

CHAPTER V

CONCLUSION, RESEARCH BOUNDRIES AND RECOMENDATION

5.1 Conclusion

The purpose of this study is to find answers to the formulation of the problems proposed in the study, namely the influence of social media on brand loyalty with value consciousness and brands consciousness as intervening on smartphone sales. The results of this study can be seen that all variables have a positive and significant effect. In this study found all factors including social media activities, brand consciousness and value consciousness to contribute positively to brand loyalty.

The main problem on marketing and selling products is how to improve the dependency of customer on the product that we are selling, how can we engage with customer to create not only selling but also special relationship to retain those customer and eventually create an everlasting loyalty on our brand. Through this research, it found that in this modern era the one who have the control of social media is the one who can control the heart of the customer. In this research we found that customer tendency to follow and have a special connection with their seller through social media and the driving force on sell whether promotion or cross selling are more effectively conducted on social media rather than other platform.

Other than social media, other factor also play a huge role in creating brand loyalty for customer to grew on our products and services include brand

consciousness. How we expose our brand to the customer how we package our brand with social media have significance in creating brand loyalty. To build a great brand image through social media can not only boost sell but also it serve as a place a brand communicate with their customer. for example a particular brand may share how they do their quality insurance on their product and services on social media and open up for feedback through it by doing so the brands are not only creating or building brand image but also building their communication by such it can create a brand consciousness in which people will or can directly tell a different between particular brand to other manufacturer product by seeing their ads or promotion on social media and the perceived brand value from before combine with the brand consciousness can then create a brand loyalty.

Brand loyalty can also be formed by exposing the value that product have so that customer can learn and compare about the value that they got from their purchase compare to what they are actually paying with value consciousness. In this case customer that learn about company product value can utilize it as a comparison before they make a purchase. For example, a brand may make an advertisement using social media by focusing on how much a deal or value their customer are getting compare to buying it at other places to create a brand image that this company are not only selling goods that are good in quality but also great in value to pricing.

Solution that this research aim to solve is to find out whether the implication of social media activities with the influence of brand consciousness and value consciousness can create brand loyalty. And this research answer the question by

showing that the data in both China and Indonesia have come to a conclusion that it has a positive impact on brand loyalty.

5.2 Limitation and Recommendation

5.2.1 Limitation

This study has several limitations in its implementation, so that it affects the results of the research obtained as a whole. The limitations contained in this study are:

- a. This research only conducted in two countries which is Indonesia and China mainly in the city of Batam and Nanjing. It will be much better if this research can be conducted in a larger scale which include more people from different places to get a better view and insight on a much diverse audience.
- b. The influence of the independent variables on employee performance as measured by the adjusted R square test is still rather low, as indicated by the adjusted R square test results that range from 0.177 to 0.464 where there are many other factors that influence employee performance.
- c. It still hard to collect questionnaire from all age level as we can see from this research most of the respondents came from the age of 18-24 years old.

5.2.2 Recommendation

The recommendations that can be taken into consideration for future research are as follows:

- a. The research that was conducted this time revolve around the industry of smartphone so that it is recommended that further research be expanded, not only in that field, but also in other fields such as clothing line, sport products and others.
- b. The expansion of the observation period so that the results of the study can better explain the influence and accuracy of the results of the study.
- c. In the future research can also include other variable that may have affected brand loyalty such as discount, personal selling etc.