

## Strategy to Attract Purchase Interest in New Brands: an Empirical Study of the Role of Brand Recognition and Brand Familiarity in Perceived Quality

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**Abstract.** *The purpose of this study is to explore a conceptual model of how to attract purchase interest in new brands with brand recognition and familiarity, as well as the mediating role of perceived quality factors. Respondents in this study were 267 people who were determined using purposive sampling techniques with the criteria of someone who had consumed Mako Cake and Bakery products in Semarang City. This empirical research is an explanatory quantitative research using the Structural Equation Model (SEM) based on Partial Least Square (PLS) with the help of the Smart PLS 4 program as a data analysis tool. The results of the study revealed that the variables of brand recognition, brand familiarity and perceived quality have a positive and significant effect on purchase interest in new brands. As a new brand, brand recognition and familiarity are basic prerequisites needed to attract purchase interest. Consumers also tend to use perceived quality in forming purchase interest in new brands. Where the perception of quality can be formed from consumer recognition and familiarity with the brand. This is also related to consumer behavior on purchase interest in new brands. Consumers may buy old and well-known brands, but also have the urge or desire to explore new brands influenced by their perception that new brands come with better quality. The findings of this study can provide managerial implications for new brand entities, namely they can be used as an illustration in determining the right strategy to captivate consumers or attract buying interest by building brand recognition and familiarity, so that a good perception of the brand is formed.*

**Keywords:** *Familiarity; Interest; Perception; Recognition.*

### 1. Introduction

Recently, around the end of 2022, the name of the Mako Cake and Bakery bakery has emerged in several shopping centers. The bakery occupies the location of the BreadTalk bakery, so there is various speculation about the change of name of BreadTalk to Mako Cake and Bakery. Reported from detik Finance, the name change occurred because the BreadTalk name license expired in 2022. BreadTalk itself is a franchise business from Singapore that began entering Indonesia in 2003 brought by businessman Johnny Andrean with his company PT. Talkindo Selaksa Anugerah which holds the marketing license for BreadTalk in Indonesia.

According to information from the official website of Mako Cake and Bakery at <https://www.makobakery.com>, Mako Cake and Bakery itself actually started opening in 2020 with its first store in Bandung, then expanding to Bekasi, Kudus, Padang, and Pangkal Pinang with the company PT. Mako Anugerah Kreasindo which is managed by Jessica Andrean, none other than Johnny Andrean's daughter. In this case, it is still under the auspices of the Johnny Andrean Group business network. In developing its business, at the end of 2022 Mako Cake and Bakery opened branches in various cities in Indonesia, especially in shopping centers by occupying the former location of the BreadTalk bakery along with the end of the Johnny Andrean Group franchise agreement with BreadTalk Group Pte Ltd. From this, it appears that Mako Cake and Bakery is a business that has been designed by Johnny Andrean Group after breaking away from the BreadTalk franchise but wants to continue running a business engaged in the bread and cake sector, but in terms of management it is carried out independently.

Since its emergence in the market, Mako Cake and Bakery has often been seen as a rebranding of BreadTalk, when in fact it is not. In 2023, the name Mako Cake and Bakery appeared in the Top Brand ranks in the bakery category and ranked at the top as in the following table:

Table 1.1. Top Brands in Bakery Category 2019-2023

Top Brand	Tahun									
	2019		2020		2021		2022		2023	
	Brand	TBI	Brand	TBI	Brand	TBI	Brand	TBI	Brand	TBI
1	Holland Bakery	30.20%	Holland Bakery	33.80%	BreadTalk	39.50%	BreadTalk	42.20%	MAKO	37.40%
2	BreadTalk	27.30%	BreadTalk	33.50%	Holland Bakery	25.20%	Holland Bakery	23.40%	Holland Bakery	24.90%
3	Swiss Bakery	2.60%	Majestyk Bakery	6.30%	Majestyk Bakery	5.10%	Swiss Bakery	4.20%	Roti Boy	3.10%
4	Majestyk Bakery	2.30%	Roti Boy	3.30%	Swiss Bakery	2.20%	Roti Boy	3.00%	Swiss Bakery	2.90%
5	Roti Boy	2.00%	Swiss Bakery	3.30%	Roti Boy	2.10%	Majestyk Bakery	2.00%	-	0%

Source : <https://www.topbrand-award.com> (processed 2023)

Based on the table above, the Mako Cake and Bakery brand suddenly appeared in the Top Brand ranks in 2023 in the bakery category and ranked at the top. However, this seems to replace BreadTalk's position which was in the Top Brand ranks in previous years. There are indications that in the view of consumers/the general public, Mako Cake and Bakery is the same as BreadTalk or a rebranding. This shows a phenomenon of error in brand recognition by the public towards Mako Cake and Bakery.

