

CHAPTER V

CONCLUSION

5.1. Conclusion

The primary objective of this study was to analyze the effect of Brand Personality on Electronic Word of Mouth (E-WOM) through Brand Preference and Brand Love as mediating variables. Brand Personality in this research is conceptualized as a second-order construct that reflects a combination of several dimensions, including sincerity, excitement, competence, sophistication, and ruggedness, which together shape consumers' overall perception of a brand.

The purpose of this study was to examine how Brand Personality (X) could affect Electronic Word of Mouth (Y) through Brand Preference (Z1) as Brand Love (Z2) as a mediating variable. This research was conducted using a quantitative approach that included primary data collection from individuals who have experience with Somethinc products. Respondents in this study were individuals in Padang City who had purchased and used Somethinc products. The sample in this research includes consumers who had purchased and used Somethinc products at least twice and had read reviews or comments about Somethinc products. The questionnaires were distributed online through Google Forms links and shared via social media platforms such as WhatsApp, Facebook, Instagram, and Telegram.

The study involved 240 respondents and examined seven proposed hypotheses. Several analyses were conducted, including descriptive analysis, evaluation of the measurement model (convergent validity, discriminant validity, and reliability tests), structural model evaluation (R-square), and hypothesis

testing using SmartPLS 4.0. Furthermore, the data were successfully collected and processed using SmartPLS 4.0 and Microsoft Excel. The research results indicate that brand personality plays an important role in encouraging consumers to engage in Electronic Word of Mouth activities related to Somethinc products. This influence occurs through Brand Preference and Brand Love as mediating variables. Consumers who perceive Somethinc as a brand with appealing characteristics, trustworthy quality, and a stylish image tend to develop stronger preferences toward the brand. These positive evaluations gradually foster emotional attachment and affection, leading consumers to feel more connected to the brand.

The results indicate that Brand Personality plays an important role in influencing consumers' engagement in Electronic Word of Mouth (E-WOM). This effect occurs both directly and indirectly through Brand Preference and Brand Love as mediating variables. Consumers who perceive Somethinc as a brand with appealing characteristics, trustworthy quality, and a strong image tend to develop higher preference and stronger emotional attachment, which ultimately encourages them to share positive experiences online.

The following conclusions from this study are based on the results of the data processing that has been done:

1. Brand Personality has a positive and significant impact on Brand Preference among consumers of Somethinc products. This indicates that the stronger the brand personality perceived by consumers, the higher their preference for the brand. Consumers tend to prioritize Somethinc when they

perceive the brand as having appealing characteristics, a trustworthy image, and a distinctive style compared to competing brands.

2. Brand Personality has a positive and significant impact on Brand Love among consumers. This suggests that the stronger the brand personality, the stronger consumers' emotional attachment and affection toward the brand. Consumers who perceive Something positively are more likely to feel connected, comfortable, and emotionally engaged with the brand.
3. Brand Personality has a positive and significant impact on Electronic Word of Mouth. This means that the stronger the brand personality, the higher consumers' willingness to share experiences, provide recommendations, and express positive opinions about Something products through digital platforms.
4. Brand Preference has a positive and significant impact on Electronic Word of Mouth. This indicates that consumers who prioritize Something as their preferred brand are more likely to recommend and discuss the products with others. A stronger brand preference encourages consumers to actively share information and experiences related to the brand.
5. Brand Love also has a positive and significant impact on Electronic Word of Mouth. This suggests that the stronger consumers' emotional attachment to the brand, the greater their intention to spread positive information. Emotional bonds motivate consumers to share satisfying experiences and personal endorsements through online media.

6. Brand Personality has an indirect positive and significant impact on Electronic Word of Mouth through Brand Love as a mediating variable. This indicates that a strong brand personality fosters emotional attachment, which subsequently encourages consumers to engage in online word-of-mouth activities.

7. Brand Personality also has a positive and significant indirect effect on Electronic Word of Mouth through Brand Love as a mediating variable. This shows that Brand Personality contributes to the formation of emotional attachment, which subsequently motivates consumers to share positive experiences online. Brand Love, therefore, acts as an emotional mechanism that enhances the influence of Brand Personality on E-WOM.

Overall, the results of this study confirm that Brand Personality plays a fundamental role in influencing both cognitive responses (Brand Preference) and emotional responses (Brand Love), which together drive consumers' engagement in Electronic Word of Mouth.

5.2. Implication of Research

Based on the results of the analysis and discussion that has been carried out, an implication can be made that can provide positive benefits for various parties. In general, there are several implications that can be proposed related to each research variable. The following are some implications of this research:

1. Implication of Brand Personality on Brand Preference

The findings of this study indicate that Brand Personality has a positive and significant influence on Brand Preference. Therefore, Something

should continuously strengthen its brand personality by maintaining a consistent brand image that reflects sincerity, excitement, competence, sophistication, and ruggedness across all customer touchpoints. This can be achieved through consistent visual identity, product innovation, informative skincare education, and digital marketing campaigns that communicate the brand's values. In addition, collaborating with beauty influencers whose image aligns with Somethinc's personality can strengthen consumers' perceptions of the brand. By maintaining a distinctive and consistent brand personality, consumers will be more likely to prioritize Somethinc over competing skincare brands.

