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CHAPTER V

CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

The results of this research are carried out by structural equation model (SEM) technique and have found that five hypotheses tested to have a significant effect, that is Environmental Concerns has a positive impact on Attitude towards Consumption of Vegan Products, Animal Welfare has a positive impact on Attitude towards Consumption of Vegan Products, Social Influence has a positive impact on Attitude towards Consumption of Vegan Products, Attitude towards Consumption of Vegan Products has a positive impact on Involvement with Vegan Products, and Involvement with Vegan Product has a positive impact on Purchase Intention. While the five hypotheses have a significant impact, Health Awareness was found to not have a positive impact on Attitude towards Consumption of Vegan Products. Below are the results of each hypothesis:

1. Health Awareness was found do not have a positive impact on Attitude towards Consumption of Vegan Products, as the t -value of this hypothesis are 0.16 (smaller than 1.65). This contradicts with Meireles (2018), Xu et al. (2019), and Hoque et al. (2018) findings but is in line with Miguel et al. (2021) findings. This may happen due to individuals' motives for veganism are nature and animal welfare.

According to Imaningsih (2019), there are 3 values, namely egoistic value, altruistic value, and biospheric value. Egoistic value is how an individual values him/herself focus on safeguarding or increasing his or her resources (Imaningsih, 2019), altruistic value is a value that involves acting to increase the welfare of others incurring personal costs but lacking personal gains (Imaningsih, 2019). While biospheric value tend to view their own and others' actions in light of their advantages (Martin, C. & Czellar, S., 2017).

Health Awareness may not found to have a positive impact on Attitude towards Consumption of Vegan Products because respondents are

embracing altruistic value. The organic foods' interest is rising among the consumers in developing countries similar to developed countries because taste, freshness, the color of fruits and vegetables, and the perception of high nutrition value had a positive influence on the willingness to purchase the organic foods in developing countries (Pacho, 2020). Also, another factor can be caused by Health Awareness in developing country is rising for organic products but for vegan products, it may vary or depends on the country like in Miguel et al (2021) research that was conducted in Portugal (developed country) and Brazil (developing country).

2. Environmental Concerns was found to have a positive impact on Attitude towards Consumption of Vegan Products, as the t -value of this hypothesis are 1.89 (greater than 1.65). This was in line with Miguel et al. (2021) research. The greater potential consumer's concern for environment, then the greater the Attitude towards Consumption of Vegan Products. The author can conclude that if ESQA can raise awareness and concern for environment, potential consumer will be able to relate with ESQA and have a more positive Attitude.
3. Animal Welfare was found to have a positive impact on Attitude towards Consumption of Vegan Products, as the t -value of this hypothesis are 1.71 (greater than 1.65). This was in line with Miguel et al. (2021) research. The greater the potential consumer's concern for Animal Welfare, the greater the Attitude towards Consumption of Vegan Products. If potential consumers are aware and concerned of Animal Welfare, then Attitude towards Consumption of ESQA might increase and be more positive. The author can conclude that ESQA needs to raise concerns for animals by doing a campaign or any suitable marketing plan to raise concerns.
4. Social Influence was found to have a positive impact on Attitude towards Consumption of Vegan Products, as the t -value of this hypothesis is 5.12 (greater than 1.65). This was in line with Bhatia (2018) research. If a potential consumer was highly influenced, then the greater the Attitude

towards Consumption of Vegan Products will be. The author can conclude that Social Influence on potential consumers can affect Attitude towards Consumption of ESQA by endorsement reviews from trusted influencers consistently.