The error in brand recognition experienced by Mako Cake and Bakery can have a direct impact on consumer purchasing interest. If consumers cannot identify a brand well, they may be less likely to choose to buy that brand. If people misrecognize a brand, it makes consumers have a negative view of the brand so that they have no interest in buying. As Kim & Lee (2018) argue that brand recognition is very important to increase purchasing interest. And supported by Chun et al. (2020) who argue that brand recognition has a positive effect on purchasing interest. However, there is a difference with what Cho (2019) stated that brand recognition does not have a significant effect on purchasing interest.

Mako Cake and Bakery bakery is currently spread across various regions throughout Indonesia. In Semarang City itself, there are four Mako Cake and Bakery stores, namely in Java Mall, Paragon Mall, Central City and The Park Mall Semarang. Three of the stores are in the

same location as the previous BreadTalk bakery, namely those located in Java Mall, Paragon Mall, and Central City.

Mako Cake and Bakery bakery is present in Semarang City at the end of 2022. Based on the results of interviews with store managers and employees and observations at four stores, in 2023, the four stores have not shown consistent sales. In terms of visitors or consumers who come to the store, it is also not as busy as the previous BreadTalk bakery. This indicates that there is still weak consumer buying interest in the Mako Cake and Bakery bakery.

The challenges that Mako Cake and Bakery is facing after breaking free from the shadow of the BreadTalk franchise, managed independently under the auspices of the Johnny Andrean Group business network. As a new brand entity that is developing, will it be successful in captivating consumers or attracting consumer interest in buying products so that the business will be successful and long-lasting. By knowing consumer behavior related to purchasing interest in new brands (new brand purchase intention), the company can determine the right action to fulfill consumer desires or tastes. Companies that are sensitive to consumer behavior will of course be able to determine the right strategy to help understand what consumers want.

The strategy that can be done by building brand familiarity with consumers is a crucial step for new brands to be able to build strong relationships. Brand familiarity refers to the extent to which consumers feel familiar or emotionally connected to the brand. Kim & Kim (2015) argue that consumers increase brand familiarity with various experiences with the brand.

Research conducted by Lee & Kim (2020) studied the relationship between brand familiarity and purchase intention, as a result, consumer preferences tend to have high purchase intention on products with high brand familiarity among various product choices. However, this is different from Agila & Anthony (2020) consumers are interested in buying a brand without considering whether they are familiar with the brand or not, this shows that brand familiarity has no effect on purchase intention.

From several gaps in previous research, it encourages researchers to conduct further research on purchasing interest in new brands that are influenced by brand recognition and brand familiarity factors, as well as adding perceived quality factors that act as mediation. Where consumers also tend to use perceived quality considerations that can attract their interest in buying.

Interest shows how strong a person's desire is to perform a behavior, in this case, purchasing interest is closely related to consumer behavior Kotler & Keller (2021). Firmansyah MA (2018) there is irrational consumer behavior that allows consumers to choose products just because they want to try them out, such as new brand products or well-known brand products. A study of consumer behavior was also revealed by Kohli S. (2023) that consumer behavior can change quickly, consumers can buy old and well-known brands, but also have a sense of curiosity to explore new brands. This can be influenced by their perception that new brands come with better quality.

Perception of quality can be formed from consumer recognition and familiarity with the brand. Therefore, it is suspected that brand recognition and brand familiarity have an influence on perception of quality. Alvino and Bakkers (2019) stated that brand recognition has a significant effect on perception of quality, where high brand recognition can increase perception of quality. Then Saputri et al. (2024) stated that consumers who have good familiarity or familiarity with the brand will also have a good perception of product quality.

Perceived quality is thought to mediate the relationship between brand recognition and brand familiarity with purchase intention. Perceived quality is considered a parameter that can shape consumers' views of a brand and is a factor that can influence purchase intention. According to Sihombing et al. (2021), perceived quality has a significant and positive effect on purchase intention. When consumers have a positive perception of the quality of a brand, it can shape attitudes and purchase intention.

## 2. Research Methods

This research is an explanatory research. According to Sugiyono (2022), explanatory research is a research that aims to explain the position of the variables studied and the influence of one variable on another. The main reason researchers use the explanatory research method is to test the proposed hypothesis, so it is expected that this study can explain the relationship and influence between independent, dependent and mediating variables. Then, the location of this research is the Mako Cake and Bakery bakery in Semarang City.

