CHAPTER V
CLOSING

This chapter provides conclusion from finding and discussion presented on the previous chapter, 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 research is to find out the relationship of perceived financial control to customer attitude and purchase intention towards counterfeit perfume to career women in Padang. This research also finds out whether variables have significant relationship and positive effect or not. This research is using primary data collected by spreading 100 questionnaires to career women in Padang. There are four hypothesis developed in this research for career women in Padang. Therefore, the analysis of results, are:

1. Perceived financial control negatively relates to customers’ attitude toward counterfeit perfume to career women in Padang. It means that customers’ perceived financial control has insignificant correlation on customers’ attitude. Thus, customers’ attitude toward counterfeit perfume to career women in Padang can not be predicted by perceived financial control.

2. Attitude positively relates to purchase intention toward counterfeit perfume to career women in Padang. It means that attitude has significant correlation on purchase intention toward counterfeit perfume to career women in Padang.
Thus, purchase intention toward counterfeit perfume to career women in Padang can be predicted by attitude.

3. Perceived financial control negatively relates to purchase intention on counterfeit perfume to career women in Padang. It means that perceived financial control has insignificant correlation on purchase intention. Thus, purchase intention on counterfeit perfume can not be predicted by perceived financial control.

4. Role of attitude as a mediator negatively relates to the effect between perceived financial control to purchase intention. It means that attitude as mediating factor of customer has insignificant correlation between perceived financial control to purchase intention. Thus, the relationship between perceived financial control to purchase intention can not be predicted by attitude of the customer.

5.2 Implications of the Research

This research creates several implication for researcher and practitioners. For researcher, this research is for improving the understanding about relationship between perceived financial control, attitude and purchase intention. From the result, it proved all the hypotheses in this research are accepted and the result supports the previous studies which are conducted by some researchers with variable used in this research.

For practitioners or company. This research can be used as a source of information to understand relationship about perceived financial control, attitude and purchase intention. The result from this research shows that customer with high
income, especially career women, tend to choose original perfume rather than counterfeit perfume. Their income affects their attitude towards counterfeit perfume, it because career women are educated women who are knows that quality of the original perfume will not be the same with the counterfeit perfume. Another result shows that the perceived affordability (perceived financial control) of career women negatively affects their purchase intention to counterfeit perfume. It means, career women tend to buy original perfume rather than counterfeit perfume. This is good for the company, because career women can be a good target market, because their attitude and intentions toward counterfeit perfume is negative. They tend to buy original perfume, so they can be a good customer. Company can also use this research as an information to know further information about the effect of perceived financial control towards counterfeit perfume purchase intention mediated by customers’ attitude by a study of career women perception in Padang city.

5.3 Limitation of the Research

Researcher found some limitation when conducted this research. Some of the limitation are as follows:

1. The sampling technique which used is non probability, so it difficult to generalizable and the number of sampling which used too little.

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 show the actual opinion of the
respondents. This happened because of the inability of the respondents to understand the items of each point in the questions. So that the honesty of respondents in answering the questions and the limitation time given to them in filling the questionnaires are slightly inappropriate.

### 5.4 Recommendation of the Research

The result of this research is expected to improve and become references to conduct further research in the future. Some suggested topics to be developed in further research:

1. For the next research, the number of samples used for the next research can be propagated.
2. For the next research, the location of research can be expanded.
3. For the next research, different variables can be added or encompassed regarding the topic of the research in order to create and found varieties of the result.
4. For the next research, researchers may assist the respondent in completing the questionnaire, in order to clarify the meaning of a question that might not be understood by respondents.