

CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This research mainly conducts data analysis of quantitative research. By conducting data analysis such as descriptive statistical analysis, questionnaire reliability test, variable correlation analysis, and multiple regression analysis, all the assumptions proposed herein are verified. The theoretical research model finally concludes the core conclusion of the research in this article:

1. Content marketing has a positive impact on consumers' purchase intention. As the analysis in chapter 4, interactive content, entertainment content, product content has great contribution on purchase, and they are part of content marketing, so it can be concluded that content marketing has a positive impact on purchase intention.
2. In the process of content marketing, interactive content positively impacts consumers' purchase intention. And interactive content is the second contribution factor on purchase intention. Compared with entertainment content, the difference is very small.
3. In the process of content marketing, entertainment content positively impacts consumers' purchase intention. Entertainment content is the largest contribution factor on purchase intention.
4. In the process of content marketing, product content positively impacts consumers' purchase intention. Product content is the smallest contribution factor on purchase intention.

5.2 Recommendations

With the rapid development of social networks and new media, as well as the immediate improvement of the social economy and people's living standards, consumers' demand for products and their way of understanding is changing with each passing day (Chen & Chang, 2021). Consumers' demand for products is no longer just in product function but gradually begin to pay attention to their spiritual needs. Based on the results of the study conducted, it can be seen that content marketing mainly

affects the purchase intention by interactive content, entertainment content, and product content. The recommendations that can be given are as follows:

1. Research shows that content marketing can motivate consumers' purchase decisions or intentions, which is decisive for marketers. The author suggests Companies should focus more on valuable content. Don't just try to create value through price and quality, but by creating content that adds psychological value to the consumer's long-term relationship investment.
2. Research shows that interactive content positively impacts purchase intention. the TikToker should make friends with your users. The more social content people can interact with the public, the higher the likelihood of people and the more likely social content to find its own. The author suggests that the content creator can make videos based on real -time hotspots, pay attention to what they care about and rejoice with followers. They will comment, forward and like more.
3. Research shows entertainment content positively impacts purchase intention. the TikToker should give customers more happiness. When the more entertaining content, the more happiness that can bring to consumers' minds, the more consumers can relax the brand. Everyone expresses the satisfaction that this product brings to customers. The author suggests that 1) Video creators can do some interesting misinterpret while following the hot spots. For example, the protagonist of the real-time hotspot is replaced with the product's mascot. 2) Video creators can make creativity into a complete series. Increase the fun and entertainment of content.
4. Research shows that product content positively impacts purchase intention. The TikToker should tell your customers your product. The more product content, the more information provided with the reference value, and the more likely it makes people to trust their content information and generate a sense of trust in their brand. Finally, buy their products and promote customers. The author suggests video creator can add product information according to the plot, such as the brand name, price advantage, and product characteristics. While letting users watch, they also get the product content.

5. Recommendations for further research. this research still has limitations and deficiencies. It is recommended to conduct research on the effect of content marketing on purchase behavior and other variables such as e-loyalty, e-satisfaction, and explore the more dimensions of content marketing, so that the research in the discussion can develop better.