

Moreover, with the rise of e-commerce, the importance of first impressions has become more critical than ever before. In a virtual shopping environment, where customers cannot physically interact with the products, the first impression a brand makes on its website or social media platform can significantly influence a customer's decision to make a purchase.

Some Points

Based on various studies and surveys, it has been established that customers' first impression of a brand has a significant impact on their shopping experiences. Here are some key findings and conclusions from research on this topic:

1. **First impressions matter:** A study by Google found that it takes only 50 milliseconds for a user to form an opinion about a website. This means that brands need to ensure that their website design, messaging, and overall user experience are appealing and engaging right from the start.

2. **Emotional engagement is key:** Customers are more likely to make a purchase from a brand that evokes positive emotions such as trust, joy, and excitement. Brands that can connect with customers on an emotional level tend to have higher customer loyalty and repeat purchases.

3. **Consistency is crucial:** Customers expect a consistent brand experience across all touchpoints, including online and offline channels. Brands that deliver a consistent experience tend to have higher levels of customer satisfaction and are more likely to build a strong brand reputation.

❖ **Limitations:**

Firstly, the study relies on convenience sampling, which means that the participants were not randomly selected and may not be representative of the general population. Therefore, the findings of the study may not be generalizable to other populations.

Secondly, the study did not examine the impact of cultural differences on customers' first impressions of a brand. Culture can play a significant role in shaping consumer behavior and preferences, and therefore, it is important to consider how cultural differences may impact customers' first impressions of a brand.

Thirdly, the study did not explore the impact of online interactions on customers' first impressions of a brand. In today's digital age, many customers' first impressions of a brand may be formed through their online interactions, such as social media or website interactions. Therefore, it is essential to understand how these online interactions may impact customers' first impressions of a brand.

Fourthly, the study did not explore the impact of individual differences on customers' first impressions of a brand. Factors such as personality, values, and attitudes may impact how customers perceive a brand and form their first impressions. Future research should examine the impact of these individual differences on customers' first impressions of a brand.

Finally, the study did not examine the impact of a customer's first impression on brand perception and purchase behavior over an extended period. It is essential to understand the long-term impact of a customer's first impression on brand perception and purchase behavior to develop effective marketing strategies.

Despite these limitations, the research topic of "Customers' First Impression of a Brand and Its Relation to Their Shopping Experiences" provides valuable insights into the importance of creating a positive first impression of a the brand to enhance the customer's shopping experience and increase brand loyalty. Future research should address.