5. Attitude towards Consumption of Vegan Products was found to have a positive impact on Involvement with Vegan Products, as the *t*-value of this hypothesis is 7.60 (greater than 1.65). This was in line with Miguel et al. (2021) research. If a potential consumer have a positive attitude, then the greater Involvement of an individual will be. The author can conclude that Attitude towards Consumption of Vegan Products can affect Involvement with Vegan Products by increasing Attitude through other variables, such as Environmental Concerns, Animal Welfare, and Social Influence.
6. Involvement with Vegan Product was found to have a positive impact on Purchase Intention, as the *t*-value of this hypothesis are 8.50 (greater than 1.65). This was in line with Kautsar et al. (2012) research. The more Involve potential consumers are, the higher the Purchase Intention to purchase ESQA Cosmetics' lip products. The author can conclude that ESQA's potential consumers already have a positive Involvement with ESQA, to increase Purchase Intention, ESQA can give stimuli such as bonuses or special prices to potential consumers for their first purchase. ESQA can also reach out to potential consumers by being available in more offline partner merchants like Watsons so that potential consumers can seek more information or try the products.

5.2 Suggestion

Based on this research results, the author hopes this research can help and give knowledge to ESQA Cosmetics of their potential consumer to increase sales.

5.2.1 Suggestions for Companies

Based on this research, the author provides suggestions for ESQA Cosmetics as follows:

1. Seeing that issues like Environmental Concerns and Animal Welfare are not emphasized by ESQA, based on this research, ESQA Cosmetics should consider Environmental Concerns and Animal Welfare. Environmental Concerns and Animal Welfare were found to have a positive impact to Attitude that eventually support Purchase Intention.
2. The author suggests ESQA Cosmetics to consider running campaign and changing their campaign periodically. The campaign theme can be vary, but based on this research, ESQA can consider making a nature or animal related campaign like in chapter 4. The campaign for Environmental Concern can adapt the theme “save the earth, #ESQAFourOurGenerations”, and for Animal Welfare issue can adapt the theme “#ESQACaresForAnimals”.
3. Social Influence was found to have a positive impact on Attitude. This means ESQA can consider having endorsement through influencer or choosing a brand ambassador. Through influencers and brand ambassadors, potential consumers may have a more positive attitude towards ESQA Cosmetics. For example in chapter 4, ESQA can use brand ambassador like Chelsea Olivia to influence others.
4. Attitude towards Consumption of Vegan Products was found to have a positive impact on Involvement. ESQA’s potential consumers need to have a positive attitude towards ESQA, the author suggests ESQA builds attitude through Environmental Concerns and Animal Welfare issues. Other than these, ESQA can also build through Social Influence by using influencers and/or brand ambassadors.
5. ESQA Cosmetics have to build their consumer’s involvement. As a beauty brand, ESQA has various colors of lip products. To be more involved with ESQA, consumers will have to seek more information such as suitable colors. ESQA Cosmetics already have two merchant partner such as Sociolla and Sephora, but these two merchant partner

does not have many branches like Watsons. To be more available and reachable to more potential consumers, ESQA can consider selling their products in Watsons, so that potential consumers can easily try or test their lip products.

5.2.2 Suggestions for Further Research

This research was done as best as the author could, but still there are certain limitations and things to be improved. The author hopes that there will be improvements for future research, such as:

1. ESQA Cosmetics has other products such as concealer, blush, eyeshadow, brow pencil, highlighter, and cushion serum. But this research was limited by ESQA's lip products only, due to limited data and time. For future research, the author hopes that the research is not limited only by lip products, but includes other products or if needed as a whole brand depending on the data provided.
2. The variables in this research are limited to Health Awareness, Environmental Concerns, Animal Welfare, Social Influence, Attitude towards Consumption of Vegan Products, Involvement with Vegan Product, and Purchase Intention. In Miguel et al. (2021) research, there are two other variables: Idealism and WOM. These two variables are not included in this research because these variables are not fit for this research, and for future research, researcher can consider adding these two variables.
3. This research respondent's criteria are limited to only women from age 17-30 years old. Ideally, this research can use men as respondents too, as these days some men also use makeup (Rossa, 2021). But this research prioritizes women, in accordance with ESQA Cosmetics' mission to support and ignite the spirit of women's empowerment, so ESQA's priority for now are women.