

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Research Conclusion

The aim of this study is to discover about the relationship between the constructs which are functional value, product attitude, fashion lifestyle to purchase intention. This study concerns about the interest of secondhand users in Padang and how this variable influences secondhand users by doing purchase intention while mediated by fashion lifestyle. The researcher uses primary data by distributing 105 questionnaires to secondhand users in Padang from different types of background. There are seven hypotheses development in this study. After conducting test in Smart PLS 3.28, the seven hypothesis can be concluded as follows :

1. According to the result of this study, there are not all of the variable that can affect someone's intention to purchase in secondhand, its only about the product attitude, the more the secondhand users know about product attitude in secondhand, the more it will lead them to purchase. Also when the product attitude mediated by fashion lifestyle, if the buyer/user know about the product attitude while they know the taste about their own fashion lifestyle, it will much more affect them to purchase secondhand
2. The more secondhand users/buyers know about the product attitude and fashion lifestyle, it will lead them to purchase in secondhand. This study shows that even if the secondhand have purchase in secondhand, the narcissists will not acknowledge that because of the each individual have to know and acknowledge about the produt attitude and realize about their own fashion lifestyle first.

3. Based on the result of this study, functional value doesn't give any direct impacts to purchase intention of secondhand users.
4. Highly knowledge about product it will brings secondhand user have cunsomer attitude and it will bring to product attitude when mediated by fashion lifestyle by own taste of the secondhand users. This study shows that secondhand user as individuals use fashion lifestyle as the way to do purchasing product.

5.2 Research Implication

This study has some implications that can be used to improve the understanding about secondhand.

Our study contributes to the literature on secondhand by enhancing our understanding of the effects of functional value, product attitude, fashion lifestyle on purchase intention. Existing studies on secondhand have mainly focused on the concept of secondhand product or clothes as a product that support excessive waste reduction on fast fashion industry, product fashion lifestyle or design, issues adopting the secondhand clothes. Research on consumer perceptions or attitude or product attitude toward commercial secondhand products has been limited. In this study, we identified the main consumption value dimensions of secondhand products and examined the relationship between functional value, product attitude, fashion liefstyle and purchase intention using Padang consumer samples who were familiar with secondhand products.

We proved that product attitude, was a significant predictor when forming a positive attitude and making a purchase decision. Moreover, in particular, fashion and functional value, had a strong influence as well. These results may be interpreted in that secondhand products can attract

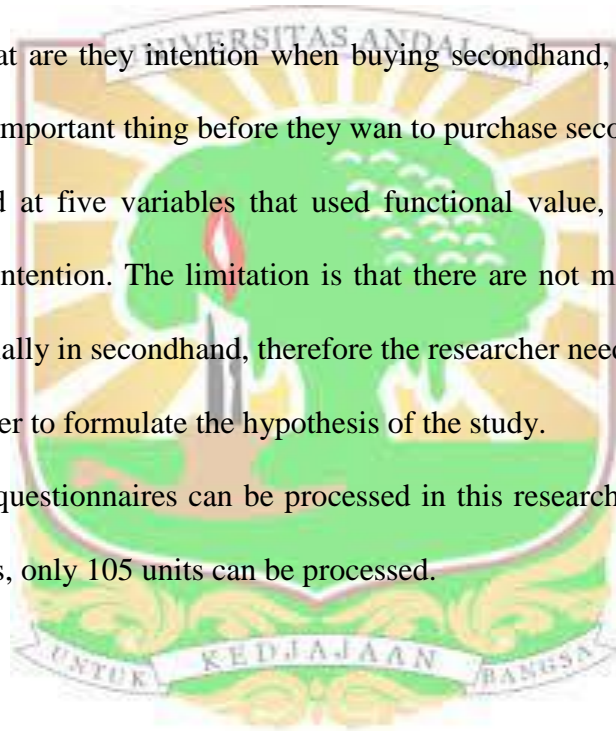


consumers to better meet aesthetic and emotional, as well as green value of secondhand products by emphasizing unique design approaches and maintaining environmental value.

Research Limitation

The researcher found several limitations when conducting the research which are as follows:

1. The research has limitation due to the bias response by the respondents. Some of the respondents do not know about what are they intention when buying secondhand, or they don't really care about what is the most important thing before they want to purchase secondhands.
2. This study only looked at five variables that used functional value, product attitude, fashion lifestyle and purchase intention. The limitation is that there are not many previous studies that discuss this topic especially in secondhand, therefore the researcher needs to compile several past research findings in order to formulate the hypothesis of the study.
3. Not all the distributed questionnaires can be processed in this research. The questionnaires that distributed are 140 units, only 105 units can be processed.



5.3 Research Recommendation

1. For future researchers who are interested in conducting similar research, it is advisable to use a brief explanation of the variables in the questionnaire that will confuse users secondhand products or the researcher needs to assist respondents when filling out the questionnaire.

2. The next researcher can conduct research in other part of Sumatera and Indonesia. This can help to enrich the knowledge and the understanding of secondhand product topics according to this research.
3. The researcher recommends that further researchers be able to examine more specifically how each variable affects the purchase intention of secondhand users.
4. For the personality traits variable, the researcher recommends examining more specifically whether each personality type based on The Big Five personality traits has its share in purchase intention making
5. For further research, other variables can be used because purchase intention on secondhand can also be influenced by other variables directly or Indirectly.