2. Implication of Brand Personality on Brand Love

The results demonstrate that Brand Personality positively influences Brand Love. Therefore, Somethinc should build stronger emotional relationships with consumers by implementing emotional branding strategies. The company can develop storytelling campaigns that highlight consumers' skincare journeys, encourage customer engagement through social media interactions, and create exclusive communities where consumers can exchange experiences and skincare knowledge. Providing personalized communication and expressing appreciation for loyal customers may also strengthen consumers' emotional attachment to the brand and encourage long-term relationships.

3. Implication of Brand Personality on Electronic Word of Mouth

The findings reveal that Brand Personality positively influences Electronic Word of Mouth. Therefore, Somethinc should consistently communicate its unique brand personality through various digital platforms, including Instagram, TikTok, YouTube, Shopee, and Tokopedia. The company can encourage consumers to create user-generated content by sharing skincare routines, product reviews, testimonials, and before-and-after experiences. Reward programs, hashtag campaigns, and collaborations with content creators can further stimulate consumers to voluntarily share positive experiences, thereby increasing positive Electronic Word of Mouth.

4. Implication of Brand Preference on Electronic Word of Mouth

The results indicate that consumers who have stronger Brand Preference are more likely to recommend Somethinc to others. Therefore, Somethinc should continuously improve product quality, develop innovative skincare products based on consumer needs, maintain competitive pricing, and ensure product availability across online and offline channels. In addition, membership programs, exclusive promotions, personalized product recommendations, and loyalty rewards can strengthen consumers' preference for the brand, encouraging them to voluntarily recommend Somethinc through digital platforms.

5. Implication of Brand Love on Electronic Word of Mouth

The findings show that Brand Love significantly encourages consumers to engage in positive Electronic Word of Mouth. Therefore, Somethinc should strengthen emotional engagement by creating memorable customer

experiences through appreciation programs, exclusive events, product launches, and interactive online activities. The company can also encourage satisfied consumers to share authentic experiences and testimonials on social media. Strong emotional attachment will motivate consumers to voluntarily recommend Somethinc and defend the brand when facing negative opinions in digital environments.

6. Implication of the Mediating Role of Brand Love

This study demonstrates that Brand Love mediates the relationship between Brand Personality and Electronic Word of Mouth. Therefore, Somethinc should not only focus on creating a strong brand personality but also on transforming that personality into meaningful emotional experiences. Marketing communications should emphasize consumer confidence, self-care, and personal well-being rather than merely promoting product features. By strengthening emotional attachment, consumers will be more willing to share positive experiences and recommendations through digital platforms, thereby increasing positive Electronic Word of Mouth.

7. Implication of the Mediating Role of Brand Preference

The findings also indicate that Brand Preference mediates the relationship between Brand Personality and Electronic Word of Mouth. Therefore, Somethinc should maintain a consistent market positioning by emphasizing product uniqueness, maintaining high product quality, and communicating clear brand values. The company should continuously monitor consumer preferences through market research and customer feedback to ensure that its

products remain relevant to changing consumer needs. Strengthening Brand Preference will encourage consumers to consistently choose Something over competing brands and voluntarily share positive recommendations through Electronic Word of Mouth.

5.3. Research Recommendations

From the limitations of researchers in completing this research, there are several suggestions for further researchers with similar topics, namely as follows:

1. Future studies are encouraged to include additional variables related to consumer behavior, such as brand trust, brand image, customer satisfaction, and purchase intention. The inclusion of these variables may provide a more comprehensive understanding of factors influencing Electronic Word of Mouth (E-WOM).
2. Future researchers are suggested to apply different analytical approaches or advanced statistical methods, such as covariance-based Structural Equation Modeling (SEM) using AMOS or LISREL, in order to compare results with variance-based SEM (PLS-SEM).
3. Further research may incorporate additional indicators related to digital behavior, such as the frequency of writing online reviews, social media usage intensity, and participation in online communities. This may provide deeper insights into consumers' engagement in E-WOM activities.

4. Future studies are recommended to explore psychological and emotional factors, such as self-congruity, lifestyle alignment, and perceived social value, to better understand how emotional aspects influence Brand Love and consumer communication behavior.
5. It is also recommended that future research focuses on different respondent segments, such as generational groups, income levels, or lifestyle categories, to analyze variations in consumer perceptions and behavior.
6. Future research is encouraged to examine multiple brands, both local and international, in order to provide more generalizable and comparative findings regarding branding strategies and E-WOM behavior.

It is recommended for future researchers to include multiple cosmetic brands as research objects to provide broader and more representative findings. Comparative studies involving local and international cosmetic brands may help explain differences in branding strategies, consumer perceptions, and digital word-of-mouth behavior across markets.

