

CHAPTER V

CONCLUSION

5.1 Research Conclusion

This study contextualizes itself in the context of the alarming environmental challenges that Indonesia is currently facing, specifically its generation of waste at a rate and prolific nature, and a lack of effective waste management facilities and systems, which are relevant factors in the rise in plastic pollution across the globe. During this crisis, the age group of Generation Z and the Millennials has become a key market segment, which is characterized by an increased level of environmental awareness and a sharp desire to support sustainable businesses. However, sustainable SMEs, as the case of Gerai in Padang City, faces the challenge of cashing in on this consciousness because of the ubiquity of the greenwashing exercises that foster consumer mistrust. As such, the research design uses the Stimulus-Organism-Response (S-O-R) model to determine the effect of the experiential marketing and value of perceived greenness on the purchase intention, and hypothesizes that brand trust is a vital mediating variable.

A comprehensive evaluation on the basis of the 132 respondents representing Generation Z and Millennials outlined the salient consumer behavior insights. The results show that a one-time involvement of consumers in the activities that are experiential does not ensure repeat transactions. It is contrary to the hypotheses, the direct effect of experiential marketing on the repurchase intention was not significant. These results help conclude that in this group, the simple pleasure of a workshop does not necessarily mean a buying commitment. However, the study supports that experiential marketing is an effective arousal of the development of trust, and such trust has a positive and significant influence on brand trust. More importantly, brand trust was found to be the mediator of the interrelationship between experiential marketing and repurchase intention, which validates the assumption that the interventions of Gerai Prabumi workshop are

largely used in order to establish credibility and reliability, which triggers repeat purchases.

Furthermore, this study confirms that Generation Z and Millennial consumers in Padang take a pragmatic approach to sustainability. Green perceived value puts a direct and statistically significant effect on repurchase intention, which suggests that consumers do consciously consider their functional and environmental benefits, including waste reduction characteristics, when assessing products. Such evaluations, in their turn, drive the repeated buying behaviour. Besides, brand trust becomes the strongest predictor of repurchase intention in the research model. This validates the idea that in a sceptical market, a brand's ability to inspire consumer confidence in its honesty and good intentions is the most important factor in securing loyalty.

5.2 Research Contributions

The study contributes a number of inputs to the theoretical and practical uses of business:

5.2.1 Theoretical Contribution

The results of the present study indicate that the external factors (experience marketing and green perceived value) have a strong effect on the internal processes of brand trust in the environment of sustainable MSMEs. This effect will result in a behavioural outcome, which is repurchase intention. In addition, the study is relevant to the marketing literature, as it conceptualizes Generation Z and Millennials as one group of conscientious consumers in West Sumatra. This study presents empirical data to the effect that despite age differences, both categories have congruent values about sustainability and experience consumption.

5.2.2 Practical Contribution

Ideally, the results of this study provided strategic insights for Gerai Prabumi and other MSMEs. Reliability in the workshop is proven as the key to get customer's trust. By fulfilling customers' assumptions about the brand's products.

While building trust, experiences are also used to educate customers about environmentally friendly behavior and its importance. In the case of Gerai Prabumi, it's good to continue its edutainment strategy, where all workshops and products clearly demonstrate their impact on the environment in order to maintain widespread trust. This strategy can be applied to the customers of other sustainable enterprises, especially those with a specific focus on female customers. Moreover, this strategy gives small businesses an advantage in the process of competing with big corporate organisations.

5.3 Research Limitations

This study has several limitations that need to be considered. The main limitation lies in the data collection instrument, where an online questionnaire in the form of a Google Form was used as the main survey tool. The questionnaire was distributed via WhatsApp and Instagram social media, both through the story feature, WhatsApp groups, and private messages specifically for members of the WhatsApp group 'Prabumi Wellness Club,' most of whom had attended workshops at Gerai Prabumi. Given the specific criteria for respondents, the focus of distribution was directed at private messages to members of that community.

However, technical difficulties were encountered when WhatsApp restricted and then blocked the researchers' numbers due to message sending activities that were indicated as spam. This greatly hampered the questionnaire distribution process. In addition, the members who were contacted responded very slowly; replies were often only received after the researchers sent up to three reminders, and many did not respond until the research period had ended. As a result, the researchers found it difficult to meet the target number of respondents within one month.

