

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 CONCLUSION

This study examined the effect of social media marketing towards purchase intention through brand awareness of Oreo Chocolate Sandwich Cookies with Vanilla Flavored Cream in Surabaya. Based on the result of this study the conclusion can be shown as follows:

1. Social media marketing significantly influences and have a positive effect on the purchase intention. So, the relationship of social media marketing to purchase intention which is H1 is accepted.
2. Social media marketing positively affirmative the effect on the brand awareness. Thus, the relationship of social media marketing to brand awareness which is H2 is accepted.
3. Brand awareness significantly influences and have a positive effect on purchase intention. So, the relationship of brand awareness to purchase intention which is H3 is accepted.
4. Social media marketing has significant effects towards purchase intention through brand awareness. Thus, the relationship between those variable which is H4 is accepted.

5.2 SUGGESTION

Based on the conclusion of the study, there are some recommendations and suggestions can be taken into consideration for the product of Oreo Chocolate Sandwich Cookies with Vanilla Flavored Cream.

1. Academic Suggestion

This study is focused on the teenagers, university students, and adults who actively use social media, ever consumed Oreo Chocolate Sandwich Cookies with Vanilla Flavored Cream and lived in Surabaya. Based on the result of the study, social media marketing, brand awareness, and purchase intention positively influence each other and all hypothesis that have been examined are accepted. This study also can be used as reference for others who do a similar study, especially about a concept or theory about the effect of social media marketing towards purchase intention through brand awareness. Additional variables like brand trust, brand experience, brand loyalty, and wider sample can be added in the future study.

2. Practical Suggestion

These are some practical suggestion that will be useful for the company:

1. The company should be more concern on their promotion on their social media, so the customers can easily give some direct feedback to the social media.
2. The company should actively giving more information about the product in social media and let the customers know the newest product or information that the company share.
3. The company should often to participate in some exhibition as a sponsor in Surabaya, so the customer can interact more with the company through social media and make them aware with the products.

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