

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This research investigated the outcome of customer loyalty. The data obtained from questionnaire survey was used to test the structural relationship among all variables. Indonesian K-Pop fans of 15-24 years old became the research sample in this research. Finally, this research revealed several findings related to the relationship of customer loyalty and advocacy. Vanity traits and peer norm became the factors that drove the high level of idol attachment. Therefore, variety seeking was the factor that weakened the bond in Idol attachment.

Based on the results of data analysis, the six hypotheses proposed in this research were all accepted. Meaning that, the variables such as vanity traits, variety seeking and peer norms indirectly affected the level of customer of advocacy. It was also found that physical vanity and achievement vanity motivated the fans to reinforce the bond toward the idol. The approval of peer group also caused the higher connection to Idol attachment. Later, these behavioral led them to become loyal to one brand or in this case was the idol. Considering all of these factors, the loyal customer finally resulted the customer advocacy. The high level of loyal customer could provoke the customer advocacy into unlimited willingness to spread the positive word about the brand. Later, this continual process can be an advantage in long-term and growth more loyal customer.

5.2 Research Limitations

This research had several limitations because of several considerations. The research limitations are as follow:

1. This research only focused on the K-Pop music industry, which in the future research should consider all kinds of music genres.
2. This research took place in Indonesia but the distribution was not evenly distributed.

5.3 Managerial Implications

This research can be used to increase the awareness of the outcome of customer loyalty and customer advocacy. Marketers must consider this as an opportunity to grow the market. Customer advocacy can be a great way to engage with other consumers and market the business at little or no cost. Perchance, the industry player can consider to create one applications or website whereas the customer can freely share their opinions about the music. Besides, this fans application can also bring together many fans and expand the growth of the artist fandom.

In additions, such things like boredom or satiation should be avoided in order to stay on the market. Marketing team should come with the interesting ideas to deliver the music content and as much as possible try not to give any space timing to the customer. In order to prevent the boredom, marketer should offer some alterations in appearance or achievement of their idols and by providing various merchandise or expanding idol's career to other fields, such as movie and TV

program. In other word, do not make the customer wait too long because it can cause them switching to another brand that can fulfill their recent desires.

Besides, in order to maintain the customer relationship, it would be better for the company to expand into other offline activities such as organizing concerts, showcase, fan signing, fan meeting. This kind of activities can help the existence of the idol. Idol and the fans can create the strong connection within this event because they are seeing each other.

Noteworthy that, an Idol with relatively weak customer relationships needs to create and build higher levels of trust and commitment. The purpose is to anticipate widespread voluntary cooperation of its customers to serve as marketing advocates. Advocate also needs to be controlled, managers can minimize such risks through aware monitoring of brand messages, on both traditional and social media.