

## CHAPTER 5

### CONCLUSION AND SUGGESTIONS

Based on the analysis presented in chapter 4, the writer can make some conclusions on young female's perception on eyelash extension and the use.

#### 5.1 Conclusion

Based on the analysis above, it can be concluded that most of the participants perceive that the eyelash extensions are not expensive. A great number of participants change their eyelash extensions every two months although based on the description of the product, it can last for three months. They usually change their eyelash extensions six times a year. Thus, it can be concluded that eyelash extension belongs to pop culture because it can fulfill the customers' needs. They can change the eyelash extensions frequently so it is produced massively and can be found easily. This is in accordance to the characteristics of popular culture.

This research also finds that my customersthink that the quality of the eyelash extensions does not become their consideration in choosing the eyelash extensions. Those who use eyelash extensions more than 6 times a year or every two months usually have different considerations in choosing eyelash extensions like price, availability, advertisement, quality, celebrity endorsement and size. The celebrity

endorsement proves that eyelash extension producers have manipulated society in promoting its products, and make it popular within a certain period of time. This criteria is also in line with the characteristics of popular culture.

The second part of my research wanted to know how my customers perceived the eyelash extension. From the questionnaire and interview results, my research finds that my customers perceive the use of eyelash extensions positively. My customers are satisfied to find that it is always available, and can make them look elegant, prettier and make them more confident if they choose the eyelash extensions which match with the shape of the eyes. Thus, it can be concluded that eyelash extensions is a phenomenon that meets up with the characteristics of popular culture because the product gives the customers satisfaction.

## **5.2 Suggestion**

Based on the conclusion above, I would like to give some suggestions for future studies. Other researchers can try to investigate the customers' satisfaction on eyelash extensions and which kinds of brand the eyelash extensions are so that it will give more input to the sellers and improve the producers services.