## 3. Results and Discussion

### 3.1. The Influence of Brand Recognition on Purchase Intention

The results of the study showed that the Brand Recognition variable has a positive and significant effect on the Purchase Intention variable. From these results, it can be interpreted that when consumers have high brand recognition of Mako Cake and Bakery, the higher the purchase interest in the Mako Cake and Bakery brand, and vice versa, if the lower the brand recognition, the lower the purchase interest.

The positive influence of brand recognition on purchasing interest in the Mako Cake and Bakery brand is due to high brand recognition of the brand through aspects of recognizing the brand from visual identity, recognizing the brand from its products, being aware of the existence of the brand, easily remembering the brand, and differentiating it from other brands.

The brand recognition strategy carried out by Mako Cake and Bakery is comes with a logo in the form of the letter M in Japanese style followed by the words MAKO Cake and Bakery and the identity of maroon and white. The concept of the store is also designed with an exclusive interior and a touch of natural wood that is typical of Japan, strengthening the branding as a Japanese-style bread and cake boutique. With an open space store concept so that everyone can immediately see the rows of shelves lined with bread and cake products that have just finished the production process (fresh from the oven). Based on this, brand recognition through visual identity can be easily recognized and remembered by consumers.

Figure 4.3. Logo and Concept of Mako Cake and Bakery Shop



Source: Mako Cake and Bakery website, and research documentation, 2024

In addition, there is a brand recognition strategy that needs acceleration, namely related to recognizing the brand from its products, realizing the existence of the brand, and differentiating it from other brands. A strategy that can be done with product innovation that has the characteristics of a brand product Mako Cake and Bakery and promotion strengthening. Several promotional strategy models that can be done to promote new brands to create Brand Recognition: (a) conventional promotions through banners, flyers, or radio ads; (b) discount promotions by giving discounts or price cuts; (c) social media can be a very effective channel to introduce new brands, because the development of the digital era, everything can be disseminated easily and can reach a much larger audience.

The results of this study have revealed that brand recognition has a positive and significant effect on purchase interest in new brands. Therefore, increasing brand recognition plays a very important role in increasing purchase interest in new brands. Strong brand recognition allows consumers to identify and remember the brand among the various choices available in the market. Thus, efforts to increase brand recognition through effective and consistent marketing strategies can have a significant impact on increasing purchase interest in new brands.

The results of this study support the results of the previous study. previously conducted by Cho (2019) it was found that brand recognition in franchise companies forms a positive brand attitude and then increases purchase interest, with brand recognition having a positive influence on purchase interest. Then, Chun et al. (2020) found that brand recognition has a positive effect on purchase interest. Furthermore, according to Ilyas et al. (2020) found that brand recognition is very important to increase purchase interest.

### **3.2. The Influence of Brand Familiarity on Purchase Intention**

The results of the study show that the Brand Familiarity variable has a positive and significant effect on the Purchase Intention variable. From these results, it can be interpreted that when consumers have high brand familiarity with Mako Cake and Bakery, the higher the purchase



interest in the Mako Cake and Bakery brand, and vice versa, if the brand familiarity is lower, the lower the purchase interest.

The positive influence of brand familiarity on purchase interest in the Mako Cake and Bakery brand is caused by high brand familiarity with the brand through the aspects of Had heard of before or having heard of it before, Familiar or not unfamiliar, Experience or experience with the brand, Knowledgeable of the brand or having sufficient knowledge of the brand, and Loyalty or choosing the brand over other brands.

Strategies for building brand familiarity can be done through promotions, shaping the consumer experience of consuming products, providing website pages, social media interactions can be an effective channel to increase new brand familiarity, therefore creating interesting and consistent content for social media is essential. Consumers will often be exposed to information about the brand, so they have knowledge about the brand. Furthermore, it is very necessary to increase brand familiarity in the loyalty aspect so that consumers will choose that brand over other brands.

The results of this study have revealed that brand familiarity has a positive and significant effect on purchase intention for new brands. Increasing brand familiarity plays a very important role in increasing purchase intention for new brands. Increasing brand familiarity is an important key in stimulating purchase intention for new brands. Brand familiarity creates a closer relationship between brands and consumers. When consumers feel familiar with a brand, it can encourage higher purchase intention. Therefore, a marketing strategy that focuses on increasing brand familiarity through various positive customer experiences is very important to strengthen the position of new brands in the market and expand their market share.

