

CHAPTER V CONCLUSION

5.1 Conclusion

Based on the result and discussion that have been explained in chapter four, the main conclusion of this research will be summarized as follows:

1. The entertaining social media marketing content of Secondate Beauty significantly affects consumer brand engagement.
2. Customization provided by Secondate Beauty is not significantly affect consumer brand engagement.
3. Interactivity in Secondate Beauty is not significantly affected consumer brand engagement.
4. The electronic word of mouth (EWOM) activities for Secondate Beauty significantly affect consumer brand engagement.
5. Trendiness in Secondate Beauty is not significantly affected consumer brand engagement.
6. Consumer brand engagement significantly affects the brand awareness of Secondate Beauty.
7. Consumer brand engagement significantly affects the brand image of Secondate Beauty.

5.2 Managerial Implication

According to these findings, social media marketing and consumer brand engagement are influential in creating brand awareness and brand image of Secondate Beauty. Firstly, entertaining social media content must regularly preserve sharing information to the platform using exciting content. By that means, consumers will recognize that Secondate Beauty existed not only become a platform for sales but also for entertaining once. In contrast, according to the result, customization and interaction did not apply appropriately by the managers of Secondate Beauty. Thereby the managers are suggested to provide various services to diverse consumers to introduce the customized service provided by Secondate Beauty. Not all consumers intent to read customized services with brand-related information; thus, managers suggested strengthening the information delivery by providing short videos or entraining animation videos.

Additionally, two-way interaction is impossible when consumers feel doubted to express their feelings on the platform provided; thereby, the managers of Secondate Beauty should consider a more open interaction by providing a supportive platform for consumers to share their honest reviews. For example, if bad reviews happen, they still share consumers' reviews on Instagram as it is. Therefore, consumers will have no doubt when their opinions are heard, and as a result, the brand will get advice for further benefit to compete with other markets in the future. As a brand established during the covid-19 pandemic, EWOM

activities are essential for brands to attract potential consumers. Usually, people doing EWOM have already been the consumers and are satisfied with the brand.

Moreover, the managers may consider providing campaign for their consumers to take part in creating content. However, seen on the brand's trendiness, consumers feel that the content delivered does not always follow the latest trends. Consequently, Secondate Beauty managers must find ways to keep their platform up to date with the latest phenomena to generate consumers' attention.

By keeping a positive consumer brand engagement, brand knowledge will be formed naturally. Firstly, the findings from brand awareness show that consumers who have a high level of awareness will tend to engage with the brand. Hence, Secondate Beauty managers are advised to decently maintain consumer brand engagement by tracking the performance of content presented in the market. For example, Instagram provides marketing tools for business users like analysis tools that are useful to see the statistical data of the preferable content from the market demands. Additionally, brand image is also influential in maintaining consumers' perception of the brand. It is foremost for the managers to be aware of consumers' thoughts about the brand and how consumers see Secondate Beauty as a great brand in the market.

5.3 Limitations

1. The item questions of customization are not explained briefly in the questionnaire distributed. Hence, it causes the result of hypothesis testing is not significant and there is no difference with previous studies used.
2. The nominal range used in respondent distribution based on three months average spending is not appropriate and confusing.
3. The social media platform used (Instagram) did not mention specifically on the filter questions.

5.4 Suggestion for Future Research

1. Future research can add a brief explanation regarding to each variable to avoid respondent's misunderstanding, so that they can filled out the questionnaire based on the actual conditions.

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