

## CHAPTER V

### CLOSING

#### 5.1 Research Conclusion

This research is conducted to see The Influence of Brand Image, Product Quality, Price and Physiological Factor on Purchase Decisions Second Hand iPhone Products Among Gen Z. 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. Brand image has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation
2. Product Quality has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation
3. Price has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation
4. Physiological factor has a positive and significant effect on purchase decision Second Hand iPhone among Z Generation

## 5.2 Research Implication

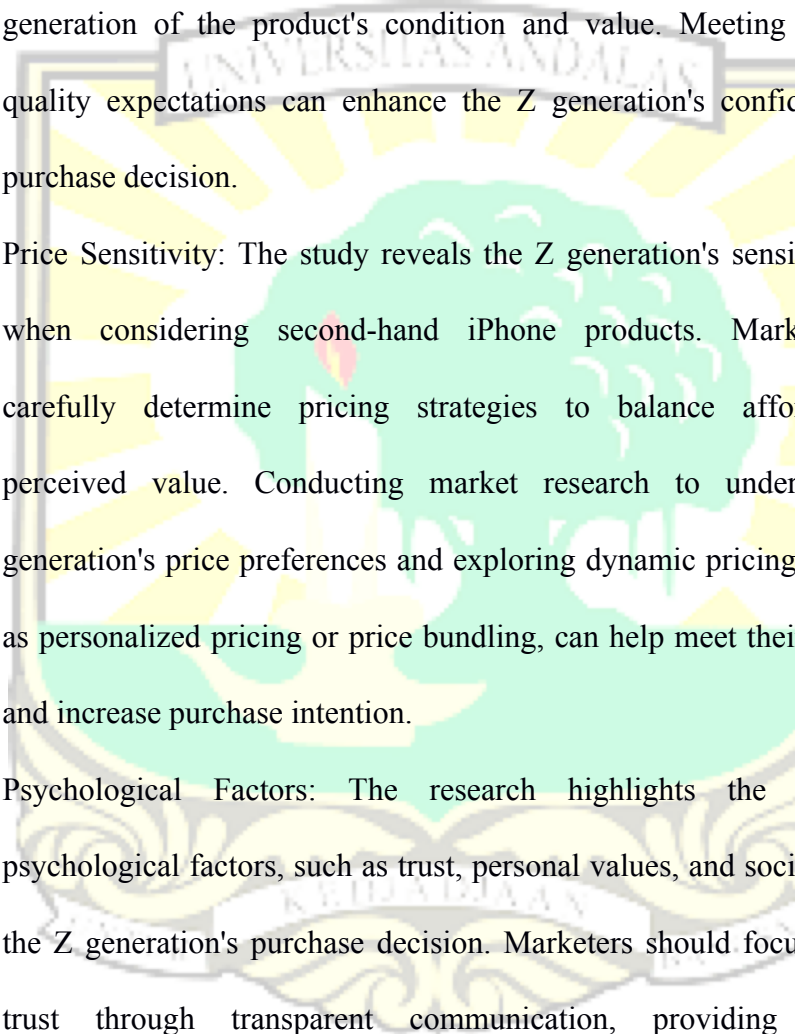
The significant findings of this research have several detailed implications for the store smartphone industry targeting the Z generation's purchase decision of second-hand iPhone products:

- a. **Brand Building:** Store smartphone retailers should invest in strategic efforts to develop a strong and favorable brand image. This includes effectively communicating the brand's value proposition and creating compelling brand stories that resonate with the Z generation.
- b. **Product Quality:** Ensuring high product quality is crucial for attracting the Z generation. Implementing robust quality control measures, such as inspections, certifications, and warranties, can provide assurance to customers and enhance their confidence in the purchase.
- c. **Pricing Strategies:** Tailoring pricing strategies to meet the expectations of the Z generation is essential. Conducting market research to understand price sensitivity and preferences can inform the development of dynamic pricing models, such as personalized pricing or bundled offers.
- d. **Psychological Factors:** Understanding and addressing the psychological factors that influence the Z generation's purchase decisions is crucial. Building trust through transparent communication, personalized recommendations, and providing detailed product information can alleviate concerns and enhance confidence.
- e. **Marketing and Promotions:** Effective marketing and promotional strategies are essential for capturing the Z generation's attention. Leveraging popular

social media platforms and crafting tailored marketing messages that highlight the unique value of second-hand iPhone products can resonate with the Z generation's values and preferences.

The significant findings of this research on the effect of brand image, product quality, price, and psychological factors on the purchase decision of second-hand iPhone products among the Z generation have important implications for consumer behavior:

- a. Information Processing: The research suggests that the Z generation engages in thorough information processing when making purchase decisions for second-hand iPhone products. Consumers actively evaluate brand image, product quality, price, and psychological factors before making a purchase. Understanding this information processing behavior can help marketers tailor their messaging and provide relevant information that aligns with the Z generation's decision-making process.
- b. Brand Perception: The study highlights the significant impact of brand image on the purchase decision. Consumers of the Z generation attach value and meaning to brands when considering second-hand iPhone products. Marketers should focus on building positive brand perceptions through effective branding strategies, including brand storytelling, consistent brand experiences, and engagement with brand communities. Enhancing brand perception can increase the Z generation's likelihood of choosing specific brands.

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- c. **Quality Expectations:** The research emphasizes the importance of product quality in the purchase decision of second-hand iPhone products. Consumers have high expectations for quality and reliability, which significantly influence their willingness to buy. Marketers should prioritize quality control measures, certifications, and warranties to assure the Z generation of the product's condition and value. Meeting or exceeding quality expectations can enhance the Z generation's confidence in their purchase decision.
- d. **Price Sensitivity:** The study reveals the Z generation's sensitivity to price when considering second-hand iPhone products. Marketers should carefully determine pricing strategies to balance affordability and perceived value. Conducting market research to understand the Z generation's price preferences and exploring dynamic pricing models, such as personalized pricing or price bundling, can help meet their expectations and increase purchase intention.
- e. **Psychological Factors:** The research highlights the influence of psychological factors, such as trust, personal values, and social identity, on the Z generation's purchase decision. Marketers should focus on building trust through transparent communication, providing personalized recommendations, and utilizing social proof. Incorporating elements that align with the Z generation's personal values and social identity can further resonate with their motivations and enhance their purchase decision.

By considering these implications and focusing on brand building, product quality, pricing strategies, psychological factors, and effective marketing and promotions, store smartphone retailers can optimize their strategies to cater to the preferences and buying behaviors of the Z generation. This can lead to increased sales and customer loyalty among this target demographic.

### **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 Brand Image, Product Quality, Price and Psychological Factor. However, outside of these variables, there are might be other variables that can influence on Purchase Decisions
2. The respondent of this research is also only limited to Gen Z specifically individuals aged 17-27 years in 2023
3. This research is only limited to individuals who are familiar with iPhone product

### **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 smartphone should be added as well to compare the phenomenon in different research object.

