

## **CHAPTER 5**

### **CONCLUSION AND SUGGESTION**

#### **5.1. Conclusion**

The conclusions are:

1. Instagram Advertising that was done by Pandora Experience marketing team has a strong correlation with Brand Awareness of Pandora Experience Marvel City Mall Surabaya. In the hypothesis test had proven that had a strong correlation to brand awareness also had a significant impact towards brand awareness. The intensity of the Instagram user might have some contributing factor for Surabaya residents to find out about Pandora Experience. From the data collected from the respondent have used Instagram 5-10 times a day, in each usage the user can spend 10 minutes minimum to maximal up to 1 hour. Assuming that all respondents were active on Instagram the chances of the respondents seeing Pandora Experience advertisement are bigger. When the respondents show interest by liking the advertisement or following Pandora Experience Instagram account there are higher chances their follower would also expose to the advertisement as well. Thus, this chain of reaction would spread on Instagram user systematically. Eventually contributing toward Pandora Experience brand awareness.

2. WOM play a significant role to raise Brand Awareness of Pandora Experience Marvel City Mall Surabaya. The hypothesis test had shown that WOM had a strong correlation also had a significant impact on brand awareness. Data that had been collected from the respondents 48% of the total respondent knew Pandora Experience from their friends, and 22% know from their family member. From there we can conclude that the majority of the respondents 70% of them knew Pandora experience from WOM either their acquaintances or family. Assuming that all WOM are people sharing a positive experience, it may increase brand reputation. With this kind of information, it will push its listener to find out more about Pandora Experience. Eventually, this action may lead to a purchase in the future.

## **5.2. Suggestion**

There are some suggestions that come out after this study was conducted:

- a. For Pandora Experience marketing team to be more intense on marketing their brand because during the process of distributing questionnaire, finding the respondents that have a basic requirement, in this case, the respondents have no ideas what Pandora Experience is. The marketing team needs to be more involve or attending many bazaar or event in Surabaya to promote their brand, because Marvel City traffic (people visitation is low), they need to try others means to promote their brand, especially the younger generation. It is actually located

strategically because not too far from them there are 2 high schools and one university, also located close to the city center.

- b. This study has its limitation it there are only 3 variable Instagram advertising, WOM and Brand Awareness. For further research, they need to add more variable to investigate other possible correlation, such as Website advertisement.
- c. This research can also be analyzed using others application such as; SPSS.

Instagram Advertising that was conducted by the marketing team of Pandora Experience Marvel City Mall Surabaya has proven to be able raising awareness of brand Pandora Experience in Surabaya city. In its process, they have shared exciting contents and also sharing credible information as well. Thus, the marketing team needs to promote the brand on Instagram continuously in the hope to build much stronger brand awareness in Surabaya city.

With 150 valid respondents and valid data, this study still has its limitation, mention in the suggestion for the future researcher that would use this as their references, they need to add more variable to gain more understanding and broaden their knowledge on a new possible correlation.

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