

## **CHAPTER V**

### **CONCLUSIONS AND SUGGESTIONS**

Based on the analysis and evaluation of the data that has been carried out on the variables in this study, the following conclusions and suggestions can be drawn:

#### **5.1 Conclusion**

Based on the results of the analysis and discussion that have been described, the following conclusions can be drawn:

1. The test results showed that Fear of Missing Out (FOMO) did not affect Brand Awareness.
2. The test results show that influencers do not affect Brand Awareness.
3. The test results show that Social Influence does not affect Brand Awareness.
4. The test results show that Brand Awareness has a significant effect on Intention to Buy.

#### **5.2 Suggestions**

Based on the results of research that show that FOMO, influencer, and social influence variables do not have a significant effect on brand awareness, while brand awareness has a significant influence on intention to buy, a more appropriate strategy is needed in building brand awareness that has an impact on consumer purchase intention. Here are some concrete suggestions that companies can implement:

1. Focus on Visual Strategy and Educational Content

Companies need to shift the focus from FOMO tactics to educational and informative content strategies to build brand awareness. The use of visual storytelling, infographics, short videos, and high-value content that is relevant to consumer needs will be more effective in shaping brand perception. The consistency of messages and visual appearance on various social media platforms must also be maintained so that the brand is easily recognizable.

2. Optimize Brand Awareness Through Paid Digital Media and SEO

Given that awareness has proven to have a big impact on purchase intent, companies should increase brand exposure through measurable digital campaigns such as Google Ads, Instagram Ads, and YouTube marketing. Additionally, search engine optimization (SEO) for website and blog content can help increase a brand's organic visibility on major search platforms.

3. Choose a Strategic and Relevant Influencer Collaboration

Although influencers did not show direct influence in this study, collaboration with influencers can still be used if done strategically. Companies need to choose influencers with values that align with the brand and have a high engagement rate, not just based on the number of followers. This collaboration should be packaged in the form of authentic reviews and personal experience content to be able to strengthen the brand's credibility indirectly.