

CHAPTER V

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1. Conclusions

This study aims to provide the final results of analyzing the relationship between social media WOM, perceptual distance, luxury perception, purchase intention, and purchase behavior. The conclusions that can be drawn based on statistical and descriptive results conducted by researchers using the SmartPLS application are as follows:

1. Social media WOM has a significant effect on perceptual distance among iPhone consumers. Marketers of masstige products should leverage social media platforms to promote their products and stimulate consumer purchase intentions. For instance, organizing live streaming events featuring celebrities, creating engaging reels, and sharing promotional advertisements on social media can enhance product visibility and accessibility. Marketers should ensure consistent and precise communication of product information, facilitating convenient ordering and payment processes to positively influence consumer purchase intentions. Leveraging text, photos, videos, and word-of-mouth on social media can facilitate interactions among consumers and establish trust, making social media WOM an effective tool to boost future purchase intentions.
2. Social media WOM has a significant effect on luxury perception among iPhone consumers. Marketers can adjust marketing strategies based on feedback from social media WOM. Marketers need to respond quickly to

changes in perceptions and issues that arise on their social media. Marketers can also make improvements if there are problems with the product in order to minimize the difference between expectations and reality. Marketers must be able to measure the effectiveness of each action taken to manage perceptual distance from social media WOM.

3. Social media WOM has a significant effect on purchase intention among iPhone consumers. Marketers of masstige products need to utilize social media to enhance their image, interact with customers, and shape the luxury perception. Marketers should pay attention to how their brands are perceived on social media platforms. Marketers can create quality and engaging content to help brands remain exclusive and well perceived. Marketers can also work with influencers who have a relevant audience to the brand's target segment to help strengthen the luxury perception.
4. Perceptual distance has a significant effect on purchase intention among iPhone consumers. Marketers of masstige products need to pay attention to perceptual distance in order to encourage consumer purchase intention. Marketers must consider pricing strategies that are in line with consumer perceptions and preferences. Marketers can show that the products they sell can compete because the value offered is higher than the cost. Marketers need to pay attention to consumers' perceptual distance to the product and continue to positively influence purchase intention.
5. Luxury perception has a significant effect on purchase intention among iPhone consumers. Marketers of masstige products need to create a luxury

perception in order to encourage consumer purchase intention. Marketers need to identify the factors that influence luxury perception and purchase intention in order to develop the right marketing strategy. Marketers must build a brand image that combines elements of luxury with the value desired by potential consumers. Marketers can ensure that products maintain high quality and luxury standards according to consumer perceptions. This can make luxury perception an important thing to increase product sales and purchase intention.

6. Luxury perception has a significant effect on purchase intention among iPhone consumers. Marketers of masstige products need to introduce their products on social media in order to create a luxury perception and encourage purchase intention. Marketers can present exclusive content such as product sneak peeks or special offers in order to increase the sense of exclusivity and purchase intention. Marketers need to identify social media platforms that match the luxury perception target audience. Marketers can offer products that prioritize value to increase the sense of pride of its users. This is important as a guide for marketers to develop products that can create certain experiences and emotions in the minds of consumers.

5.2. Limitations

This study has limitations that provide opportunities for future research. Some of the limitations in this study need more in-depth attention. Future researchers need to consider these limitations, given that this study is imperfect and still has flaws that must be corrected. Overall, these limitations provide

opportunities for further investigation and development in the context of this study.

Some noteworthy limitations of this study include:

1. This study only uses five variables: social media WOM, perceptual distance, luxury perception, purchase intention, and purchase behavior. Future research is expected to explore other variables in the context of masstige.
2. This study focuses on the relationship between social media WOM, perceptual distance, luxury perception, and purchase intention. This study does not explore the motivation to conduct WOM on social media, situations that stimulate perceptual distance, the process of selecting luxury attributes, or the stages of forming purchase intentions. Future research could qualitatively explore these issues.
3. This research focuses on the iPhone. Other masstige brands open up opportunities for future research to examine. Masstige brands are not only related to goods but also services. Thus, an investigation to compare masstige brands of goods and services will advance our understanding of masstige brands.

5.3. Suggestions

This research provides suggestions and input that can inspire and be a valuable reference for future researchers, the community, and the company. The suggestions are as follows:

1. For future researchers

This research is expected to provide references for future researchers. Future researchers can investigate each of the variables in focus more deeply. For example,

in understanding word-of-mouth (WOM), future research can consider dissecting different types of WOM (positive, negative, electronic, etc.) and how each type affects other variables. In addition, future researchers can also test in other industries to provide a broader perspective regarding the role of social media WOM, perceptual distance, and luxury perception, which can later encourage consumer purchases.

2. For the community

This research is expected to provide references and benefits for the community and readers before they make a purchase. Readers can add literature from existing sources in previous studies or references used in this study as evaluation material before they take the next step. People should develop critical skills in assessing the information they obtain through social media. This includes identifying WOMs with specific motives and understanding how the information may affect their perception of luxury products.

3. For the company

The Apple company is famous for its innovative products in hardware, software, and digital services. A suggestion for Apple with iPhone products is to increase social media WOM. Apple can increase consumers' tendency to post or comment on social media by creating interesting and unique designs every time it launches a new product. In addition, Apple can always improve and provide the latest features that only Apple has and are not owned by other smartphone companies so that consumers will recommend the iPhone to their friends and relatives.

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