

CHAPTER V

CONCLUSION AND SUGGESTION

5.1. Research Conclusion

The goal of this research is to discover about the relationship between the constructs which are Brand Elements, Brand Advertising, Brand Awareness, and the dependent variable is Purchase Intention. This study concerns about how the relation of those three variables gives impacts on purchase intention of clothing brand in. The researcher uses primary data by distributing 100 questionnaires to customer of local clothing in Padang, it distributed to the active students at Universitas Andalas. There are three hypotheses developed in this study, the following statements shows the result conducted from PLS 3 as follows:

1. The brand element has a significant influence of Brand Elements on purchase intention of online clothing band in Padang. Brand Elements that includes logo, slogan, and packaging design takes positive role for the customer to purchase a clothing brand in Padang.
2. The brand awareness has insignificant influences to Purchase Intention within this research, it shows contra result from early research.
3. The brand advertising variable has a significant influence on consumer's purchase intention in coffee shops in Padang. It concluded that the creativity of the brand could determine customer's interaction tendencies to purchase its products.

5.2. Limitation of the Research

This research were conducted in a bit of limitations, this limitation is expected to be more attention for researchers for future researchers. These following points explain the limitation along this research process:

1. This research only examines respondents who are still as active students in Universitas Andalas, so this research is only relevant who knows specific start-up clothing brand called Mac Mawkish.
2. The researcher needs to select the respondents because the brand chosen in this research is included as a start-up brand.

5.3. Recommendation

Based on the conclusions and limitations found in this study, there are some suggestions that can be considered as follows:

1. In further research, it is hoped that it can expand the scope of its research, especially to make the entire clothing brand in Padang as the object of further research so that it can have a positive impact on the entrepreneur in increasing their clothing brand to be better.
2. In further research, it is expected to increase the number of samples and expand the diversity of samples so that they can truly represent the population in this study, and the results of future studies can be more accurate.

5.4. Implication of Research

This research is expected to give information to the clothing brand owner as the source for them to consider its strategy in gaining purchase intention. This research proves that Brand Awareness doesn't give influence on purchase intention, but this result indication is for the start-up brand. Brand awareness doesn't enough for the start-up brand to make higher purchase intention for the customer, but brand elements and advertising gives higher role for the customers purchase intention for this start-up brand in Padang.

