

## CHAPTER V

### CLOSING

#### 5.1 Conclusion of Research

Regarding to this research, there are 5 variables are tested: corporate social responsibility, environmental concern, appearance consciousness, brand image and consumer repurchase intention. While, the object of study is The Body Shop consumers around Kota Padang. Quantitative research was conducted by using the online questionnaire or Google Forms platform as the purpose to collect the primary data. The online questionnaire was shared through social media including; WhatsApp personal chat and group chat, and personal Instagram account. After it all distributed, there are 174 where 3 of them are invalid since didn't meet the research requirements. Then, it accepts 171 respondents.

On the previous chapter above, the explanation about the hypothesis results which are accepted, rejected and each significant level. From the results there are 3 hypotheses are accepted and has a significant effect while one variable is rejected. These results are obtained after conducting several tests including test of outer model, inner model and hypothesis model. Therefore, the followings are the conclusions of this study:

1. Corporate Social Responsibility has a negative and insignificant effect on the consumer's repurchase intention of The Body Shop product. This means that when The Body Shop's

consumers in Kota Padang are suitable in some product, the company's CSR actions and values are not their consideration to increase the repurchase intention of the product.

2. Environmental Concern has a positive and significant effect on consumer repurchase intention of The Body Shop product. This indicates that environmental concern of The Body Shop has been influenced the number of repurchase intention of The Body Shop product.
3. Appearance consciousness has positive and significant effects on consumer repurchase intention of The Body Shop product. Therefore, the consumers' concern about their appearance has been influenced the repurchase intention of The Body Shop product.
4. Brand images has positive and significant effects on consumer repurchase intention of The Body Shop product. This proves that the image of The Body Shop brand has influenced their consumers to repurchase their product again.

## **5.2 Implications of Research**

This study finds several implications according to research findings that can be implemented in order to be used in future research in marketing study, and also the business. For the upcoming research or study in marketing field, this research is expected to be used as their reference and source of information or

as the evaluation regarding to current research topic. As a result of this study, there are 3 variables which has a significant effect of consumer's repurchase intention of The Body Shop product; environmental concern, appearance consciousness, and brand image.

Then, if The Body Shop consistently maximize values that have a positive influence on consumer loyalty to their brands and products. Such as, remaining an ethical brand and produces environmentally friendly goods. the more consistent The Body Shop in maintaining those values, the more consumers will be loyal to them.

As explained before, corporate social responsibility has no significant effect on consumers repurchase intention. In improving their business, The Body Shop's CSR improvement won't bring any significant effect on consumers repurchase intention, since it's not the newest and not the expected thing by consumers to bring a major effect on consumer loyalty. Otherwise, The Body Shop needs to maintain the CSR action of The Body Shop as their implication of environmental and social preservation.

### **5.3 Research Limitations**

1. This research only analyzes the influence among variables corporate social responsibility, environmental concern, appearance consciousness, brand image on consumer repurchase intention,

therefore it doesn't examine other variables that possibly influence consumer repurchase intention.

2. Regarding this study, it shows that the consumer's perceptions about Corporate Social Responsibility couldn't represent the company's CSR actions.
3. In this study, the researcher limited the respondent's area which is the consumers of The Body Shop domiciled in Kota Padang, West Sumatra.
4. The amount of sample of this study is limited by 171 respondents, so it didn't describe the whole community who are the consumers of The Body Shop.

#### **5.4 Research Recommendation**

Based on the results of the current study, the followings are several recommendations for the upcoming research in similar field of research:

1. For the further research, it is hoped to be able to use others additional variables that possibly affect the relationship among variables in this research.
2. For the upcoming research, it is expected to expand the abject of the study including the other beauty brands or the local's products.
3. For the further research, it is hoped to conduct the research in wider or more massive scope. As the example: for the consumers around Sumatra or Indonesia as a whole.