

CHAPTER V

CONCLUSION, IMPLICATIONS, LIMITATIONS AND RECOMMENDATIONS OF FUTURE RESEARCH

This chapter provides conclusion from finding and discussion presented in the previous chapter. The findings and discussion also followed by assessment of the potential limitation present is study, implication and possible future directions for the research.

5.1 Conclusion of the Research

The purpose of this study is to find out the influence of environmental stimuli on online shop in Instagram which are e-store content, e-store design, and e-store navigation on online impulse buying behavior. This research also using mediating variables which are shopping enjoyment, impulsiveness, and browsing. There are seven hypotheses developed in this research based on literature review and previous studies. From the hypotheses testing, researcher can conclude that e-store design, e-store navigation, shopping enjoyment, impulsiveness, and browsing have positive and significant impact on online impulse buying behavior. Contrary to e-store design and navigation, e-store content doesn't have significant impact on online impulse buying behavior. These results showed us how the design and navigation system on online shop in Instagram have driven consumers to impulse buying, while the content which online shop in Instagram has, doesn't really affect consumers to purchase impulsively. This research also showed us how e-store design and e-store navigation can directly influence consumers to online impulse buying behavior without shopping enjoyment, impulsiveness, and

browsing as mediating variables. In general conclusion this research has showed how stimulus which are e-store design and e-store navigation that online shop in Instagram has, influencing consumers' positive emotions which are shopping enjoyment, impulsiveness, and browsing, which in result impact upon impulse buying.

5.2 Implications of the Research

The research is creating several implications to improve for both academicians and practitioners. For the academicians, this research contributes to knowledge expansion regarding how environmental stimuli such as e-store design and e-store navigation significantly impact consumers to impulse buying behavior, also how positive emotional responses which consumers have such as shopping enjoyment, impulsiveness, and browsing have played roles on influencing consumers to purchase impulsively. It also helps academicians to figure out that S-O-R theory can be implemented in online context, particularly on online shop in Instagram.

For practitioners, this research provides information for Instagram or other social media to improve their environmental or atmospheric cues, it can be in term of their design, content, or navigation, because this research showed how those environmental stimuli can influence users or consumers who purchase products on online shop in social media like Instagram to impulse buying. It also helps entrepreneurs or e-retailers who do their business on social media or who already have a website to concern more on environmental stimuli such e-store content, design, and navigation as those stimuli can influence consumers' emotional responses which later drive them to purchase products impulsively. This research

findings will help them to know that it is better for online business practitioners to improve their e-store content, design, and navigation.

5.3 Limitations of the Research

This study has several limitations. With this limitation, it is expected to improved in future research. The limitations in this study are:

1. The respondents on this research are unknown and came from many sources as the link to the questionnaire was given and posted on many social media and online forum, it will be much better if the research has specific respondents that might reveal to deeper findings. For instance, if respondents come from same social class or location might explain how socio-demographic could play a role on impulse buying behavior.
2. This research has limitations of the response bias of the respondents. Response bias is the information given by respondents through questionnaire sometimes does not describe the actual opinion of the respondents. This happened because respondents might be confused or didn't fully understand on each item in the questionnaire. It can be also because as the questionnaire was distributed via online, respondents might not understand the questions and couldn't ask researcher directly and found it hard to contact researcher directly then they might just answer the questions based on what they think is right.
3. This research only use environmental stimuli or atmospheric cues such as e-store content, e-store design, e-store navigation and mediating variables such as enjoyment, impulsiveness, and browsing to find out whether these variables can impact on online impulse buying whereas many other

variables that can online impulse buying, such as personal traits, consumers trusts, consumers loyalty.

5.4 Recommendations of the Research

The result of this research is expected to be improved and become references to conduct further research in the future, some suggested topics to be developed in further research are: imitations in this study are:

1. For next research it is suggested to have specific respondents to investigate whether sociodemographic plays a role on online impulse buying behavior.
2. For next research it is suggested to add more variables or different variables and indicators related to the topic of the research in order to have varieties of findings.
3. For next researcher it is suggested to use different object as there are still many websites and social media which used in online business context haven't been explored or investigated related to this topic.

