Research Article

Implementation of Physical Evidence Strategy That Influences Brand Awareness Case Study: Agree Mart

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Abstract.
Business development in Indonesia has brought changes in sales strategy by adapting digital technology which prioritizes convenience and time efficiency in transactions, the agricultural sector is one of the business sectors that has the potential to be developed. according to BPS data (2022) the agricultural sector has contributed to increasing Indonesia's GDP (Gross Domestic Product) in 2022 in the agricultural sector by around 12.91%. Agree mart as a B2C company engaged in the agricultural sector has begun to adapt digital technology to support the convenience of shopping for daily needs digitally, but this strategy did not run smoothly and had problems related to brand awareness which resulted in low purchases. The research aims to design a brand awareness strategy with a visual aspect approach, research method using descriptive qualitative analysis. Data collection was carried out by observation, documentation, and open interviews with the community. The results of the study show that the implementation of a physical evidence booth design strategy is effective in increasing a company's brand awareness.

Keywords: brand awareness, booth exhibition design, digital buying behavior

1. Introduction

The development of digital technology is currently happening so massively and quickly, many business startups continue to make breakthroughs and innovations by utilizing digital technology into business strategies. According to R.Wulandari [1] Digital technology is a powerful driver for transforming a world that is highly dependent on carbon into a world that is more ecologically intelligent. In line with that, one of the most popular media is digital platforms, both websites, social media, and applications. Various conveniences are offered by advances in technology so that we can transact anytime and anywhere, customers no longer must travel outside to shop for a product, this lifestyle change must be accompanied by branding strategies that interest us to use the digital platform. this is also a concern for companies that are used to offline sales patterns to adapt and

take part in maximizing the trend of shopping digitally. One business startup that runs its business digitally is Agree Mart.

Agree Mart is a digital platform that provides fresh products such as fish, vegetables, fruits to basic necessities, Agree Mart will work closely with MSME players and local farmers spread across several points in Jabodetabek and Bandung to make it easier and more flexible for customers to shop for their daily needs. The change in shopping style for daily products to digital is in fact not easily accepted by the public, this is evidenced by the low interest in buying in-app products. Based on survey data conducted on 41 respondents, it was found that 15 people (36.6%) answered that they really did not know Agree Mart.

Based on these problems, further in-depth research will be carried out related to the 7P marketing strategy. according to [2]offering services with a marketing mix consisting of 7 marketing tools known as 7p namely *product, price, place, promotion, process, physical evidence, and people*. This research will focus on the physical evidence section by analysing the most relevant and memorable offline promotional media that will help the Agree Mart platform compete with similar competitors. This study conducted in-depth observations of the objects that were sampled, open interviews with respondents, namely actors who were partners of Agree Mart and also looked for respondents according to the specified criteria to identify problems related to the Agree Mart brand.

2. RESEARCH METHODS

This research was conducted using a qualitative descriptive method, According to Sugiyono [3], "Quantitative research methods are used in research in which the problem is clear while based on the research objectives and the methods to be used, according to Sugiyono [3] "Descriptive research is research conducted to determine the value of an independent variable, either one or more variables without making comparisons, or connecting with other variables. Data is then collected through observation, in-depth interviews and documentation of the object under study. Observations directly to the field to review the advantages and disadvantages of Agree Mart merchants regarding the problems being researched, documentation is carried out using recording media in the form of photos, videos and sound recordings. Data analysis techniques by conducting in-depth interviews by asking for feedback from respondents affected by problems related to low purchases and public knowledge of Agree Mart products.

Based on research put forward by [4], [5], And [6] as a whole shows that cleanliness, aroma, lighting, and display/layout have a positive effect on consumer purchase intentions, while music and colour are not significant. Temperature has almost no effect on consumer purchase intentions. This research is relevant for practitioners and academics.

2.1. Populations & Samples

The population is the total number of units of analysis whose characteristics will be suspected by Soewardikoen [7]. The population that will be examined in this study are the actors who are partners of the agree mart in the city of Bandung. The sample is part of the population which can represent the characteristics of the population Soewardikoen [7]. In this study, the researchers took 3 sample objects using a purposive sampling method based on certain criteria in determining the research objectives, namely merchant partners in the city of Bandung, the community around the merchants and the demographics of women aged 20-40 years. Then from each sample represented by 5 respondents so that a total of 15 people to answer the Agree Mart problem.

2.2. Observations & Documentations

Observations and documentation are carried out directly in three different object areas, namely the Bumdes Ciburuy merchant which is located at Jl. Raya Ciburuy-Padalarang No. 282, Merchant Sendayam.id which is located atJl. Raya Ciburuy-Padalarang No. 282, and low-cost market merchants Sarimanah whose address is Jl. Sarimanah 1 No.118, RT.02 Rw05, Sarijadi, Sukasari, Bandung City, West Java 40151. In observation, aspects of physical evidence at merchant locations were analysed to identify their influence on consumer behaviour in making purchases at Agree Mart. Documentation is carried out using a cell phone camera and interview recording to obtain further data about the importance of applying aspects of physical evidence to a brand.

2.3. In Depth interviews

According to Kriyantono [8] interviews in qualitative research, can also be referred to as in-depth interviews (depth interviews) or intensive interviews (intensive interviews) and mostly unstructured. Interviews in qualitative research are conducted with the aim

of obtaining in-depth qualitative data. In this study interviews were conducted with 15 responses with each sample represented by 5 respondents who would be conducted with unstructured questions to find out more relevant solutions to be resolved on the physical evidence aspect of a brand.

3. RESULTS AND DISCUSSION

3.1. Results

Based on the results of observations and interviews conducted. Found findings that answer the problems experienced by the Agree Mart brand. 13 respondents responded that the physical media that would attract people's attention when shopping was in the form of exhibition booths which would offer product promotion and even the most effective and efficient product introduction, 2 respondents answered that the presence of billboards or signage would remind a brand.

