

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of research and the discussion about the effect of celebrity endorsement and product knowledge on consumer buying decision of Yamaha NMax in Surabaya, some conclusions can be taken as follows:

1. Celebrity endorsement variable has significant effect on consumer buying decision of Yamaha NMax in Surabaya. When the marketer chooses to use celebrity as their product endorser it will give more value for consumer to buy the product. This result supports the first hypothesis stating that celebrity endorsement has significant effect on consumer buying decision of Yamaha NMax in Surabaya.
2. Product knowledge variable has significant effect on consumer buying decision of Yamaha NMax in Surabaya. When consumer has more knowledge about product offered by marketer, it will give more value for consumer to buy the product. This result supports the second hypothesis stating that product knowledge has significant effect on consumer buying decision of Yamaha NMax in Surabaya.
3. Celebrity endorsement and product knowledge has significant effect on consumer buying decision of Yamaha NMax in Surabaya. It is a mix way of marketer to boost value provides for consumer to buy the product. This result supports the third hypothesis stating that celebrity endorsement and product knowledge has significant effect on consumer buying decision of Yamaha NMax in Surabaya.

5.2 Suggestion

Based on the conclusion, some suggestion can be concluded for marketer of Yamaha NMax or other researcher which can be taken into considerations for further sake.

For academic:

1. For further research should expand the sample area also increase in amount of respondents to create a better research accurately, and might be there is a probability of different result.

For practical:

1. Based on previous chapter explanation, marketer should more aware about product knowledge because it can be a dual-edge sword which can kill or boost sales. With a well-managed concept of product knowledge, it will raise the sales while covering the bad side or reduce the negative effect of too much knowledge.
2. Last for the marketers; keep choosing the right celebrity which seems like there is a correlation between the brand/product promoted with the celebrity, so it will give more additional value for the audience who see it.

5.3 Limitation of the Research

The limitation in this research is located on the sample used. The result might be different if the respondents are from outside Surabaya city, or the respondents are people who got their NMax by gift or reward, because they might have no specific reason to buy/have a NMax.

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