

V. CONCLUSIONS AND IMPLICATION

A. Conclusion

The following conclusion can be reached based on the result of the research that has been covered:

1. Video marketing Instagram have a positive effects on consumer purchasing decision on Avoskin products
2. Product innovation have a positive effects on consumer purchasing decision on Avoskin product
3. Brand image not moderated the relationship between video marketing and consumer purchasing decision on Avoskin product.
4. Brand image moderate the effect of product innovation on purchase consumer purchasing decision on Avoskin Product

B. Implication

1. Managerial Implications

In order to continue to improve purchasing decision, Avoskin manager should continue to increase the video marketing through Instagram. And create stronger brand image through video marketing. Avoskin manager can increase the video marketing by keep creating an unique and informative through video Instagram, an eye catching but simple video marketing. And Avoskin can keep their idea for product innovation, so consumers will be more satisfied with the product. In addition, Avoskin must regularly increasing their video marketing Instagram so more further consumers will know better about Avoskin product information. Avoskin managers also

need to keep their innovation on the packaging and also product to keep consumer's need and satisfaction of the product.

2. Theoretical Implications

The results of this research are expected to be used as a guide or reference for future researchers who will hopefully improve on such results of this study by adding new independent variables such as product quality or packaging innovation that could influence consumers purchasing decisions or by developing existing independent variables.

C. Limitations of Research

This research have some limitations. The questionnaire is distributed in this study both directly and indirectly (through Google Forms), sometimes the answer given by the respondent do not show the real situation, particularly through Google Forms. The information gained is limited because there is no direct control because the researcher is not present in person.

