

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Research Conclusion

The aim of this study is to discover about the relationship between the constructs which are E-WOM, Price Discount, and Hedonic Shopping motivation to Impulse buying . This study concerns about E-WOM, Price Discount, and Hedonic Shopping Motivation that effect to impulse buying on consumer online marketplace . The researcher uses primary data by distributing 190 questionnaires to distribution around Indonesia from different types of background. There are three hypotheses development in this study. After conducting test in SPSS 16.00, the 3 hypothesis can be concluded as follows :

1. Based on the research results, EWOM has no significant effect on consumer impulsive buying in the online marketplace. In other words, when there is a lot of E-WOM about a product, it will not make customers immediately make impulse purchases.
2. The data also states that Price Discounts have an insignificant effect on consumers' impulse purchases on online marketplaces, in this case identifying that products sold in online marketplaces at discounted prices will not make customers immediately make impulse purchases.
3. Hedonic Shopping Motivation shows a significant and positive influence on consumer impulse buying in the online marketplace. This shows that hedonic shopping motivation originating from the consumer is the trigger for impulse buying in shopping in the online marketplace.
4. The research shows that generation z is more active in purchasing impulse buying with products that are cheaper and in accordance with budget such as beauty and fashion equipment.
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5.2 Research Implication

Based on the findings and discussion of the research, researchers can conclude several implications that can be used to increase understanding of impulse buying, from this research the will consideration to reseller in online marketplace, the price discount

have not impact to impulse buying because all buyer have more aware price discount ,and give consumers a relevant price or a relevant discount because consumers know about excessive discounts indicating that the product is being sold as a marketing strategy, thereby reducing consumers' buying intentions for the product, marketer can improve to advertisement through media social get more engagement from buyer.

Managers who create and develop online markets always consider the user's feelings to be very influential on consumer shopping attitudes, so by increasing convenience, then increasing the value of the online market by providing more sellers, thereby increasing price competition, making the online market more enjoyable for users, and also increasing promotions. To be a differentiator between online marketplaces, it is highly desirable for application development to involve users by looking at user behavior.

The results of this study can be used as a reference for further researchers, as a literature review and a reference source for researchers who are interested in Electronic word of mountain, discount prices, hedonic shopping motivation effect to impulse buying behavior through online marketplace

5.3 Research Limitation

The researcher found several limitations when conducting the research which are as follows:

1. The limitation of the first research is that the distribution of research questionnaires is not evenly distributed throughout Indonesia, most of which are from the city of Padang, and not many are from cities and provinces outside West Sumatra.
2. This study discusses EWOM, Price Discount, Hedonic Shopping Motivation, and Impulse Buying. The limitation is the limited number of previous studies that cover all variables in one journal. Therefore, researchers need to compile several different previous studies to formulate research hypotheses.
3. Not all the distributed questionnaires can be processed in this research. The questionnaires that distributed are 240 units, only 190 units can be processed.

5.4 Research Recommendation

Based on the findings and discussion of the current research, there are several suggestions for further researchers who are interested in conducting similar research in the future as follows:

1. Further researchers can enrich research horizons for all levels of society, not only for the millennial generation in a certain area. So that the sample obtained will be more and the results will be more accurate by providing a more representative sample of the population
2. The next researcher can do other variables to explain other factors outside the scope of research that can affect impulse buying
3. Further research can be done directly by interviewing samples (people) who have done impulse buying to get clearer results based on the situation faced by respondents directly.

