

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. Brand Hate has a positive effect on Negative word of Mouth
2. Brand Hate has a positive effect on Brand Switching.
3. Product quality has a negative effect on Negative Word of Mouth.
4. Product quality has a negative effect on Brand Switching.
5. Negative word of mouth has a positive effect on Brand Switching.
6. Negative word of mouth mediate the influence of Brand Hate on brand switching.
7. Negative word of mouth not mediate the product quality

B. Implication

1. Theoretical Implication

This study uses the Self Congruity Theory to measure consumer switching intentions towards the MS Glow brand. Self Congruity Theory explains about being described as a holistic perception, like the gestalt that consumers experience when they imagine a typical user of a product and pay attention to the psychological fit between that user's image and their self-perception, Consumers not only use brands for their functional benefits but also consume the symbolic meanings behind them. In this research, self-congruity theory is described through brand hate because symbolic incongruence represents the *actual self* concept, ideological incongruence represents

the *ideal self* concept and functional incongruence is the cause of brand hate. In addition, researchers also developed this research by adding several variables such as product quality, negative word of mouth and brand switching.

2. Managerial Implication

As empirical research, the results of this study can be used by MS Glow companies as material for consideration to improve their marketing strategy by reducing brand hate, negative word of mouth and maintaining product quality so that it is expected to reduce brand switching on the MS Glow brand.

Based on the conclusions, recommendations can be formulated to reduce brand switching for the MS Glow brand by reducing brand hate and negative word of mouth by:

- a) MS Glow's marketing company should be more careful with issues and marketing ways of MS Glow marketing their products. Because if the marketing manager of the MS Glow company is not careful and makes blunders then the brand hate of the MS Glow brand itself will increase. The way that can be done in this case is to minimize the possibility of a few cases or blunders against the brand itself. Company managers in dealing with a case or crisis that befell the brand also need to pay attention so that hatred towards the MS Glow brand does not increase. This can be done by apologizing to the public so that brand hatred will decrease.

- b) The MS Glow marketing company must also remember the word of mouth that is developing in the community regarding the MS Glow brand itself. The MS Glow marketing company must be able to market the MS Glow brand itself well so that the corporate image that will appear is also good. If the image that appears is good then the word of mouth that appears will be good too. The way that can be done is by making promotions or advertisements that are in accordance with the MS Glow product itself and not too excessive.

C. Research Limitations

1. Limitations

The limitation in this study is that the questionnaires that have been distributed on a scale throughout Indonesia still get answers from respondents who are dominant from the island of Java, although there are representatives from several other provinces so that there is a lack of variance in the answers from the respondents in this study.

To overcome these obstacles, the next step that researchers can take is to expand the reach of distributing questionnaires to enrich respondents' answers or by using an online questionnaire distribution platform which is distributed more evenly from every region in Indonesia.