

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

From the conclusions of the previous chapter's discussion, the researcher can draw the following conclusion.

1. Package Color has positive effect on Purchase Intention.
2. Sensory Attribute has positive effect on Purchase Intention.
3. Olfactory has positive effect on Purchase Intention.
4. Package Color on Purchase Intention through Consumer Perceived Value has positive effect as a mediating variable.
5. Sensory Attribute on Purchase Intention through Consumer Perceived Value has positive effect as a mediating variable.
6. Olfactory on Purchase Intention through Consumer Perceived Value has positive effect as a mediating variable.

B. Implication

This study has numerous theoretical and practical ramifications. In addition, this study generates several recommendations for future research, including the following:

1. Theoretical Implication

Based on the results of this study can expand the theory used, namely mean-end-chain theory. Mean-end-chain theory can also be used in research

on packaging, how the packaging makes consumers interested so that they have the intention to buy because the packaging has more value than others.

2. Practical Implication

Based on research findings on the effect of consumer perceived value on purchase intention of Frisian Flag consumers via package color, sensory attribute, and olfactory, the following practical implications have been drawn by researchers.

- a. Based on the results, purchase intention is effect by the consumer's perceived value through the package color. The package color can attract consumer attention to purchase. To determine the color of the packaging, Frisian Flag must be cautious in choosing because the color of the packaging contains a lot of meaning and information.
- b. Become an essential point in efforts to innovate and develop such as in terms of sensory attributes towards perceived value, Frisian Flag must create packaging memorable i.e with make the benefits contained in the Frisian Flag product reach consumers and must know in advance what customers need and expect so that the packaging becomes a great value. Information about the product is packaged attractively on the packaging so that consumers always remember Frisian Flag products
- c. Frisian Flag can create aroma on products easy to understand. If you smell a scent, you immediately think of Frisian flag products, so Frisian flag products are already in the minds of consumers.

Paying attention to the various aspects above can help Frisian Flag improve the package to become a high-value packaging so that Frisian Flag consumers feel comfortable and willing to purchase in the future.

C. Research Limitation

Based on the results in this study and the limitations that exist. 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 variant answers from respondents in this study. Future studies might benefit from exploring a more diverse range of product attributes. For instance, previous studies (e.g., Mueller *et al.*, 2010), proposed two types of product attribute: visual and verbal packaging attributes. Because research on the effects of different types of product attributes is lacking, a more thorough investigation of the various types of product attributes is needed. Further research should apply a multidimensional product attribute model to obtain insight into how these types of product attributes influence consumer value perceptions. (Wang & Yu, 2016)