

## CHAPTER V

### CONCLUSION AND RECOMMENDATION

#### 5.1.Introduction

In this chapter will discuss the conclusion from the result of this research that already discussed above, the suggestion that could help for further research, managerial implication and the limitation of this research.

#### 5.2.Conclusion

Based on the results of the description an explanation in the previous data analysis, the following conclusions obtained are:

1. Instagram interaction has a significant impact on brand sacralization. Indicating if Matoa Brand considers that the consumer has a big impact for their business, i.e. consumer shares their opinion on question box and Matoa Brand reposting consumers story on Fashion Friday Highlight, then it creates the consumer feels like they're appreciated by Matoa Brand.
2. Instagram usability is not significantly impact on brand sacralization. Indicating if the information about the products and instruction of the products were same as the other products, then it wouldn't bring a big impact to the consumers.
3. Instagram interaction has a significant impact on Instagram usability. Indicating if interaction in Instagram, i.e. share photos, videos and interact among user, could bring impacts on Instagram usability which could attract users to visit Matoa Brand account.

4. Brand sacralization is not significantly impact on online purchase intention. Indicating if the consumer already creates a mindset of the product as a sacred entity, they wouldn't think twice to purchase or repurchase the product.
5. Brand sacralization has a significant impact on brand loyalty. Indicating if the brand not only offer a product to consumers, but value and help the consumers to express themselves as well. Then it will create trust and bond between the brand and consumer.
6. Brand loyalty has a significant impact on online purchase intention. Indicating if the company maintain the relations with their consumer and offer a good promotion, i.e. cutting price, special packaging, it can increase loyalties from consumer because the company offer good promotion and treat the consumer well.

### **5.3. Managerial Implication**

This research is trying to evaluate the impact of Instagram account on the brand sacralization on Matoa Brand. According to the result of the study, below are several strategies that can be done by the Brand:

1. Brand is expected to optimize the usefulness of Instagram interaction that could affect the way consumer sacralized a product of the brand. Moreover, brand should maximize the features in Instagram actively to keep maintaining the relationship between brand and consumer, then the consumer could keep on track related to the update of the brand and the brand could keep maintain the relationship with the consumer by giving discussion forums to appreciate consumer opinion related to the product of the brand.

2. Brand is expected to optimize the way consumer create the product of the brand as a sacred entity. By delivering the value of the product and the specialty of the consumers order, it is expected to make consumers emotionally involved to the product, and create consumers see the product as a sacred entity and use the product to express consumer self-worth. Moreover, by being attached to the product and preferred as a sacred entity, it could make consumers adore the product as a valuable and sacred thing.
3. By the result of this research, brand is expected to optimize consumer loyalty that has an impact on consumer purchase intention. By consumer loyalty toward brand and recommendation from consumer to friends, colleagues, and relatives, it could affect consumer purchase intention in buying the product. Therefore, brand should keep maintain the relationship between brand and consumer, and maintain the quality of the product to keep consumer loyal to the brand.

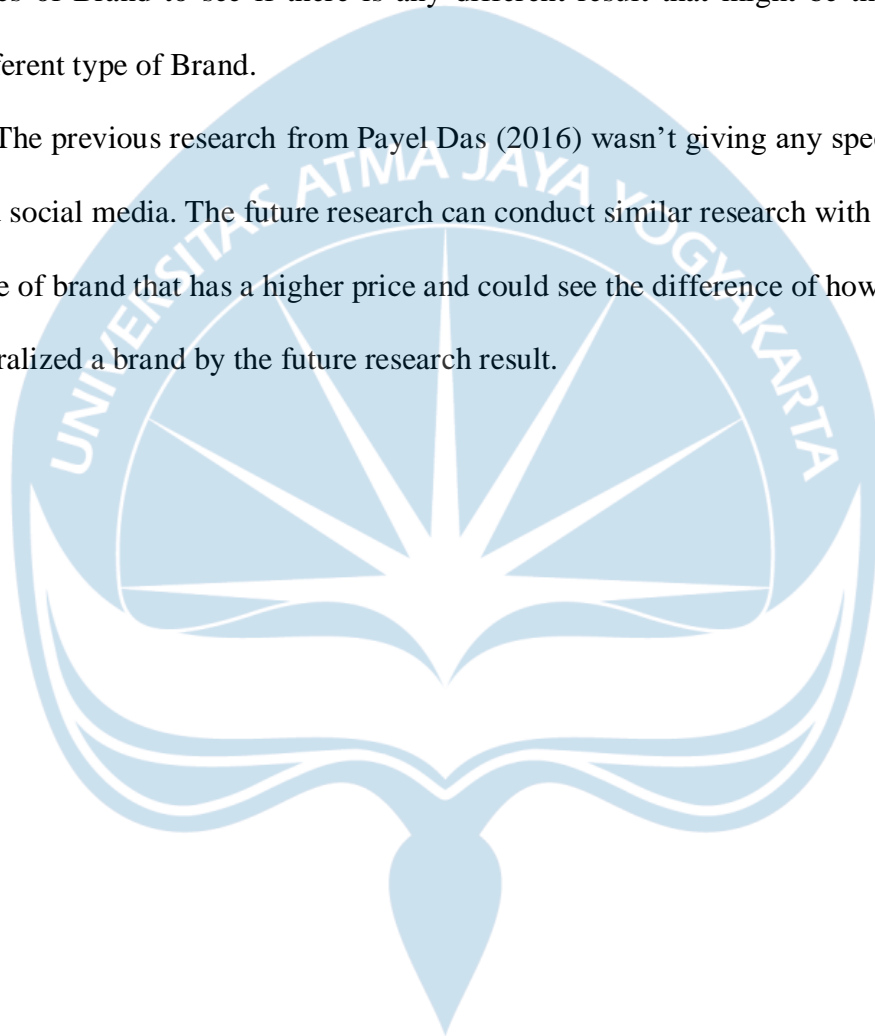
#### **5.4.Limitation of the Research**

The limitation of this research is the object of this research. The object that was used in this research has price ranges from Rp 855.000 up to Rp 1.385.500, which means still an affordable price for the millennial generation. Because in fact, for brand sacralization, the price of the product should be higher and the brand should be more prestige. Related to the price range that should be higher, it could affect the respondent of the questionnaire, which not only college students, but workers and adults as well. Furthermore, because the product should be more prestige, it is difficult to check the authenticity of the product that consumer buys.

### **5.5.Further Research**

This research uses Matoa Brand, as a brand that uses Instagram as one of their marketing tools and selling products in Indonesia. Further research can use different types of Brand to see if there is any different result that might be the result of different type of Brand.

The previous research from Payel Das (2016) wasn't giving any specific brand and social media. The future research can conduct similar research with a different type of brand that has a higher price and could see the difference of how consumer sacralized a brand by the future research result.



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