The type of workshops used was also a limitation to this study because of the lack of a particular classification of the types. During the data analysis process, the researchers failed to make a distinction between light and heavy types of workshops. An example was that a painting lesson that lasted between one and two hours was considered to have a light intensity, whereas a lesson about bag-weaving

that took four hours was considered to be of heavy intensity because of the level of engagement. The diversity of customer experiences creates bias during the measurement of the impact of experiential marketing, thus lowering the accuracy of data. It is, therefore, advisable that future research pools the respondents according to the intensity of workshops (light or heavy) to be able to come up with more accurate outcomes.

Moreover, there were certain restrictions on the construction of the items of the questionnaires. The instrument failed to distinguish the desire to repurchase real products and the desire to attend further workshops. The mixed up nature of these different behaviors can conceal certain findings on the aspect that was actually influenced by experiential marketing. In the variable of Brand Trust, the items largely involved the workshop or service, and inconspicuously not the brand name or the brand as an entity. This wording might have caused the respondents to rate trust in the particular session that they attended instead of the brand in general.

The last is the issue of demographic segmentation of respondents, which creates restrictions associated with the generational gap. The study did not segment the participants into identified groups but generally divided the group into two (Generation Z and Millennials). This broad generalization overlooks the fact that, there is a wide internal heterogeneity within the generational cohort of Generation Z, specifically the differences in maturation and outlook between those born in the first years of the cohort (e.g., 1997) and those born in the later years (e.g., 2012). A more detailed segmentation plan could have minimised the possible bias and provided more detailed results on the behaviour of consumers based on age.

5.4 Research Recommendations

Based on the results of the study, the researcher recommends that Gerai Prabumi gain the trust of customers to increase the likelihood of repurchase intention. This can be achieved through experience marketing, such as workshops, to ensure that customers' expectations of Gerai Prabumi products are met. Genuine storytelling on Gerai Prabumi's social media can support this, as it will prevent customers from making excessive assumptions due to overpromising. Gerai

Prabumi must also maintain its promotions to avoid underpromising; otherwise, customers will not be interested in attending the workshops. Gerai Prabumi can create workshop recap videos accompanied by storytelling that highlights the uniqueness of each workshop session according to the circumstances of the participants and the atmosphere during the workshop. Besides, in order to maximise on green perceived value, the brand must also implement data-driven storytelling in its marketing operations, including emphasising the amount of waste avoided, especially while workshop in order to conform to the analytical and impact-focused tastes of its target audience.

The researcher is suggesting a broadening of the scope and methodology in order to make future academic inquiry. Future research may use comparative research designs on some categories of workshops based on the perceived experience in order to establish the presence of any major difference in the relative power of experiential marketing influence between the two categories. It is proposed to use a longitudinal study to trace the changes in brand trust over time to acquire more profound information about whether the effects of experiential marketing produce long-term loyalty. To further expand the study, we would want to extend the study to other cities in West Sumatra or Indonesia, hence allowing easy generalization of the results as far as the sustainable purchasing behaviour of the younger workforce in Indonesia is concerned.

Regarding the methodological rigor, the following empirical studies are highly recommended to run a pilot study or pre-test first before undertaking the actual data collection. To achieve the validity as well as reliability of the research instrument, the implementation of a pilot test is imperative. This will help in the early detection and correction of any biases that may exist, hence protecting the integrity of the instrument prior to its extended usage. Speaking in regard to the research instrument per se, it will be best to clearly differentiate between the repurchase intention of tangible products and the repurchase intention of further workshop attendance. Resolution of these variables would help in a more detailed interpretation on which factor of the business that is mainly affected by marketing activities is between retail goods and experience events.

Moreover, brand trust as an operationalization should be made more specific. To achieve the scientific rigor and to give the external validity of the results, it is suggested that further research should be done to mention the brand instead of using a general term like the workshop. This choice is based on the assumption that it would allow make sure that the respondents evaluate the brand entity itself, but not a single session. Moreover, a more detailed breakdown of the consumers of Generation Z should be used in future studies. The early and late respondents among the members of Gen Z may have some differences in their behavioral patterns and level of maturity, which may not be apparent unless there is a comparative study of early and late respondents.

