

CHAPTER V

CONCLUSION AND MANAGERIAL IMPLICATION

5.1 Conclusion

Based on the result of this research, the conclusion of this research is:

1. The result of hypothesis shows that bandwagon consumption has a positive and significant effect toward purchase intention. It shows that for bandwagon consumers, price is less important as an indicator of prestige, but the effect they make on others has a greater significance for them, especially in increasing the purchase intention to buy sporty shoes. Not only increases the intention of purchasing sporty shoes, but bandwagon consumption also shows a positive effect toward willingness to pay more. It shows that bandwagon consumption increases the willingness of consumers to accept the burden of payment according to what has been determined. Despite the price of sporty shoes that is quite expensive, they are willing to pay more for it. Last, bandwagon consumption also shows a positive effect toward brand attractiveness. It means that when there's a bandwagon consumer that purchase a sporty shoe from a brand, it increases the attractiveness of that brand and attract other consumers to purchase the shoes from that brand as well.
2. The result of hypothesis shows that conspicuous value has quite positive effect toward purchase intention and brand attractiveness, although it has no effect toward willingness to pay more. It means that although consumer have no willing in paying more for the shoes product, it is proven that conspicuous value is giving impact on the intention of purchasing shoes. Meaning that the value of conspicuous give "luxury" vibe that makes consumer's intention to purchase sporty shoes increase. By the increase of purchase intention, the attractiveness of the brand also increase through conspicuous value. Meaning that when consumers are looking for sporty shoes, they are looking for a brand that they think give the "luxury" vibe.

3. The result of hypothesis shows that social value also has no effect toward purchase intention and brand attractiveness, although the influence between social value and willingness to pay more shows a positive result. This concluded that social value doesn't increase the intention of them to purchase sporty shoes. The influence shows that social value drives the willingness to pay more, but doesn't increase the intention of purchasing. Meaning that they are only considering buying, but have no intention of paying. They only watch the shoes but doesn't want to purchase the shoes over social value reasons.

5.2 Managerial Implication

The researcher found several implications towards the sporty shoe's brands used in this research, and hopefully this research helps the sporty shoes brands to:

1. Leverage psychological influences such as bandwagon consumption to further increase sales, willingness to pay more and brand attractiveness. Sporty shoes brand can implement the influence of bandwagon for example by inviting popular celebrities to be their brand ambassador. Eventually, the fans of the celebrities will get influenced by bandwagon and they start to follow their idol to wear the same shoes brand that their idol wear. Another example of implementing the bandwagon consumption is by integrating the concept of viral marketing with bandwagon consumption. This will attract consumers to buy branded sport shoes.
2. Consumer are attracted to be in the same "wagon" and that desire of bandwagon consumer's influences their consumption behavior and perceptions towards sporty shoes brands. In order to attract consumer to the same "wagon", sporty shoes brand can develop their shoes concept. The concept can be simple but elegant. Once sporty shoes brand got the concept, create the quality as good as possible and mix with the concept of bandwagon by doing pervasiveness marketing. Eventually, one people will get attracted by the shoes and other people will start to follow to purchase shoes from that brand.

3. Leverage conspicuous value to increase brand attractiveness and the intention of consumer to purchase by increasing the quality of the shoes. Increasing the quality of shoes are very important, especially for consumer's who are implementing the value of conspicuous. They prioritize in good and luxury looking, so product quality is number one for them. Branded sport shoes can elevate their shoes quality by identifying what their consumers need.

5.3 Research limitation

Several limitations of this research are:

1. This study only uses quantitative data obtained from filled out questionnaires by respondents. So that the data obtained is limited.
2. The sample used in this research are only taken from the sporty branded shoes used in this research, so the outcome could be different when using other brands.
3. This study uses data from consumers who bought sporty shoes from different kinds of stores like electronic-commerce and not focus on one store like the official store.

5.4 Further Research Suggestion

1. Data collection should not only be through questionnaires, but can be in the form of short interviews with several consumers.
2. Future researchers hopefully will combine quantitative data with data qualitative so that the data obtained is more accurate and in accordance with what is felt and experienced by the respondents
3. Researcher in the future are expected to collect data from consumers who buy in the official store, not only in the electronic-commerce and retail store.

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Attachment

Research Questionnaire

1st section

Criteria Questions

1. How old are you?
2. Have you ever bought at least one of the original branded sport shoes (Nike, Adidas, Vans, Converse, New Balance?) in the past 2 years?
3. Where did you buy the original branded sport shoes? Mention the store name, example: Tokopedia, Nike Warehouse, Shoppe.