The existence of this agree mart merchant will have a little influence on the agree mart promotion strategy, which at this time the merchant is located in a residential area which of course will find it difficult to reach a wider market, by designing an offline promotional media in the form of an exhibition booth which will have an impact on increasing product sales offered by the Agree Mart brand.

3.2. Discussions

From the results of interviews with 3 research objects and respondents, several things can be summarized. the community around the Agree Mart Sarimanah, Bumdes Ciburuy and Kirimayam.id merchants will know more about the existence of agree mart merchants if the merchant also provides a physical evidence strategy to build Agree Mart brand awareness in competing with competitors. Based on these findings, the researchers then designed a booth design strategy that could be a solution for Agree Mart.

3.2.1. Design Variable: Recommendation Concept

The layout form is made using a Grid configuration which will make it easier to set flow activities (Figure.1) using colours that are relevant to the brand logo to make it easier

TABLE 1:

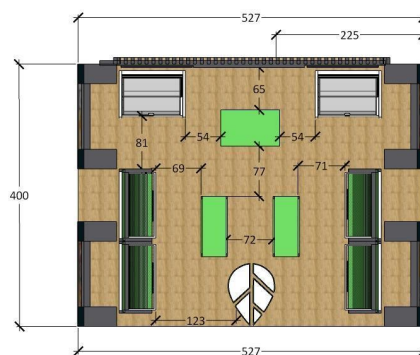| No	Respondents (age)	Physical Evidence Variable			Usefulness assessment (1-5)	Respondents Area Domicile
		sign system	Exhibition Booths	Product Display		
1	R1(36)		✓		5	merchants Bumdes Ciburuy
2	R2(36)		✓		5	
3	R3(39)		✓		5	
4	R4(34)		✓		4	
5	R5(37)		✓		5	
6	R6(40)		✓		5	merchants Kirimayam.id
7	R7(35)	✓			4	
8	R8(32)		✓		5	
9	R9(29)		✓		5	
10	R10(25)		✓		5	
11	R11(33)	✓			5	merchants Bazaar Sarimanah
12	R12(26)		✓		4	
13	R13(33)		✓		4	
14	R14(35)		✓		4	
15	R15(38)		✓		5	

Figure 1: Layouts.

for potential consumers to recognize and remember the existence of the agree mart brand.

There are facilities for installing promotional media on the left and right sides of the booth design which aims to provide information about the products being sold at the
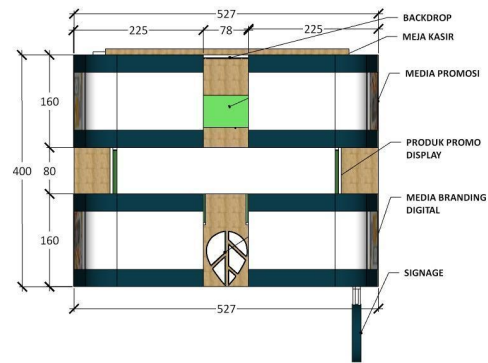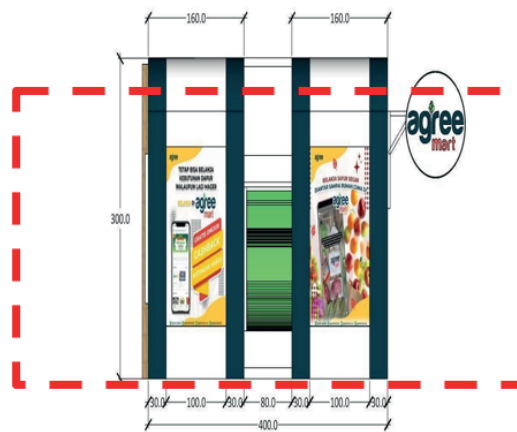
Figure 2: Top View.
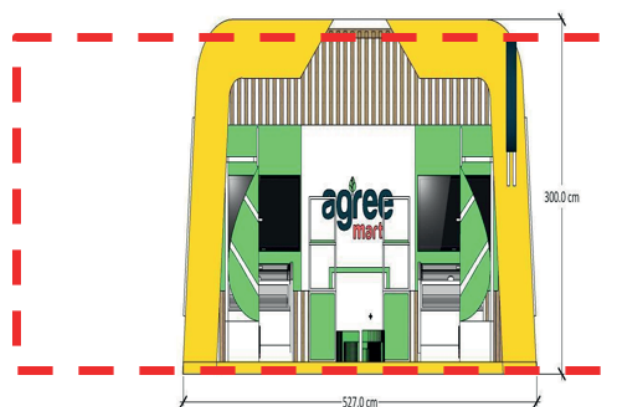

Figure 3: Side View.

Figure 4: Front View.

best prices (Figure.3) the display rack design is also designed according to the shape of the agree mart logo so that it will continuously provide information about the brand agree mart so that brand awareness is built on prospective consumers agree mart.

4. CONCLUSION

From the description above, it can be concluded that Agree Mart partners Sarimanah, Ciburuy and Send ayam.id stated that the implementation of a physical evidence strategy in the form of a booth design can have an impact on building awareness of the Agree Mart brand. Changes in the online shopping experience are in fact not easily adapted by the community, therefore the results of discussions with the surrounding community also state the usefulness of media visual booth design as an effort to build awareness of the Agree Mart brand, the Agree Mart company must also massively educate the public regarding the types of business in the offline sphere in order to build consumer confidence in the products and services offered. To perfect this research, further research is needed which is expected to be able to build exhibition booth objects that have been designed to get feedback with a high level of validity so that this research can become a reference recommendation for a business strategy that is still relevant today.

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