

CHAPTER V

CONCLUSION

5.1 Conclusion of Research

The purpose of this research to examine the impact of brand awareness, content marketing, and customer engagement on female generation z's purchase intentions on Instagram. Generation Z was chosen because they dominated Indonesia populations and their characters that have been known as a digital native. This research chose a local clothing brand in Indonesia, which is *Thenblank*, as the object of this research. At the end of the research, it's expected that the result will be helpful for *Thenblank* or another clothing brand in utilizing Instagram as its marketing platform. The quantitative approach was used in this research by also using primary. The primary data of this research was collected by spreading online questionnaire to Indonesian citizen that has been passed the requirements. The requirements for fill in the questionnaire are female that was born in 1995-2002, an active user of Instagram in the past year, and lastly knows and ever visited *Thenblanks*' Instagram account. In addition, online questionnaires were distributed via social media and collected using Google Forms. As a result, 105 respondents come from several cities and provinces in Indonesia. Furthermore, this research is using Microsoft Excel 2019 and SmartPLS 3.28 to processed and analyzed the data. Then, from the data that has been collected, seven hypotheses can be concluded and explained:

1. *Content Marketing* positively and significantly influence *Brand Awareness*.

This result is align with the previous research that mention company or brand can use their social media to increase customer brand awareness through creating a good content (Al-Qudah, 2020; El Kedra, 2021; Poulis et al., 2019).

Gen Z spends more than 7 hours a day on the internet, and most of that time they use it to visit or used social media, which Instagram categorized as the top 5 social media that internet users use. Therefore, it can be said that content

is one of the essential factors in utilizing social media. In Instagram, customer will tend to like exciting and entertaining content, which can help them remember the brand. Thus, interesting and entertaining content on *Thenblanks'* Instagram account is able to increase customer awareness toward *Thenblank* as a clothing brand.

2. *Customer Engagement* positively and significantly influence *Brand*

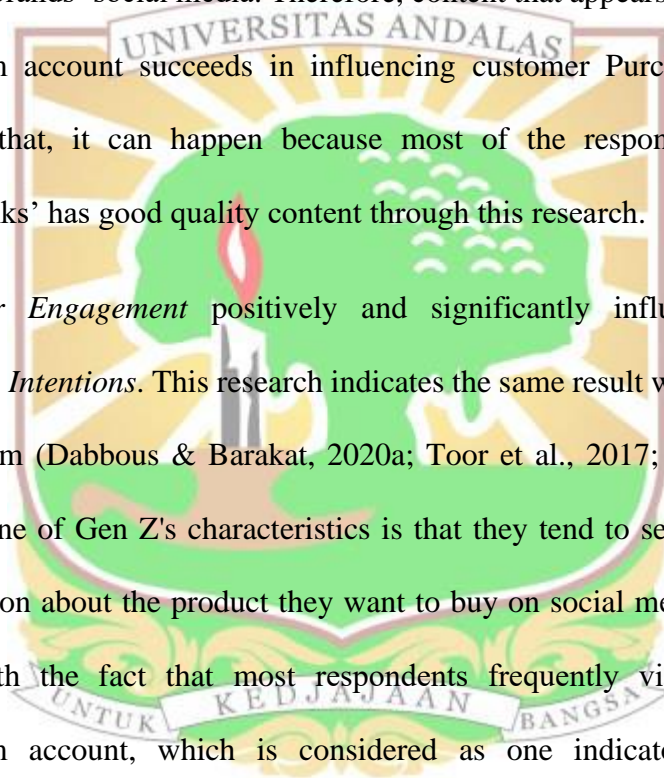
Awareness. Apparently, this result shows have the same result with previous study from (El Kedra, 2021; Shojaee & Azman, 2013). Engagement is one of

the essential factors in social media marketing because one of the main goals in marketing on social media is to engage with a customer or even with a new customer. If brands' activity on social media doesn't create a good impact on

the engagement, then those activities have zero value. Hence, engagement has also become one of the essential factors in strengthening brand awareness.

This research shows that the engagement that happens on the *Thenblank* Instagram account has succeeded in increasing customer awareness toward the brand.

3. *Content Marketing* positively and significantly influence customer *Purchase Intentions*. Previous study from (Al-Qudah, 2020; Poulis et al., 2019; Teo et al., 2019) also revealed the same result, where content that appeared on brand's social media will influence its customer purchase intentions. The fact shows that Gen Z is also known as digital native generations, then it is also impacted their purchase behavior. Before making a purchase, Gen Z tends to visit the brands' social media. Therefore, content that appears on *Thenblanks'* Instagram account succeeds in influencing customer *Purchase Intentions*. Besides that, it can happen because most of the respondents said that *Thenblanks'* has good quality content through this research.
4. *Customer Engagement* positively and significantly influence customer *Purchase Intentions*. This research indicates the same result with the previous study from (Dabbous & Barakat, 2020a; Toor et al., 2017; Yoong & Lian, 2019). One of Gen Z's characteristics is that they tend to seek some related information about the product they want to buy on social media. It seems to align with the fact that most respondents frequently visit *Thenblanks'* Instagram account, which is considered as one indicator of customer engagement. Therefore, the result shows *Customer Engagement* positively and significantly influence customer *Purchase Intentions*
5. *Brand Awareness* positively and significantly influence customer *Purchase Intentions*, which align with the previous study from (Dabbous & Barakat, 2020a; Jamali & Khan, 2018). This research shows the important role of social media especially Instagram to strengthen customer awareness toward the



brand. Therefore, those activities is also raise the ability of respondents to recognize some element of *Thenblank* which lead to influence their intention to buy *Thenblank* product.