2nd section

Demographic Questions

1. Name
2. Gender
3. Job
4. Please tick one of the boxes to find out your income or pocket money

Income Range	
\leq Rp 1.000.000	
Rp 1.000.001 – Rp 2.000.000	
Rp 2.000.001 – Rp 3.000.000	
Rp 3.000.001 – Rp 4.000.000	
$<$ Rp 4.000.000	

3rd section

This section is to find out your respond of bandwagon consumption toward purchase intention on branded shoes brand

For each statement, please indicate your answer with the following scale:

Strongly Disagree	Disagree	Moderate	Agree	Strongly Agree
1	2	3	4	5

No	Question	1	2	3	4	5
1	Branded sport shoes are worn by celebrities					
2	Branded sport shoes are very fashionable					
3	Everyone would approve their branded sport shoes choice					
4	Branded sport shoes are recognized by people					
5	Branded sport shoes are chosen and worn by most people					

4th section

The fourth section is to find out your respond of conspicuous value toward purchase intention on branded sport shoes

No	Question	1	2	3	4	5
1	Owning branded sport shoes are symbol of achievement					
2	Owning branded sport shoes are symbol of wealth					
3	Owning branded sport shoes are symbol of prestige					
4	Owning branded sport shoes attracts attention					

5th section

Fifth section is to find out your respond of social value toward purchase intention on branded sport shoes

No	Question	1	2	3	4	5
1	This branded sport shoes would improve the way I am perceived					
2	This branded sport shoes would make a good impression on other people					
3	. This branded sport shoes would give their owner social approval					

6th section

Sixth section is to find out your respond of purchase intention on branded sport shoes

No	Question	1	2	3	4	5
1	If I would purchase branded sport shoes, I would consider buying this brand					
2	If I were shopping for shoes brand, the likelihood that I would purchase this branded sport shoes are high					
3	My willingness to buy this branded sport shoes would be high if I were shopping for a luxury brand					
4	The probability I would consider buying this branded sport shoes are high					

7th section

The seventh section is to find out your respond of brand attractiveness toward branded sport shoes

No	Question	1	2	3	4	5
1	This branded sport shoes are very attractive to me					
2	This branded sport shoes are very elegant					
3	I think the image of this branded sport shoes are beautiful					

8th section

Eight section is to find out your respond of willingness to pay more toward branded sport shoes

No	Question	1	2	3	4	5
1	I'm willing to pay a higher price for this branded sport shoes than the same shoes from another brand					
2	Even if the other brand is priced lower, I will stand to buy this branded sport shoes					
3	Even though this branded sport shoes I s comparable to other brands, I'm willing to pay more					

RAW DATA

BC 1	BC 2	BC 3	BC 4	BC 5	CV 1	CV 2	CV 3	CV 4	SV 1	SV 2	SV 3	SV 4	PI 1	PI 2	PI 3	PI 4	WTP M1	WTP M2	WTP M3	BA 1	BA 2	BA 3
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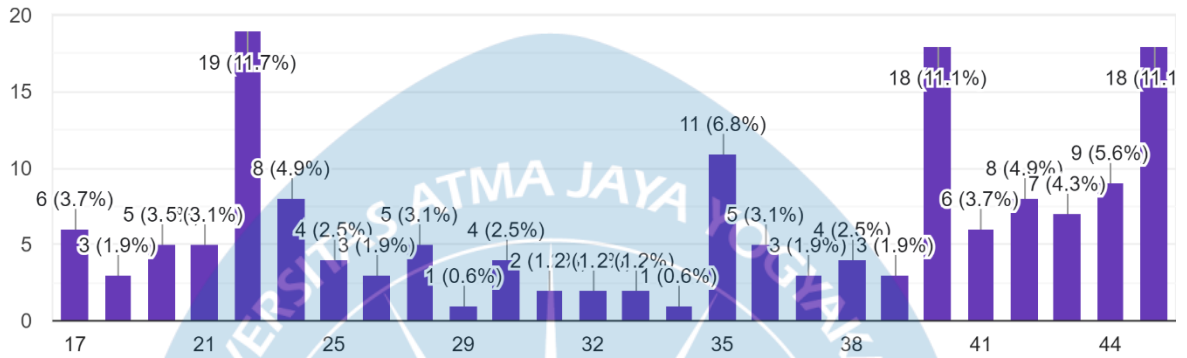
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DEMOGRAPHIC RESULT

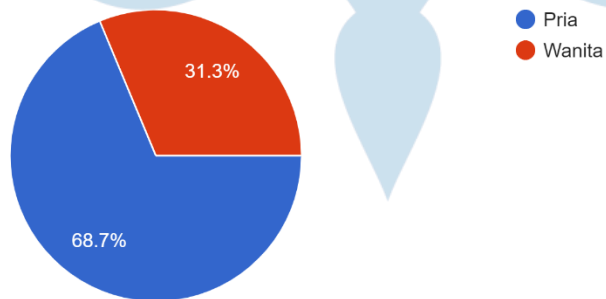
Berapakah usia Anda saat ini?

162 responses

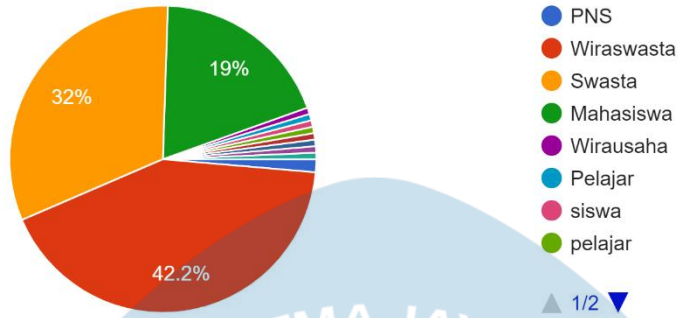


Jenis kelamin

147 responses



Pekerjaan
147 responses



Berapa uang saku atau pendapatan Anda per bulan?
147 responses

