

CHAPTER V

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Based on the results of statistical analysis and discussion of the above hypotheses, the following conclusions can be drawn:

- First, influencer traits play a pivotal role in driving engagement and trust. Credibility—defined by an influencer's perceived expertise and trustworthiness—emerges as the most significant factor in building follower confidence. Additionally, attractiveness, encompassing both physical appeal and charismatic presence, helps forge stronger emotional connections with audiences. The research also highlights that interactive, real-time content like live Q&A sessions and product demonstrations significantly boosts engagement levels and purchase intent.
- Second, customer attitudes toward brands are heavily influenced by satisfaction guarantees and positive experiences. The findings show that explicit assurances of product satisfaction enhance brand perception and foster loyalty. Consumers are more likely to make repeat purchases when they perceive minimal risk and have confidence in product quality, often reinforced by influencer endorsements. These attitudes directly translate into higher purchase intentions, as trust in the brand and influencer recommendations reduces hesitation in buying decisions.
- Third, brand awareness and associations are crucial in shaping consumer behavior. The study underscores that distinct branding elements—such as logos and color schemes—improve competitive recognizability, helping consumers identify preferred brands quickly. Trust-based associations, particularly those emphasizing reliability and integrity, lead to higher repeat purchase rates. Furthermore, algorithmic visibility on social media platforms enhances passive brand recall, ensuring brands remain top-of-mind during the consumer decision journey. Together, these findings

suggest that a strategic combination of credible influencers, positive customer experiences, and strong brand identity is essential for driving online sales and long-term loyalty.

5.2 Limitation

This study has several limitations that warrant consideration. First, the relatively small sample size may impact the generalizability of the findings, as it might not fully capture the diversity of consumer perspectives. Second, the uneven geographical distribution of respondents could affect the representativeness of the results, as regional variations in shopping behaviors were not adequately accounted for. Third, the exclusive focus on live shopping for electronics and gadgets limits the applicability of the findings to other product categories or e-commerce formats.

5.3 Suggestions

Based on the results of the research and conclusions above, several academic and practical suggestions can be made, as follows:

5.3.1 Academic Suggestion

- **Influencer Reach Analysis:** Investigate how the size of an influencer's following interacts with key variables like credibility and engagement to shape consumer behavior, providing insights into the relative importance of audience size versus other influencer attributes.
- **Attitude-Intention Link:** Examine the direct relationship between customer attitudes and online purchase intention, isolating this connection from brand equity factors to clarify the standalone impact of consumer perceptions.
- **Qualitative Exploration:** Employ in-depth interviews or focus groups to uncover the psychological and social drivers behind how influencers and live streaming formats motivate purchase decisions.
- **Expanded Sampling:** Conduct studies with larger, demographically balanced samples across regions to enhance the generalizability of findings and account for geographical variations in consumer behavior.

- **Industry-Specific Studies:** Focus research on specific sectors (e.g., fashion, tech, or beauty) to identify nuanced industry dynamics and develop tailored marketing strategies.

5.3.2 Practical Suggestion

- **Prioritize Influencer Credibility**
 - Partner with influencers who have established reputations for trustworthiness and expertise in their niche.
 - Conduct thorough background checks to verify authenticity, avoiding those with histories of misleading promotions.
- **Optimize for Live Shopping Engagement**
 - Leverage real-time interactions (e.g., live Q&A, product demos) to build immediacy and transparency.
 - Train influencers to address consumer concerns spontaneously, reinforcing trust during live sessions.
- **Align Influencer Values with Brand Identity**
 - Select influencers whose public image and audience demographics align with the brand's ethos.
 - Co-create unscripted, relatable content to enhance perceived authenticity and message resonance.

These strategies strengthen brand credibility, foster deeper consumer connections, and drive higher conversion rates in live commerce and beyond.