

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

A. Conclusion

Based on the analysis conducted in the previous chapter, it can be concluded that:

1. Content marketing have a positive effect on purchase intention
2. Content marketing have a positive effect on brand resonance
3. Content marketing have a positive effect on self-image congruence
4. Brand resonance have a positive effect on purchase intention
5. Self-image congruence have a positive effect on purchase intention
6. Brand resonance mediate have a positive effect of content marketing on purchase intention
7. Self-image congruence have a positive effect of content marketing on purchase intention

B. Implication

1. Theoretical implication
 - a. The results of this study also support the SOR (stimulus-organism-response) theory by Mehrabian & Russell, (1974), in which content marketing acts as a stimulus, brand resonance and self-image congruence act as internal (organism) factors, and purchase intention acts as a response. This confirms that purchase intention is not only influenced by content quality, but also by content marketing's ability to build emotional connections and foster self-image congruence with the brand. These findings can broaden understanding of digital marketing by highlighting brand resonance and self-image congruence as essential factors in the effectiveness of content marketing on social media.
 - b. Based on the results of the study, which show that content marketing has a positive influence on purchase intention, both directly and indirectly through brand resonance and self-image congruence. For further Research, it is recommended to consider additional variables to enrich the Research model, such as perceived value and perceived quality, as consumer perceptions of product value and quality are shaped by content marketing and can influence consumers before they make a purchase.

2. Managerial implication

- a. Eiger Instagram manager should strategically use Instagram content marketing as a relationship-building tool by first strengthening brand resonance and self-image congruence, which will ultimately drive purchase intention.

To do this, Eiger needs to consistently develop content that goes beyond product promotion and focuses on storytelling, real outdoor experiences, and lifestyle representation. Content that shows how Eiger products are used in authentic outdoor activities, combined with narratives of adventure, freedom, and resilience, will help consumers emotionally connect with the brand (brand resonance) while also seeing the brand as aligned with their own identity and aspirations (self-image congruence). Once consumers feel emotionally close to Eiger and perceive the brand as a reflection of who they are and who they want to become, Eiger will naturally become their preferred choice when purchasing outdoor products, thereby increasing purchase intention.

- b. Purchase intention

Based on the descriptive analysis of the purchase intention variable, the lowest purchase intention score was found for statement 2, which states that consumers feel Eiger products are worth buying. These results show that consumers tend to consider the Eiger brand, but some consumers do not yet have complete confidence in the suitability of Eiger products. With these findings, Eiger needs to improve consumer perception of the product's suitability. Eiger is advised to display content marketing that emphasizes product quality, such as the product's long-term durability and user testimonials or real experiences. This type of content marketing will convince consumers of the product's suitability.

In addition, Eiger can improve communication about content marketing value for money by explaining the comparison between the product's benefits and the price, the advantages of the product compared to other brands, and the long-term benefits consumers will get from using Eiger products. This approach will build the perception that Eiger products are not only attractive but also worth buying.

c. Content marketing

Based on the descriptive analysis of the content marketing variable, the lowest statement score is for statement 1, namely that Eiger's content marketing is easy to understand. This shows that some consumers still find it difficult to understand the messages conveyed through Eiger's content marketing, both in terms of product information and the latest insights on nature. It is recommended that Eiger improve the clarity of every piece of content marketing uploaded, for example, by using language that is easier to understand and a more concise structure to convey information. This will make it easier for consumers to understand the content of the content marketing. By improving the ease of understanding Eiger's content, it is hoped that the overall effectiveness of content marketing will increase, ultimately strengthening consumers' purchase intention, brand resonance, and self-image congruence.

d. Brand resonance

Based on the descriptive analysis of the brand resonance variable, the indicator with the lowest score was statement 4, which asked whether respondents were willing to spend time viewing information or content about Eiger on Instagram. This shows that Eiger needs to improve the appeal of its content marketing in order to encourage consumers to become more voluntarily involved. Strategies that can be implemented include presenting more interactive content, such as adventure stories, educational content about outdoor activities, and content based on consumer experiences. In addition, delivering emotionally appealing content marketing in the form of reels and stories can help increase audience interest in spending time viewing the information presented. By improving the quality and emotional connection of its content, Eiger can not only strengthen brand resonance but also encourage long-term consumer engagement, ultimately increasing purchase intent.

e. Self-image congruence

Based on the descriptive analysis of the self-image congruence variable, the indicator with the lowest score was number three, indicating that the Eiger

brand depicts the version of themselves consumers want to present. Based on this finding, Eiger needs to strengthen its message about self-image in its content marketing, especially on Instagram. Eiger can display content marketing that showcases an outdoor lifestyle, adventurous figures from diverse backgrounds, and narratives that highlight courage and independence. By doing so, Eiger can increase the congruence between the brand image and the consumers' self-image. This is expected not only to encourage emotional attachment but also to increase consumers' purchase intention towards the Eiger brand.

C. Limitation of the study

This study has limitations related to the domicile of respondents, who are predominantly located in Central Java. This condition was not fully intended at the beginning of the study, as the researcher initially expected a wider distribution of respondents from various regions in Indonesia. As a result, the findings of this study mainly represent the perceptions and behaviors of Eiger consumers residing in Central Java. The characteristics of the Central Java region, such as access to Eiger stores, the intensity of outdoor activities, and patterns of social media consumption, may differ from those in other regions. These differences may influence how consumers respond to content marketing, develop brand resonance, form self-image congruence, and build purchase intention. Therefore, the findings of this study cannot be fully generalized to represent Eiger consumers at the national level. This location-based limitation indicates that the results of this study are highly contextual to the conditions in Central Java and reflect consumer experiences within this geographical environment. Accordingly, further research with a broader regional scope is required to provide a more comprehensive understanding of the effectiveness of Eiger's content marketing across different areas.