

## CHAPTER V

### CONCLUSIONS AND IMPLICATIONS

#### A. Conclusion

Based on the outcomes of the multiple linear regression analysis carried out in this study, several conclusions can be made concerning the impact of Emotional Connection (X1), Brand Awareness (X2), and Perceived Message Credibility (X3) on Purchase Intention (Y) within the context of Syrup Marjan's Ramadhan-themed storytelling advertisements.

1. Emotional Connection demonstrates a significant and positive influence on Purchase Intention. This suggests that when consumers form an emotional bond with the advertisement particularly one that reflects culturally meaningful themes such as those present during Ramadhan, they are more inclined to develop a desire to purchase the product being advertised. Emotional connection plays a crucial role in capturing attention and fostering behavioral intent.
2. Brand Awareness emerges as the most dominant and statistically significant factor affecting Purchase Intention. The analysis indicates that consumers are more likely to consider purchasing a product when they are already familiar with the brand and can easily recognize it. This underscores the critical role of brand visibility and recall, especially during peak consumption seasons like Ramadhan, when consumers are actively engaging with various advertisements and making purchasing decisions.

3. Perceived Message Credibility does not significantly influence Purchase Intention. This suggests that in emotionally driven advertising contexts, consumers may rely more on affective responses and brand familiarity than on rational evaluations of message credibility.

## **B. Implications**

The findings of this research carry important implications for marketers, particularly for Syrup Marjan and other brands that extensively utilize seasonal advertising during Ramadhan. Gaining insight into the factors that affect purchase intention is essential for crafting more effective marketing strategies.

- a. The significant influence of emotional connection highlights the effectiveness of using Ramadhan-themed storytelling advertisements that evoke feelings such as warmth, nostalgia, family togetherness, and spiritual reflection. For Marjan, this means that emotional narratives should remain a central part of their advertising strategy. Ads that connect with consumers on a personal and cultural level can strengthen their emotional bond with the brand, making them more likely to choose Marjan over competing products during the holy month.
- b. The strong and significant impact of brand awareness on purchase intention suggests that Marjan's consistent presence and familiarity during Ramadhan plays a major role in influencing consumer decisions. This confirms the importance of building and maintaining high brand visibility through various media channels. Marjan should continue to dominate shelf space, television commercials, and digital platforms in the weeks leading up to and during Ramadhan to reinforce brand recall.

- c. While perceived message credibility did not show a statistically significant influence in this study, it should not be completely disregarded. In emotionally driven contexts like Ramadhan, consumers may prioritize feelings over facts, but message clarity, consistency, and honesty still support long-term brand trust. Marjan should ensure that their emotionally rich advertisements remain authentic and aligned with the brand's image and values to avoid consumer skepticism.

### **C. Limitation and Future Research Agenda**

Although this study offers valuable insights, it also has certain limitations that must be acknowledged when interpreting the findings and formulating directions for future research.

1. The study only focused on three independent variables: Emotional Connection, Brand Awareness, and Perceived Message Credibility. While these variables explain a moderate portion of the variation in purchase intention (Adjusted  $R^2 = 0.447$ ), other influential factors such as product quality, price perception, consumer religiosity, or advertisement frequency were not included. Future research is encouraged to explore these additional variables to develop a more comprehensive model.
2. The research was conducted with 118 respondents located only in the Purwokerto region, using a non-probability sampling technique. As a result, the findings may not fully represent consumer behavior across different regions or demographic groups. Future studies should use a larger and more diverse

sample, covering multiple cities or provinces in Indonesia, to enhance the generalizability and external validity of the results.

3. This research was conducted in the specific context of Ramadhan themed storytelling ads for Syrup Marjan, which may limit its applicability to other brands, product categories, or advertising contexts. Future research could apply the same model to other brands or festive seasons, such as Eid, Christmas, or Independence Day campaigns, to examine whether similar emotional and branding factors influence consumer behavior.
4. This study used quantitative methods only. Incorporating qualitative approaches, such as interviews or focus groups, in future research could help gain deeper insights into how consumers interpret and emotionally respond to storytelling advertisements.

