

## **CHAPTER V**

### **CONCLUSION AND RECOMMENDATION**

In this section, the conclusion from the results of the study will be described. Furthermore, this chapter also includes suggestions for further research as well as the limitation of the research.

#### **5.1 Conclusion**

There are some findings that can be drawn from this study:

1. The influence of perceived perishability on the attitude towards flash sale.

In this research, it can be concluded that perceived perishability has no significant effect on the attitude towards flash sale. It can be posited that despite the event being fleeting, Indonesian consumers did not worry about the time limit when participating in Shopee flash sale program.

2. The Influence of Perceived Scarcity on the Attitude towards Flash Sale.

This study fails to prove the effect of perceived scarcity on the attitude towards flash sale program. In Shopee flash sale program, only a few products are offered in a limited quantity; however, it did not have an impact on consumers' purchase decisions. Therefore, it can be concluded that the limited number of products did not influence customer's perception in decision making

3. The influence of Perceived Low Price on the Attitude towards Flash Sale

The result of this study has shown that perceived low price has a significant effect on the attitude toward flash sale. When customers see

plenty of products sold at a discount price, they are likely to engage with the program, which in turn stimulates consumers' purchase intention.

4. The Influence of Perceived Perishability on the Impulsive Buying Behavior.

The study evidence has shown that there is no significant effect between perceived perishability and impulsive buying behavior. Despite there is a payment deadline, customers feel that they have enough time to participate in the flash sale program. During the event, people are not seen the time constraint as a justification to buy impulsively and spontaneously.

5. The Influence of Perceived Scarcity on the Impulsive Buying Behavior.

According to the result of this study, it can be concluded that perceived scarcity has a significant effect on impulsive buying behavior. The fewer the number of items available, the more people will pay attention to the product. It drives customers to compete to get the product and directly influences impulsive buying behavior.

6. The Influence of Perceived Low Price on the Impulsive Buying Behavior

The finding confirms that there is no significant effect between perceived low prices and impulsive buying behavior. Customers perceive that the product prices offered in Shopee flash sale program are affordable. However, when there are products offered at lower prices, they are likely to consider whether the sales promotion program is worth getting their attention or not. This may also be influenced by the availability of money.

7. The Influence of Hedonic Shopping Motivation on the Attitude towards Flash Sale

The research has revealed that hedonic shopping motivation has a significant effect on the attitude towards flash sale. This study finds that customers participate in Shopee flash sale program to overcome boredom. They also agree that shopping in a flash sale program gives them the feeling of exploring a new world while also offering them a new experience.

8. The Influence of Hedonic Shopping Motivation on the Impulsive Buying Behavior.

Based on the result, it can be concluded that hedonic shopping motivation has a significant effect on the impulsive buying behavior. In addition to relieve pressure, customers consider Shopee flash sale program as an exciting experience. Customers who enjoy the event will be more likely to engage with the atmosphere. As a result, they become more impulsive during the event.

9. The Influence of the Attitude towards Flash Sale on the Impulsive Buying Behavior.

This study found that attitude towards flash sale has no significant effect on impulsive buying behavior. Indonesian customers perceive Shopee flash sale program as an interesting event that provides plenty of information and benefits for them. Nevertheless, it did not stimulate them to purchase products impulsively.

10. The Influence of Cash on Delivery on the Impulsive Buying Behavior.

The finding claims that there is a significant effect between cash on delivery and impulsive buying behavior. Customers feel more comfortable

paying in cash after they get the products, considering the higher risk they might get when using a credit card which requires personal data. A sense of confidence using COD as the payment method will drive customers into impulsive buying behavior.

11. The Moderating Effect of Cash on Delivery and Attitude towards Flash Sale toward Impulsive Buying Behavior

The finding has shown that cash on delivery moderates the correlation between attitude toward flash sale and impulsive buying behavior. COD payment method is perceived as an easy and safe payment in today's e-commerce operation. This payment method makes it easier for customers who do not have e-banking or credit card. Those who want to feel secure are willing to pay more when using the COD method.

12. The conclusion of the mediation test is as follows:

- a. The attitude towards flash sale does not have a mediating effect on hedonic shopping motivation on impulsive buying behavior; however, there is a direct influence between the variable of hedonic shopping motivation on the impulsive buying behavior (*direct-only mediation*).
- b. The attitude towards flash sale does not have a mediating effect on perceived low prices on impulsive buying behavior. In other words, there is no direct influence and no mediating role (*no-effect mediation*).
- c. The attitude towards flash sales does not have a mediating effect on the perceived perishability on impulsive buying behavior. In other words, there is no direct influence and no mediating role (*no-effect mediation*).

- d. The attitude toward flash sale does not have a mediating effect on perceived scarcity on impulsive buying behavior; however, there is a direct effect between the variable of perceived scarcity and the impulsive buying behavior (*direct-only mediation*).

## 5.2 Managerial Implications

Based on the result of this research that has been done, it is found that the only sales promotion stimulus that could drive attitude toward flash sale is perceived low price. As customers perceive price contributes the most to their purchase intention, the researcher suggests that the manager keeps lowering the price rather than decreasing the quantity or limiting the time duration. This strategy can be performed through bundling offers, group buying, or buy-one-get-one-free.

However, the finding also claims that perceived low price and perceived perishability do not stimulate customers to make impulsive transactions during flash sale. This is confirmed by research which states that the limited duration of transactions and products with discounted prices do not affect their desire to buy the product impulsively. In this regard, the manager must emphasize the other stimulus, which is perceived scarcity. The more customers feel that the product is limited, the more willing to buy the product immediately. On social commerce websites, only text or images can inform customers about a limited quantity. Therefore, it is important to design the text or image to show the scarcity message clearly at a glance. Additionally, sending emails with persuasion phrases such as “50% discounts only available ten pairs” gives a sense of urgency to buy the product impulsively.