

CHAPTER V

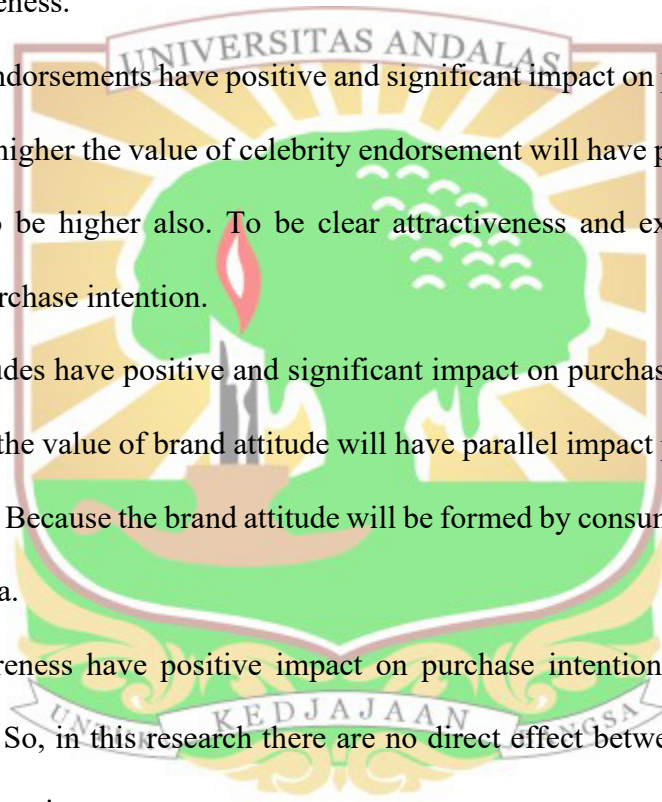
CLOSING

5.1 Conclusion

This chapter is a conclusion from the results in the previous chapter which contains conclusions, research implications, research limitations and suggestions for further research. The purpose of doing this research is to know the effect of celebrity endorsement on purchase intention groups mediated by brand awareness and brand attitude. This study uses quantitative methods by distributing questionnaires through GForm to Z Generation friends who are actively using Instagram and domiciled in Padang City. After the questionnaire is collected again, there were 197 respondents but only 153 who passed the screening question. Then the data obtained, processed using Microsoft Office Excel and SmartPLS software 3.2.9. This study uses four variables, namely celebrity endorsement, brand awareness, brand attitude, purchase intention brand awareness and brand attitude as intervening or mediating variables with the object of research Bittersweet by Najla. The data in the study were obtained from questionnaires distributed to respondents, as for the measurement of variables in this study, namely 15 items statements for the celebrity endorsement variable, 5 statement items for brand awareness, 7 statement items for the brand attitude variable, 5 question items for the purchase intention variable.

Then the data is processed using SmartPLS 3.2.9 In the previous chapter it was detailed that there are seven hypotheses that submitted and the results of the analysis show that the six hypotheses are accepted, one hypothesis is rejected. Based on the results of the research that has been done, it can be taken conclusion:

- 1) Celebrity endorsements have positive and significant impact on brand attitude. This shows that higher the value of celebrity endorsement will have parallel impact brand attitude to be higher also. Popularity of endorser play important role.
- 2) Celebrity endorsements have positive and significant impact on brand awareness. This shows that higher the value of celebrity endorsement will have parallel impact brand awareness to be higher also. It is really effective to utilize celebrity endorser to increase brand awareness.
- 3) Celebrity endorsements have positive and significant impact on purchase intention. This shows that higher the value of celebrity endorsement will have parallel impact purchase intention to be higher also. To be clear attractiveness and expertise are matched to improve purchase intention.
- 4) Brand attitudes have positive and significant impact on purchase intention. This shows that higher the value of brand attitude will have parallel impact purchase intention to be higher also. Because the brand attitude will be formed by consumers experience through social media.
- 5) Brand awareness have positive impact on purchase intention, but the impact is not significant. So, in this research there are no direct effect between brand awareness on purchase intention.
- 6) Brand awareness have positive impact on mediating celebrity endorsement to purchase intention, but the impact is not significant. So, in this research there are no direct effect of brand awareness as mediating variable on celebrity endorsement to purchase intention, while the mediation is partial, which mean celebrity endorsement could affect the purchase intention with or without brand awareness.



- 7) Brand attitudes have positive impact and significant on mediating celebrity endorsement to purchase intention. Mean that brand attitude has direct effect as mediating variable on celebrity endorsement to purchase intention, while the mediation is partial, which mean celebrity endorsement could affect the purchase intention with or without brand attitude.

5.2 Implication of Research

This research came up with several implications that can be used to extend the understanding about the utilization of celebrity endorsement on Instagram as a marketing platform and the online behavior of gene Z in interacting and responding to brand awareness and brand attitude toward promotion in 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 celebrity endorsement on creating brand awareness and brand attitude on consumer mind which influences the purchase intention.

This research focuses on celebrity endorsement on Instagram, which can expand the use of Instagram as a marketing platform which can lead to increased brand awareness and brand attitude. That could also triggered the consumers purchase intention. Most of the Z Generation especially girl is attached to attractiveness of the celebrity endorser, it is proven by the number of TCR percentage of statement of celebrity endorsement “Fadil Jaidi is attractive” 90.07%, and most of them are really have a good interest on Instagram, both of brand awareness and brand attitude highest TCR % were closely

related on Instagram post. And all of the aspect really effect the purchase intention of Gen Z where most of them are attached to the celebrity endorser review and post on Instagram.

2. For Bittersweet by Najla, other dessert box brands, or other related businesses. This research is intended to help dessert box or other associated businesses improve their Instagram account utilization. The utilization of Instagram accounts can be done by utilize celebrity endorsement on promoting their product, which can lead to the increasing of brand awareness and purchase intentions. 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. Bittersweet by Najla and all of the SMEs should start and pick the appropriate and the suitable celebrity endorser to promote the product, especially who targeted on Gen Z, especially woman, celebrity endorser are effective on boost purchase intention of customer. And the Official account of Instagram also play important role in branding which also the consideration of Gen Z, the credibility of celebrity endorser as one of the aspect that SMEs should look up. Attractive, personality and credibility aspect that is evaluate by the customer and brand attitude of the SMEs brand should match with the celebrity endorser.

5.3 Limitations of Research

During the process of conducting this research, some following limitations 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 153 respondents out of 197 respondents that fill the GForm, fulfill the requirements of this research.
2. In terms of respondents, this research only focuses on Gen Z born in 1995 – 2002 that consider an active user of Instagram in the past year, follow Bittersweet by Najla (dessert box) and Fadil Jaidi (celebrity endorser) Instagram account.
3. This research only covers Padang.

5.4 Research Recommendations

Based on the result of this research, then the researcher addressed some recommendations as mentions 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.

Future research can use purchase decisions as a dependent variable to see the company's actual impact on social media marketing.

