

CHAPTER V

CONCLUSIONS, LIMITATIONS, AND SUGGESTIONS

5.1 Conslusions

Researchers and marketers need to understand the link between consumers and brands. Affection plays a crucial role in stimulating activation, contributing to overall brand equity and awareness. In addition to these direct impacts, activation also acts as an intermediary between the influence of affection on total brand equity and the influence of affection on brand awareness. This connection enhances our understanding of the role of affection in building consumer experiences, which in turn helps shape corporate branding strategies.

5.2 Limitations

This research was conducted following scientific procedures. However, there are some limitations in this research, namely:

1. This study did not explore consumers' specific experiences with these variables. For example, this study did not explore consumers' specific affections when they consume the product at the coffee shop and when they take it away from the shop.
2. This study used non-probability sampling, limiting the findings' generalizability. Future research may use probability sampling, such as systematic sampling, to increase the generalizability of the findings.
3. This study focused on a local coffee shop brand, Excelso, rather than a global brand like Starbucks.

5.3 Suggestions

Taking into account the limitations of the research, this study proposes suggestions that may be useful, namely:

Suggestions for Future Researchers:

1. Future researchers can expand the study's scope by exploring other psychological aspects that may affect overall brand equity more deeply.
2. It is recommended that quantitative and qualitative methodologies be integrated to gain a more comprehensive understanding of the role of affection in influencing brand awareness and brand equity.
3. It is essential to evaluate the impact of affection on different consumer segments and market situations to understand the context in which affection has a significant influence.
4. Future research can explore other external factors that moderate the relationship between affection, activation, brand awareness, and brand equity.

Suggestions for the Community:

1. People can increase awareness of the importance of brand affection in consumer decision-making so that they understand the emotional value contained in a product or service.
2. It is essential for people to conduct their market research or seek information related to the brand before making a purchase decision, including considering how strong their affection for the brand is.

Suggestions for the Company:

1. Suggestions for companies to increase overall brand equity and brand awareness by considering marketing strategies that integrate the influence of affection with brand activation. In this context, it is essential to understand that the success of a brand is not only determined by the excellence of the product or service but also by the emotional relationships built with customers. Therefore, Excelso can utilize promotional activities and marketing campaigns emphasizing positive values, satisfying customer experiences, and deep consumer relationships. Companies can strengthen emotional bonds with customers through creative and credible brand activations, such as through social media, promotional events, or partnership programs with local communities. Thus increasing brand awareness and improving consumer perception of the Excelso brand realistically and sustainably.

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