

CHAPTER IV

CONCLUSION

4.1 Conclusion

Based on the comprehensive empirical findings, advanced statistical evaluations conducted via Partial Least Squares Structural Equation Modeling (PLS-SEM), and detailed theoretical discussions established in the preceding chapters, this study successfully examines and elucidates the complex structural relationships between influencer transparency, influencer credibility, brand trust, and purchase intention. Specifically contextualized within the dynamic electronic accessories market regarding GadgetIn's reviews of UGREEN products, the investigation yields the following definitive conclusions:

1. Influencer Transparency exerts a positive and statistically significant effect on Brand Trust, as evidenced by a T-statistic value of 3.257 and a P-value of 0.001 (which comfortably satisfies the <0.05 threshold). This empirical confirmation validates that when digital content creators maintain absolute openness regarding commercial affiliations, sponsorship labels, and product evaluations, it directly reinforces consumer confidence and deepens trust in the associated brand. Upfront disclosures effectively dismantle consumer scepticism and project high operational integrity.
2. Credibility demonstrates a powerful, positive, and highly significant effect on Brand Trust, supported by a T-statistic value of 6.117 and a P-value of 0.000 (<0.05). This result proves that an influencer's demonstrated technical expertise, perceived trustworthiness, and professional reputation serve as indispensable psychological assets. By projecting profound familiarity with electronic specifications and product performance, a credible creator acts as an institutional proxy, successfully transferring audience admiration and respect into robust consumer confidence toward UGREEN.

3. Brand Trust has a positive and statistically significant effect on Purchase Intention, confirmed by a T-statistic value of 5.363 and a P-value of 0.000 (<0.05). This establishes that institutional brand confidence acts as an essential catalyst in consumer decision-making. In high-involvement retail environments where technical risks and financial costs are present, established brand trust functions as a vital psychological safety net that successfully bridges the gap between passive audience engagement and concrete, active purchasing intent.
4. Influencer Transparency possesses a direct, positive, and significant effect on Purchase Intention, verified by a T-statistic value of 4.163 and a P-value of 0.000 (<0.05). This empirical outcome demonstrates that absolute honesty regarding sponsorships and objective product testing does more than foster abstract trust; it actively drives immediate commercial intent. Modern consumers view disclosure labels as a mark of professional respect, meaning transparent communication effectively cuts through decision-making friction and accelerates retail conversions.
5. Conversely, Influencer Credibility does not exert a significant direct effect on Purchase Intention, as indicated by a T-statistic value of 1.870 and a P-value of 0.062 (>0.05). Consequently, hypothesis H5 is rejected, confirming that an influencer's personal authority and expertise alone are insufficient to directly trigger a purchase transaction in high-involvement technology categories. Technical prestige must first be validated through institutional brand trust before consumers commit their financial resources.

4.2 Recommendations

Grounded in the empirical insights, statistical outputs, and theoretical implications generated throughout this investigation, several strategic recommendations are directed toward industry practitioners, content creators, and future academic researchers:

1. Strategic Recommendations for UGREEN Management and Technology Brands

- A. Brand management should explicitly mandate and encourage content creators to maintain absolute openness regarding sponsorship terms and product limitations. Because transparency directly fuels both brand trust and immediate purchase intentions, embracing clear communication actively disarms consumer cynicism and positions the brand as exceptionally ethical.
- B. Rather than viewing influencer collaborations merely as short-term transactional drivers, brands must leverage the technical authority of prominent reviewers like GadgetIn as a structural foundation. Credibility must be systematically channelled into building robust, enduring institutional brand trust.

2. Strategic Recommendations for Content Creators and Digital Influencers

- 1. Creators should completely discard the outdated notion that labelling content as sponsored or as a paid partnership alienates viewers or damages credibility. Empirical evidence proves that contemporary digital audiences actively reward professional honesty, viewing transparent disclosures as a mark of ethical responsibility that enhances engagement.

3. Recommendations for Future Academic Researcher

1. Subsequent studies are strongly encouraged to replicate this research framework within low-involvement product sectors (such as fast-moving consumer goods, lifestyle items, or basic cosmetics) to ascertain whether influencer credibility can directly trigger purchase intentions when perceived functional and financial risks are minimal.
2. Future academic inquiries should incorporate additional variables (such as perceived risk, price sensitivity, electronic word-of-mouth, or green perceived value) to capture an even more comprehensive and holistic perspective of modern consumer decision-making behaviour within digital commerce ecosystems.