

CHAPTER V

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1 Conclusions

In the conclusion section which is the final result of the discussion and analysis of this research which includes social value, personal value, social media WOM, purchase intention and purchase behavior variables. The following are the conclusions that can be drawn in this study:

1. Social value has a significant influence on personal value. Marketers in authentic stores can build consumer perceptions and generate individual pleasure. Consumers will be more interested in a product that is used or consumed by fellow group members. Social groups, usually more accepting of their members who have used or consumed a product. Consumers who feel accepted by their social group tend to feel happier and happier. This can increase the emotionality of a consumer when consuming a product.
2. Social value has a significant influence on social media WOM. Marketers of authentic store products need to build social value in order to encourage consumer responses when doing WOM on social media. Marketers can increase social value by expanding consumer relationships through WOM on social media. Consumers with high social value will rely more on word of mouth on social media. For example, marketers can use influencers to drive consumer social value and strengthen interactions with consumers on

social media. This can encourage consumers to have a high level of social value and review certain products on social media.

3. Personal value has a significant influence on social media WOM. Marketers on authentic store products need to create consumer personal value in order to encourage consumer behavior when doing WOM on social media. Marketers can build consumer personal values such as trust, for example when providing information related to products promoted on social media. Consumer personal value can be seen when providing information on social media that can influence other consumers' perceptions of marketed products. For marketers, personal values can encourage consumer attitudes in providing information disseminated through social media. This can shape consumer personal values such as trust and have a good influence on WOM on social media.
4. Social media WOM has a significant influence on purchase intention. Marketers of authentic store products need to carry out word of mouth strategies on social media to encourage consumer purchase intentions. Marketers who like to do promotions on social media such as on instagram or tiktok tend to be recognized by consumers. Marketers can also create interesting content so that consumers are interested and have the intention to buy the promoted product. Examples that marketers can do so that consumers have the intention to buy, such as interacting directly on social media or giving away so that consumers are interested. This can be done

by marketers to promote products on social media and encourage consumer buying intentions.

5. Social value has a significant influence on purchase intention through the mediation of social media WOM. Marketers on authentic store products need to create social value so that consumers provide recommendations through WOM on social media and encourage purchase intentions. Marketers can build consumer motivation that will influence purchase intention on marketed products. Marketers use promotional strategies through certain social groups that can encourage consumer buying intentions. Examples of social groups such as artists or celebrities can influence consumers to buy products that are being promoted. This helps marketers that social groups have an important influence on WOM on social media and can influence consumers' desire to buy.
6. Personal value has a significant influence on purchase intention through the mediation of social media WOM. Marketers in authentic store products need to maintain personal values such as trust which will have a good impact on WOM on social media and encourage consumer purchase intentions. Marketers creating promotional strategies through social media can provide information to consumers and influence consumer purchase intentions in the future. Marketers must maintain consumer confidence in the products offered, so that consumers can provide good reviews on social media. Marketers can also feel the attitude of consumers who have purchase intentions for trending products on social media.

7. Social value has a significant influence on purchase intention through serial mediation of personal value and social media WOM. Marketers on authentic store products need to take advantage of social value and personal value of consumers for promotion on social media and can create purchase intentions. An example that marketers can do is to carry out promotions assisted by social groups such as influencers. Personal value can also drive consumer interactions on social media such as sharing opinions or disseminating information. This can happen when social value and personal value have an important role in social media WOM so that they can form purchase intentions.
8. Purchase intention has a significant influence on purchase behavior. Marketers on authentic store products can encourage purchase intentions through consumer behavior or actions. Consumer desire to buy products can increase consumer action. Marketers can design effective marketing strategies and can turn purchase intentions into consumer purchase actions. Marketers can also improve communication with potential customers in order to create product purchasing decisions.

5.2 Limitations

In this section there are several limitations in this study. The limitations of this study can be a highlight or more attention for future researchers. The following are the limitations of this research:

1. This research focuses on Zangrandi. There are other authentic ice cream shops that can be an opportunity for further research. Not only related to ice cream but can be related to other products.
2. This study uses quantitative research methods used to determine the relationship between variables. It is hoped that further research can use qualitative research methods or both to gain a more thorough understanding of the phenomenon to be investigated.
3. This study examines consumer purchase behavior which is influenced by social value, personal value, social media WOM and purchase intention. It is hoped that further research can test different variables.

5.3 Suggestions

In the results of the research that has been done, there are several suggestions for further research. This is useful for making further research better and more perfect than this research. The suggestions that will be given are as follows:

For Future Researchers

Future researchers are expected to develop using other variables that can influence purchase behavior. Future research can also use other authentic store objects to make it more diverse. Future research can also add research sample criteria that can differentiate from previous research. Such as geographic characteristics, different consumer purchasing behavior and so on. It is also hoped that further research can develop more references and sources from books or others.

For the Community

Zangrandi is an authentic ice cream shop that is favored by the public. People also need to study the influence of social value and personal value on social media WOM and purchase intention which can encourage purchase behavior. This can be a reference for the community when they want to buy ice cream sold by authentic ice cream shops. The public can also help promote Zangrandi through social media which can encourage consumer purchase intention and provide purchase behavior to consumers. Not only that, consumers can also be recognized by their social groups and provide happiness and pleasure.

For Zangrandi

Zangrandi is one of the oldest ice cream shops in Surabaya. The suggestion for Zangrandi is to maintain social value. Zangrandi can increase consumer loyalty by providing reward points in every transaction that can be exchanged for discounts or free ice cream products. Zangrandi can increase consumer excitement by providing discounts on consumer birthdays or providing free entertainment at outlets such as live music performances on weekends.

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