6. *Content Marketing* positively influences customer *Purchase Intentions* through the full mediation role of *Brand Awareness*. This research revealed that most of the respondents agree that *Thenblank* has an interesting and entertaining content on its Instagram account. Apparently, it makes them remember a particular characteristic of *Thenblank* as a clothing brand. Lastly, it also increased the intention to buy the product that appears on their Instagram account.

7. *Customer engagement* positively influences customer *Purchase Intentions* through the partial mediation role of *Brand Awareness*. Most of the respondents in this research have frequently liked and visit *Thenblanks'* Instagram page, which helps the respondents strengthen their brand awareness. Then, all of these actions positively impacted to the purchase intentions.

5. 2 Implication of Research

This research came up with several implications that can be used to extend the understanding about the utilization of Instagram as a marketing platform and the online behavior of gen Z in interacting and responding to brand activities on social media, specifically Instagram. Then, the implication will be stated as followed:

1. For academic purposes, this research is intended to be a theoretical reference or insight for future research relating to the scope of social media marketing, specifically on Instagram. Following the growth of the Gen Z population and the development of digitalization nowadays, this research examined the implication of content marketing and customer engagement on Instagram to boost brand awareness and increase purchase intentions. This research focuses on content marketing and customer engagement on Instagram, which can expand the use of Instagram as a marketing platform which can lead to increased brand awareness and purchase intention.
2. For *Thenblank*, other clothing brands, or other related businesses. This research is intended to help clothing brands or other associated businesses improve their Instagram account utilization. The utilization of Instagram accounts can be done by using good content marketing and customer engagement which can lead to the increasing of brand awareness and purchase intentions. There are several good content marketing strategies on *Thenblank's* Instagram account that can implement by the other related business in order to increase brand awareness and purchase intentions, such as:
 - a. Informative content: this content consist of some information about their latest product (*e.g.* product size chart, product availability color , product material, and etc), mix and match tips for their followers, and many more.



- b. Entertaining content: usually in some cases, *Thenblank* create a content that can represent the current trend of the youth in Indonesia. As an example, there is one moment *Thenblank* create a content about Korean drama that were currently famous in Indonesia.
- c. Engagement content: in order to get closer with its follower and also customer, *Thenblank* encourage their follower to give feedback to them by creating a content about it. Besides that, it's also quite often where *Thenblank* create a testimony content and create a content that summarize its customer/follower's question and answer it through the content.

Thus, those content marketing strategies can be a good advice for other related company in utilizing their Instagram account. Because, it has been proven through this research that *Thenblank's* content on Instagram positively influence brand awareness and purchase intentions. In term of customer engagement, another related business is suggested to actively post a content or anykind of activities on their Instagram that can make their customer or follower feel happy or interested. Because this research shows that most of the customer is interested to follow *Thenblank* on Instagram because they want to get the latest content, in other words it's mean company should use their Instagram actively, so the follower or customer won't go.

This research also contributes to improving the company's understanding of purchase behavior and characteristic of Gen Z on social media, specifically

Instagram. Besides that, this research can also be used for the company as an insight for their future digital marketing strategy to be relevant with Gen Z, which predicted that this generation would dominate the marketplace and influence all levels of ages and income.

5.3 Limitations of Research

During the process of conducting this research, some following limitation can exist in this research, such as:

1. Due to several requirements for respondents addressed in this research, it's resulting in only a small amount of data that can be processed in this research. There are only 105 respondents that fulfill the requirements of this research.
2. There is a limitation of previous study about the relation of brand awareness with social media marketing especially through the utilization of content marketing and customer engagement.
3. In terms of respondents, this research only focuses on female Gen Z born in 1995 – 2002 that consider an active user of Instagram in the past year, knows and ever visit *Thenblank* (clothing brand) Instagram account.
4. This research only covers several cities and provinces in Indonesia.

5.4 Research Recommendations

Based on the result of this research, then the researcher addressed some recommendations as mention below:

1. Future research is suggested to have a more significant number of respondents to get more representative data.
2. There is another social media that has a large number of users. Then, to get a deeper understanding of social media marketing, future research is suggested to explore other social media such as TikTok, Twitter, Facebook, etc., which can be used as a marketing platform.
3. In order to get a deeper understanding of social media marketing, it is highly recommended for future research to explore the other variable or factors in social media marketing, such as e-WOM, social media ads, the use of a hashtag, search engine optimization (SEO), etc.
4. Future research can use purchase decisions as a dependent variable to see the company's actual impact on social media marketing.
5. Millennials is considered as suitable respondent in order to see the actual impact on purchase decisions, because it is believed that Millennials has more purchasing power than Gen Z.

