

## **CHAPTER IV**

### **CONCLUSION AND RECOMMENDATION**

From the results of research conducted on 100 respondents regarding the influence of Celebrity Endorsement and E-WOM with Brand Image as an intervening variable on the Purchase Intention of Azarine sunscreen consumers in Semarang, the following conclusions can be drawn:

#### **4.1 Conclusion**

1. Celebrity endorsement has a positive significant influence on purchase intention for Azarine sunscreen consumers in Semarang. This study reveals a moderate correlation between celebrity endorsement and purchase intention, with celebrity endorsement accounting for 26.7% of the variation in purchase intention. This implies that an increase in celebrity endorsement leads to a corresponding increase in purchase intention by 26.7%, as consumers are inclined to form favorable opinions about products endorsed by celebrities.
2. Celebrity endorsement has a positive significant influence on brand image for Azarine brand. This study reveals a moderate correlation between celebrity endorsement and brand image, with celebrity endorsement accounting for 34.5% of the variation in brand image. This implies that an increase in celebrity endorsement leads to a corresponding increase in brand

image by 34.5%, as consumers are more likely to develop positive perceptions and associations with brands endorsed by celebrities.

3. E-WOM has a positive significant influence on brand image for Azarine brand. This study reveals a moderate correlation between E-WOM and brand image, with E-WOM accounting for 26.4% of the variation in brand image. This implies that an increase in E-WOM leads to a corresponding increase in brand image by 26.4%, since consumers tend to form positive perceptions and associations with brands based on the information and experiences shared by other consumers online.
4. E-WOM has a positive significant influence on purchase intention of Azarine sunscreen consumer in Semarang. This study reveals a moderate correlation between E-WOM and purchase intention, with E-WOM accounting for 21.3% of the variation in purchase intention. This implies that an increase in E-WOM leads to a corresponding increase in purchase intention by 21.3%, since consumers are often motivated to purchase a product based on the online reviews, recommendations, and discussions they encounter.
5. Brand image has a positive significant influence on purchase intention of Azarine sunscreen consumer in Semarang. This study reveals high correlation between brand image and purchase intention, with brand image accounting for 37.4% of the variation in purchase intention. This implies that an increase in brand image leads to a corresponding increase in purchase

intention by 37.4%, since consumers are more likely to consider and decide to purchase products from brands that have a strong, positive image.

6. Celebrity endorsement has a positive significant influence on purchase intention through brand image as a partial mediator for Azarine sunscreen consumers in Semarang. So, it can be concluded that if Azarine successfully uses celebrity endorsements as a representation of their sunscreen, it can enhance consumers' purchase intention. Specifically, celebrity endorsements can improve the brand image, which in turn can increase consumers' intention to purchase the sunscreen. Therefore, with or without the mediation of brand image, celebrity endorsements can positively impact purchase interest by enhancing the brand image and directly influencing purchase intention.
7. E-WOM has a positive significant influence on purchase intention through brand image as a partial mediator for Azarine sunscreen consumers in Semarang. So, it can be concluded that if Azarine successfully leverages E-WOM as a strategy, it can enhance consumers' purchase intention for the sunscreen. Specifically, E-WOM can improve the brand image, which in turn can increase consumers' intention to purchase the sunscreen. Thus, with or without the mediation of brand image, E-WOM can positively impact purchase interest by improving the brand image and directly influencing purchase intention.

## **4.2 Recommendations**

The following are several recommendations that can be given to Azarine as a consideration for the future:

### **4.2.1 For Azarine Brand**

1. Overall, the influence of celebrity endorsement on Azarine sunscreen is considered very good, however there are the lowest score indicators namely X1.10 with the question “Azarine's celebrity endorsers are able to persuade the audience to buy the sunscreen”. Therefore, the researcher suggested Azarine to encourage celebrities to share genuine personal experiences and testimonials about using Azarine sunscreen. From that, authentic testimonials from trusted celebrities can enhance the brands’ and the celebrities’ credibility, making it more trustworthy in the eyes of potential customers. Moreover, instead of relying heavily on high-cost celebrity endorsements, Azarine could shift some budget to micro-influencers or customer-generated content.
2. Overall, the E-WOM of Azarine sunscreen is considered good, however there are the lowest score indicators namely X2.6 with the question “the respondents can easily find information about Azarine sunscreen variants”. Therefore, the researcher suggested Azarine to increase the amount of detailed information about each sunscreen variant on the official website and social media channels, such as usage instructions, benefits, and comparison charts. From that, clear and detailed information can reduce

purchase hesitation, leading to high purchase intention as customers feel more confident in their buying decisions.

3. Overall, the brand image of Azarine is considered good, however there are the lowest score indicators namely Z10 with the question “Azarine has better quality compared to other brands”. Therefore, the researcher suggested Azarine to reformulating products to address concerns about performance. Improved product quality leads to better user experiences, which translates into higher customer satisfaction.
4. Overall, the purchase intention of Azarine is considered very good, however there are the lowest score indicators namely Y2 with the question “I have a tendency to use Azarine sunscreen than other brands”. Therefore, the researcher suggested Azarine to use advertisements that highlight the superior aspects of Azarine sunscreen compared to competitors, focusing on quality, effectiveness, and value for money.

#### **4.2.2 For Future Researchers**

Due to the limitations in this study, further research needs to be carried out by Azarine or outsiders related to variables outside this study, such as price variable, quality variable, customer satisfaction variable, and so on. So that it can strengthen the results of the application of science in the field of marketing.