

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

This conclusions and suggestions are the results of a study entitled “The Analysis of Relationship of Product Involvement, Price Perceptions, and Brand Loyalty.” This research examined whether product involvement affects brand loyalty directly and indirectly, through the seven price perceptions, namely, value consciousness, price consciousness, sale proneness, coupon proneness, price mavenism, price-quality schema, and prestige sensitivity. Based on the analisis results, from 15 hypotheses proposed, there were 9 accepted hypotheses, which are H2a, h2b, h2c, h2e, h2f, h2g, h3b, h3c, and h3d. Meanwhile, the other 6 hypotheses, which are H1, H2d, H3a, H3e, H3f, H3g were rejected.

5.1. Conclusions

The product involvement does not directly impact on the brand loyalty. Product involvement can give a positive impact on the brand loyalty through value consciousness and price mavenism. It can be intepreted that the consumers who involve or look for the information of the products cannot directly become loyal customers. However, the consumers looking for the advantage of the higher value with the lower value and the consumers who are experts for the lowest price in the market tend to seek a deep information of products and tend to be loyal customers. The result also showed a positive relationship between product involvement and price consciousness. It indicated that price-conscious consumers tend to look for the information of the lowest price. Product involvement also positively affects the sales proneness. It means that the consumers who prefer to buy products when it is on sale, they try to find as much as information about the brand that offers or provides discounts or promotional

events. There is an inconsistency result of this research with the previous study, that there is no relationship of the product involvement and coupon proneness. It can be seen that the coupon-prone consumers are not trying to find information and give much efforts only to get the coupon offered by the brand. The other results found the positive relationship between product involvement and the price mavenism. It means that price mavens consumers tend to collect much information to develop their knowledge about the price, and to strengthen the expertise of the price. It is also showed that product involvement relates positively to the positive role of the price perception, which are price-quality schema and prestige sensitivity. It indicated that involvement leads the consumers to find many information, which is make the consumers know that price relates positively to quality. For the relationship of the product involvement and prestige sensitivity, it showed that consumers who seek a social status, pleasure, and prestige from buying clothes products, they tend to find any information about what kinds of products that will give the social status and fulfill a need of uniqueness.

The value consciousness showed a significant effect to the brand loyalty, which means that the consumers who make a comparison between what the consumers get and what they give or pay for the products or services tend to become a loyal customers. It was found that price consciousness affect positively toward brand loyalty. meaning that once they got the lower priced brand, they will stick to it, and avoid further informations search for the other brand. Sale proneness and coupon proneness has a positive impact to brand loyalty. It indicated that brand loyal customers are interested in the deals that offered by the preferred brand, therefore sale and coupon prone consumers are tend to be loyal toward a brand. The result proved that price mavenism has a positive impact toward brand loyalty. It means that because of the price mavens, are consumers well-informed about low prices, and therefore price mavens tend to be loyal to specific lower-priced brands, and are taking into account the associated economic benefits. The insignificant relations of the price-quality schema and prestige

sensitivity toward brand loyalty were found. The price-quality schema does not impact brand loyalty because there is an indicator that the Indonesian young/adult consumers do not see that product and quality of the clothes are equivalent. This means that they have no tendency to be loyal to a brand. The other possibility is eventhough they believe that price and quality relate positively, the clothes consumers like to conduct brand switching in order to get social sign, pleasure, sign and presitige, which relate to the finding of the insignificant effect of the prestige sensitivity to the brand loyalty.

5.2. Research Limitations

The limitations of the research are as follows:

1. The results were based on a relatively large and randomly selected samples that might create a bias from a single source data.
2. The research was conducted in Indonesia so that the results from the different countries will result in different outcomes.
3. The research only used one product category which was clothes. The different product category will have different results. Thus, this research cannot be applicable to the other product categories.

5.3. Suggestions

For empirical studies, the researcher suggested the future study to examine other dimensions that might affect brand loyalty. The researcher also suggested for the future sudy to examine more about the inconsistent results.

For marketers, this study has provided a number of suggestions for managers and it will contribute in giving an understanding about what makes the consumers become more loyal to a brand. It can be inferred that all of the price perceptions except the coupon proneness need information of the brands of products. Therefore, product involvement plays an important role for the perceptions of price of the consumers. The marketers working on the clothing company can focus on the consumers who are value-conscious, price-conscious, sale-prone, coupon-prone and price-mavens because those kinds of the consumers tend to be loyal to a brand. Marketers can find a strategy from the characteristics and the typical of all the negative role of price perceptions to enhance the quantity of the loyal customers that the brand has. the researcher suggested that marketers working on a clothing company can use or make several loyalty programs, which identical with the value-conscious, price conscious, sale-prone, coupon-prone, and price-mavens consumers.

