

## CHAPTER V

### CONCLUSION AND IMPLICATION

#### A. Conclusion

Based on the statistical test in the previous chapter regarding the Effect of Product Knowledge, Product Innovation, and Viral Marketing on Purchase Decisions with Brand Awareness as a Mediation Variable (Case Study on Consumers EsTeh Indonesia), the following conclusions can be drawn:

1. Product Knowledge has No Positive and Significant Effect on Brand Awareness.
2. Product Knowledge has No Positive and Significant Effect on Purchase Decision.
3. Product Innovation has A Positive and Significant Effect on Brand Awareness.
4. Product Innovation has No Positive and Significant Effect on Purchase Decision.
5. Viral Marketing has Positive and Significant Effect on Brand Awareness.
6. Viral Marketing has Positive and Significant Effect on Purchase Decision.
7. Brand Awareness has Positive and Significant Effect on Purchase Decision.

8. Product Knowledge has No Significant Effect on Purchase Decision through Brand Awareness.
9. Product Innovation has Significant Effect on Purchase Decision through Brand Awareness.
10. Viral Marketing has Significant Effect on Purchase Decisions through Brand Awareness.

## **B. Implications**

1. Based on the results of this study, the variable product knowledge indicator product content insight has the smallest results. Consumers do not know whether products from EsTeh Indonesia are safe for daily consumption or not. This means that EsTeh Indonesia must provide information about what ingredients are used to make the drink. In addition, EsTeh Indonesia must also maintain the information that has been provided to consumers. EsTeh Indonesia must be able to maintain and improve promotions carried out by introducing attributes, prices, and other information to consumers regarding the products offered, so that consumers are not wrong in making decisions in buying products from EsTeh Indonesia.
2. The product innovations carried out by EsTeh Indonesia must be further developed, using raw materials that have never been tried by other contemporary beverage brands. It aims to attract the attention of consumers. Although the innovations made by EsTeh Indonesia have

met consumer expectations, EsTeh Indonesia must continue to innovate its products.

3. EsTeh Indonesia carries out promotions using viral marketing. Viral marketing has an effect on purchasing decisions. The viral marketing carried out by EsTeh Indonesia is quite good through the content uploaded through its social media. The content created by EsTeh Indonesia must be more diverse so that consumers do not get bored while getting information from the content created. EsTeh Indonesia is also expected to continue to increase its viral marketing so that potential consumers spread information about Indonesian EsTeh products.
4. Brand awareness has an influence on purchasing decisions. The brand awareness that consumers have of EsTeh Indonesia products is very high. Indonesian EsTeh products have unique characteristics so that they can be remembered by consumers. EsTeh Indonesia must maintain this uniqueness so that it can be embedded in the minds of consumers.

### **C. Limitations**

1. This research only examines product knowledge, product innovation, viral marketing, brand awareness. These variables can be replaced with other variables that influence purchasing decisions such as price, store atmosphere, brand image, and others.

2. This study used 240 respondents of course this number is not sufficient to describe the actual situation.
3. The only tool used for data collection is a questionnaire. It is preferable to include an interviewing technique so that the study finding is more comprehensive.

