

CHAPTER V

CLOSING

This chapter will explain the conclusions of the research and discussion of the research. Followed by an evaluation of the limitations of the research and implications for possible future research developments.

5.1 Research Conclusion

This research was conducted to analyze the effect of live streaming shopping and sales promotion on customer impulse products. This study uses a quantitative approach involving primary data from people who have watched TikTok live streaming shopping and have made impulse purchases. Questionnaires were shared on social media sites and filled out using Google Forms. After the data was collected, the data was tested using SmartPLS 4.0, through tests such as descriptive statistics measurement outer model (convergent validity, discriminant validity, and reliability test), and inner model measurement (R-square and T-test). Based on the results of the research that the researchers have done, conclusions can be drawn, including:

1. Live streaming shopping has a positive and significant effect on customer impulse product. This means that the more interesting and better the live streaming shopping content carried out by the seller, the more the customer's desire to make impulse buying will increase. The live streaming content and

products sold must match the needs of the target audience or trigger their needs.

2. Sales promotion has a positive and significant effect on customer impulse product. This means that the more promotions that are carried out, the greater the desire of customers to make impulse purchases.

5.2 Research Implication

The results of this research have several important implications for increase customer impulse product in TikTok live shopping.

1. Theoretical Implication

For further theoretical and academic research, this research is expected to be a reference and input for further research related to efforts to increase impulsive purchases on customers. Various kinds of marketing strategies that can be done to attract customer attention such as doing live streaming shopping. In this study, several external environmental factors were found such as demand, convenience, interactivity, and playfulness based on SOR theory to understand the live streaming shopping ecosystem. Through these four factors, according to this research, the most influencing factor is demand. Sellers must pay attention to the target market and what they need, and understand consumer behavior. Followed by interactivity, convenience and playfulness. By doing live streaming, sellers can reach a wider target audience and, in the end, can expand the field of marketing research. The most

important thing is to show that the live streaming content must make the target audience find it interesting. Furthermore, the strategy that is often used to attract customer attention is sales promotion. In this study, the most popular forms of sales promotion are discounts and free shipping. This shows that the more sales promotion associated with costs that will be incurred by customers, the higher the level of customer desire to buy the product.

2. Practical Implication

The results of this study also carry several practical implications for sellers who market their products through TikTok live shopping. There are several aspects that need to be considered before doing live streaming. First, this research shows that demand has an important role in generating the pleasure felt in shopping on live streaming. Therefore, sellers must develop and provide interesting content according to the needs of the target audience. Other stimulus factors are interactivity, convenience, and playfulness. From here, sellers must use all their abilities to interact with the audience, find interesting, comfortable and interactive ways to communicate with potential buyers so that they can trigger impulse purchases. Next is about sales promotion. Sellers can create attractive sales promotions that can attract customer attention. Examples include giving discount vouchers, free shipping, and other forms of promotion for a limited time. So that customers will compete to get the product because they don't want to miss any opportunity.

5.3 Research Limitation

During the research, the researcher found the following limitations:

1. This study only examines the effect of live streaming shopping and sales promotion on customer impulse product so that it does not investigate other variables that might affect customer impulse product.
2. The majority of respondents in this research were female as much as 92 respondents or 79.3%, so the majority of this research data is possibly based on opinions and understanding of female respondents.
3. The research object in this study only focuses on live streaming shopping on TikTok live so this is not for live shopping in general.
4. The results of this study only provide general information does not discuss in detail what are the things customers need to be more interested in watching live streaming shopping and making impulse purchases.
5. In sales promotion, this study also explains in general that customers are interested in discount vouchers and free shipping, but this research does not discuss what kinds of discounts make them more interested in impulse buying and did not discuss which one of the sales promotions were the most influential.

5.4 Research Recommendation

The following are some recommendations based on the findings of the current research for those interested in conducting similar research in the future:

1. It is hoped that for further research, researchers can add other variables that can influence impulse purchases.
2. Future research should change the sample and perform more rigorous stratified sampling to understand the experience and cognition of users of all ages, genders, and educational backgrounds, which would make the research more complete.
3. It is expected that other researchers will expand the scope of research object.
4. Future research can further discuss what kind of content is needed in TikTok live shopping that can attract customers to watch live streaming.
5. It is hoped that further research will examine what form of sales promotion is the most influential of all existing forms of sales promotion.

