

celebrity influencer, which is why it does not affect consumers' purchase intention as much as congruency and expertise do.

4.9.7 The impact of Expertise towards Purchase Intention

According to the results of hypothesis testing on expertise variable, it can be inferred that there is a positive impact of expertise towards purchase intention. The result of the hypothesis testing came consistent with the previous study's result which was done by (Prasad et al., 2022) which states that expertise of an endorser gives significant impact on purchase intention. Expertise affects purchase intention because audiences of an influencer give attention to an endorsement made by them when they are fluent in endorsing it, in this case, Puspa Dewi introduces endorsement products well, her delivery piques her audiences' curiosity of the endorsed product, which is why, endorser's expertise in endorsing a product plays a huge role in enticing consumer's purchase intention. The majority of the respondents also agree that the endorser has to be expert so that it increases the consumers' purchase intention.

CHAPTER V

CONCLUSION

5.1 Conclusion

Based on the results of research that has been done regarding Endorsement and Consumer Purchase Intentions in the endorsement of Flimty brand by celebrity Puspa Dewi on Instagram with 195 respondents, several conclusions were made:

1. People who have bought Flimty products follow Flimty's Instagram account.
2. People who follow Flimty's Instagram account follow Puspa Dewi's Instagram account.
3. Endorsement significantly impacts congruency.
4. Endorsement significantly impacts credibility.
5. Endorsement significantly impacts expertise.
6. The congruency of the celebrity endorser towards the endorsed brand significantly impacts consumers' purchase intentions towards the endorsed brand.
7. The credibility of the celebrity endorser does not significantly impact consumers' purchase intentions towards the endorsed brand.
8. The expertise of the celebrity endorser significantly impacts consumers' purchase intentions towards the endorsed brand.
9. Endorsement overall significantly impacts consumers' purchase intentions towards the brand.

5.2 Managerial Implications

Based on the aforementioned conclusions of the study “The Contribution of Endorsement of Brands to Consumer's Purchase Intentions”, there are several managerial implications that can be inferred. Consumers tend to purchase products endorsed by celebrities who are congruent with the endorsed product. Since congruency impacts consumer's purchase intention, it is suggested to business owners to choose endorsers who are congruent with their product, such as a make-

up artist endorsing a make-up product, an athlete endorsing a sport tool, a body builder or fitness guru endorsing protein products. Endorsement impacts congruency, so it is important that endorsers make their audience and potential consumers feel close to them, by doing live streams on Instagram, constantly making stories and live updates of their daily activities involving the endorsed products. Endorsement also impacts credibility, so it is important to choose an endorser that is deemed trustworthy by consumers and the target audience because consumers pay attention to whether they can trust some certain celebrities for them to follow. Expertise is impacted by endorsement, so endorsers are expected to endorse products in a way that could captivate consumers attention, for example by making endorsement that does not appear as an obvious advertisement, like adding a storyline to it, and explaining the product's usage and advantages to themselves so that it would bring consumers' attention, this expertise of endorsing a product will instigate consumer's purchasing intention towards the endorsed product. Therefore, business owners should pay attention towards these factors of endorsement in order to cater to consumers' purchase intentions.

5.3 Research Limitations

Although the data has been compiled and analysis has been performed, there are still several limitations such as:

1. A test of mediation was not performed in this study.
2. Indicator one of Expertise in the questionnaire may have the dependent and independent variable overlapping with each other.

5.4 Suggestions for Future Research

1. It is expected that future researchers of the similar topic to do a test of mediation in this study, regarding expertise and purchase intention.
2. It is expected that future researchers of the similar topic to do paraphrasing on dependent and independent variables so that it would not overlap with each other.

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