

CHAPTER V

CLOSING

5.1 Research Conclusion

This research is conducted to see the impact of emotion, perceived risk, and flash sale toward impulse buying with the case study of Gen Z Tokopedia customer. The research is quantitative and use primary data in nature with data collection method is through questionnaire distribution. Data is then processed using Ms. Excel to provide the descriptive analysis of each item and SmartPLS 4 to measure the outer model through the validity and reliability test, the inner model through R-square and F-square and hypothesis test through bootstrapping to see the path coefficient. Hypothesis can be concluded as such:

1. Emotion has a positive and significant impact toward impulse buying of Gen Z Tokopedia customer.
2. Perceived risk has a negative but not significant impact toward impulse buying of Gen Z Tokopedia customer
3. Flash sale has a positive but not significant impact toward impulse buying of Gen Z Tokopedia customer.

5.2 Research Implication

There are several implications that the researcher found and obtained from the result of this research, that can be used as further reference and information in marketing study, especially on consumer behavior topic with the scope of emotion,

perceived risk, flash sale and impulse buying and for practical purpose by marketer, and Tokopedia itself.

Theoretical implication:

1. This research could serve as a reference to enhance future research or other academic purpose that focus on how emotion, perceived risk, and flash sale would affect customer's behavior, especially in the scope of online impulse buying behavior. It is important to include other variable to determine the impact on impulse buying behavior.

Practical Implication

2. Impulse buying can lead to increasing purchase of customer as it's a purchase made without planning and to design a marketing strategy that could improve the chance for customer to engage in impulse buying.
3. That emotion could influence consumer behavior, especially in this case where impulse buying could be influenced by positive emotion compared to negative emotion. Should be noted that marketing strategy could implement more marketing campaign that could invoke positive feeling as Gen Z customer are most likely to purchase within that condition based on this study. For example, feature that could invoke positive emotion and engagement such as mini-games to obtain vouchers or bonuses to be used later for price decrease, or positive promotional campaign relevant to Gen Z such as mental health.
4. Risk aversion could decrease consumer willingness to buy, and it's important for marketplace, especially Tokopedia to pay attention of existing risks during

online shopping. Perceived risk could also increase the chance of negative emotion and consumers are least likely to purchase when the negative emotion is high based on this study. Negative emotion induced impulse buying could also lead to regret, and in turn, decreasing of intention to purchase in the future.

5. Even though Gen Z purchasing power is not as high as its predecessor, flash sale strategy doesn't seem to affect their impulse purchase significantly. It might be caused by their purchasing power is relatively still lower than their predecessor. What Tokopedia and other marketplace could do is to provide a way for customer to compare prices of product within the platform. As Gen Z is known as digital native and like to browse information of the product they're going to purchase and more likely to purchase the worthiest price-to-performance product available instead of blindly purchase any product that is on discount.

5.3 Research Limitation

This research is with its own limitation and obstacles that might affect the result of this research, there are several notable limitations that has been found during this study:

1. The scope this research is only limited to emotion, perceived risk, and flash sale as its variable. However, outside of these variables, there are might be other variables that could impact impulse buying.
2. The respondent of this research is also only limited to Gen Z and Tokopedia users.

3. This research is only limited to one marketplace which is Tokopedia

5.4 Suggestion

There are several notable suggestions that should be included or conducted for further improvement of this study:

1. It is necessary to bring variables that is outside of the variables of this research.
2. It is also necessary to increase the number of samples in order to improve the quality of the research and its result.
3. Another generation with purchasing power such as Millennial should be added as comparison because Millennial has higher purchasing power than Gen Z currently.
4. Another marketplace should be added as well to compare the phenomenon in different research object.