The results of this study support the results of the previous study. previously conducted by Vo & Nguyen (2015) stated that brand familiarity is the strongest factor that directly influences purchase intention. Brand familiarity refers to the extent to which consumers have direct or indirect closeness to the brand. With the existing closeness, it triggers loyalty to the brand where consumers will have an interest in choosing the brand compared to other brands (Naseem & Yaprak, 2023). Then, Lee & Kim (2020) studied the relationship between brand familiarity and purchase intention, as a result, consumer preferences tend to have high purchase intention on products with high brand familiarity among various product choices.

### **3.3. he Influence of Brand Recognition on Perceived Quality**

The results of the study show that the Brand Recognition variable has a positive and significant effect on the Perceived Quality variable. From these results, it can be interpreted that when consumers have high brand recognition of Mako Cake and Bakery, the higher the perception of quality of the Mako Cake and Bakery brand, and vice versa, if the lower the brand recognition, the lower the perception of quality.

The positive influence of brand recognition on the perception of quality of the Mako Cake and Bakery brand is caused by high brand recognition of the brand through aspects of recognizing the brand from its visual identity, recognizing the brand from its products, being aware of the

existence of the brand, easily remembering the brand, and differentiating it from other brands.

The results of this study have revealed that brand recognition has a positive and significant effect on perceived quality. Increasing brand recognition plays a significant role in improving perceived quality. When consumers have good knowledge about a brand, they tend to associate the brand with quality. Strong brand recognition gives the impression that the brand has a good reputation. As a result, consumers become more confident in the products or services offered by the brand, and they are more likely to see it as a quality choice. Thus, efforts to increase brand recognition through appropriate marketing strategies can help improve perceived quality.

The results of this study support the results of the previous study. previously done by Alvino and Bakkers (2019) stated that brand recognition has a significant effect on perceived quality, where high brand recognition can increase perceived quality.

#### **3.4. The Influence of Brand Familiarity on Perceived Quality**

The results of the study showed that the Brand Familiarity variable has a positive and significant effect on the Perceived Quality variable. From these results, it can be interpreted that when consumers have high familiarity with the Mako Cake and Bakery brand, the higher the perception of quality of the Mako Cake and Bakery brand, and vice versa, if the lower the brand recognition, the lower the perception of quality.

The positive influence of brand familiarity on the perception of quality in the Mako Cake and Bakery brand is caused by high brand familiarity in the brand through the aspects of Had heard of before or having heard of it before, Familiar or not unfamiliar, Experience or experience with the brand, Knowledgeable of the brand or having sufficient knowledge of the brand, and Loyalty or choosing the brand over other brands.

The results of this study have revealed that brand familiarity has a positive and significant effect on perceived quality. Increasing brand familiarity plays a significant role in improving perceived quality. When consumers feel familiar with a brand, they tend to associate the brand with positive attributes, including good quality. Brand familiarity creates a sense of trust and comfort in the minds of consumers, making them more inclined to choose products or services from that brand. This means that brands that are better known and familiar are perceived to have higher quality by consumers. Therefore, efforts to strengthen brand familiarity through effective and consistent marketing strategies can improve perceived quality.

The results of this study support the results of the previous study. previously conducted by Saputri et al. (2024) who found that consumers who have good familiarity or familiarity with a brand will also have a good perception of product quality.

#### **3.5. The Influence of Perceived Quality on Purchase Intention**

The results of the study showed that the Perceived Quality variable has a positive and significant effect on the Purchase Intention variable. From these results, it can be interpreted that when consumers have a good perception of the quality of the Mako Cake and Bakery

brand, the higher the purchase interest in the Mako Cake and Bakery brand, and vice versa, if the lower the perception, the lower the purchase interest.

The positive influence of perceived quality on purchasing interest in the Mako Cake and Bakery brand is due to the high quality perception of the brand through the aspect of quality. have different product characteristics from competitors that can produce better quality (differentiated characteristics product), have products that are well made with standard of quality, have a reputation based on general assessment (has good reputation), have functions that can meet expectations and desires (functionality), and have adequate supporting services (service ability).

The results of this study have revealed that perceived quality has a positive and significant effect on purchasing interest in new brands. Improving perception plays a very important role in increasing purchasing interest in new brands. When consumers have a good perception of the quality of a brand, they tend to be more interested in purchasing products or services from that brand. High perceived quality creates confidence that the product or service will provide good value and meet consumer expectations. Therefore, efforts to improve perceived quality through marketing strategies that strengthen brand image, communicate product advantages, and provide positive experiences to consumers are very important to stimulate purchasing interest in new brands. By building a good perception of quality, new brands can attract consumers' attention and purchasing interest.

The results of this study support the results of the previous study. previously conducted by Sihombing et al. (2021) who found that dominant quality perception has a significant and positive effect on purchase intention. When consumers have a positive perception of the quality of a brand, it can shape attitudes and purchase intentions. Then, Azzari & Pelissari (2020) found that when consumers feel that the quality of the product offered by a brand is in accordance with consumer needs, consumers will be more interested in making purchases.

### **3.6. The Influence of Brand Recognition on Purchase Intention through Perceived Quality**

The results of the study show that the Brand Recognition variable has a positive and significant effect on the Purchase Intention variable through Perceived Quality. Brand recognition has a positive and significant effect on the purchase intention of new brands through perceived quality. Perceived quality has a mediating role in the relationship between brand recognition and purchase intention of new brands. When consumers know a brand well, they tend to associate the brand with good quality. High quality perceptions then affect purchase intention, because consumers believe that the products or services of the brand will meet or even exceed their expectations. In this context, perceived quality acts as a link between brand recognition and purchase intention, confirming consumer beliefs about the value and superiority of the brand. Therefore, marketing strategies that focus on increasing brand recognition and strengthening perceived quality can help new brands to attract consumer attention and stimulate continued purchase intention.

The results of this study has explored a new conceptual model and revealed the p factors Perception of quality plays a mediating role in the relationship between brand recognition



and new brand purchase intention. These results strengthen the study consumer behavior expressed by Kohli S. (2023) who revealed that consumer behavior can change rapidly, consumers may buy old and well-known brands, but also have a sense of curiosity to explore new brands. This can be influenced by their perception that new brands come with offering better quality.

### **3.7. The Influence of Brand Familiarity on Purchase Intention through Perceived Quality**

The results of the study show that the Brand Familiarity variable has a positive and significant effect on the Purchase Intention variable through Perceived Quality. Brand familiarity has a positive and significant effect on the purchase intention of new brands through perceived quality. Perceived quality has a mediating role in the relationship between brand familiarity and purchase intention of new brands. When consumers feel familiar with a brand, they tend to associate the brand with good quality attributes. High perceived quality then strengthens purchase intention, because consumers believe that the product or service from the brand will provide satisfaction and good value.

In this context, perceived quality acts as a link between brand familiarity and purchase intention, strengthening consumers' beliefs about the brand's superiority and motivating them to choose the brand's products or services. Therefore, a marketing strategy that prioritizes building brand familiarity and strengthening perceived quality can help new brands gain consumers' attention and trust, ultimately stimulating continued purchase intention.

The results of this study has explored a new conceptual model and revealed the p factors Perceived quality plays a mediating role in the relationship between brand familiarity and new brand purchase intention. These results strengthen the study consumer behavior expressed by Kohli S. (2023) who revealed that consumer behavior can change quickly, consumers can buy old and well-known brands, but also have a sense of curiosity to explore new brands. This can be influenced by their perception that new brands come with offering better quality.

## **4. Conclusion**

Brand recognition has a positive and significant effect on purchase interest in new brands. Increasing brand recognition plays a very important role in increasing purchase interest in new brands. An effective and consistent marketing strategy to increase brand recognition through strengthening visual identity, branding, product innovation that has distinctive characteristics, and strengthening promotion, can have a significant impact on increasing purchase interest. Brand familiarity has a positive and significant effect on purchase interest in new brands. Increasing brand familiarity is an important key in stimulating purchase interest in new brands. Marketing strategies that focus on increasing brand familiarity through strengthening promotion, shaping consumer experience, providing website pages, social media interactions that can be an effective channel to increase new brand familiarity. Consumers will often be exposed to information about the brand, so they have deep knowledge about the brand and have closeness. Furthermore, it is very necessary to increase brand familiarity in the loyalty aspect so that consumers will choose the brand over

other brands. Brand recognition has a positive and significant effect on perceived quality. Increasing brand recognition plays a significant role in increasing perceived quality. Increasing brand recognition plays a significant role in increasing perceived quality. Brand recognition strategy by strengthening identity, branding, product innovation that has distinctive characteristics, and strengthening promotion. When consumers have good recognition of a brand, they tend to associate the brand with quality and give the impression that the brand has a good reputation.

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