

buying tendency makes an impulsive purchase and later realizes that it was unnecessary or too expensive, they may experience feelings of regret or guilt. These negative emotions and feelings can reinforce their awareness of the potential negative consequences of impulsive buying behavior and make them more cautious about engaging in such behavior in the future.

CHAPTER V

CONCLUSION AND MANAGERIAL IMPLICATION

This chapter covers to the conclusion drawn from the research results, which will be presented and elaborated upon. Additionally, the final section of this chapter offers recommendations based on the study's outcomes.

5.1 Conclusion

Impulse buying in social commerce environment is a recent and vital topic, but still little known particularly in the context of newly emerged in social media. Based on the result of the analysis, there are no significant effect on all moderating hypothesis toward the Urge To Buy Impulsively. This means that Hypothesis H1b, H1c, H1d, H4b, H4c, and H4d all rejected

In this research, the positive significant effect in this research is only the direct effect, even though not all the direct effect has positive significant effect. Only Impulse Buying tendency toward Urge To buy Impulsively, Positive Sentiment toward Urge To Buy Impulsively, and Observational learning toward Urge To Buy Impulsively that has positive significant effect. The rest direct effect such as Negative Sentiment toward Urge To Buy Impulsively and Authenticity toward Urge To Buy Impulsively don't have significant effect.

5.2 Managerial Implication

This study provides valuable insights for practitioners, particularly those in the Social Media Food Influencer and restaurant sectors, as it is one of the few studies that examines the role of social media Food Influencer and interactive factors. First in the Impulse Buying Tendency toward Urge to Buy Impulsively, the impulse buying tendency has a direct and positive significant effect on the urge to buy impulsively. This means that individuals who have a higher tendency for impulse buying are more likely to experience the urge to buy impulsively. In other words, their propensity to make impulsive purchases is a predictor of their likelihood to experience the urge to buy impulsively. The company can make the selling process or transaction process to be as simple as it can, or could make it quickest, in that way, it can facilitate the user or potential buying to fulfil it impulsive buying tendency.

Second is the connection between Observational Learning toward the Urge To Buy Impulsively. Observational learning has a direct and positive significant effect on the urge to buy impulsively. This means that individuals who observe others making impulsive purchases are more likely to experience the urge to buy impulsively themselves. Observational learning refers to the process of acquiring new behaviours or attitudes by observing others and the consequences of their actions. In the context of impulse buying, it means that individuals are more likely to engage in impulsive purchases if they observe others doing so. Therefore, the more an individual observes impulsive buying behaviour, the stronger their urge to buy impulsively becomes. The business owner can improve the relationship between the business, in this context is the food influencer and its community, such as replying comment in the comment section, our using hashtag to improve the spreading of the content in order to cover wider range of the potential buyer.

Lastly, is the effect between Positive Sentiment toward the Urge to Buy Impulsively. Positive sentiment also has a direct and positive significant effect on the urge to buy impulsively. This means that when individuals are exposed to positive information, such as positive reviews or comments, they are more likely to experience the urge to buy impulsively. Positive sentiment refers to the overall positive emotional tone of a message, which can influence an individual's behavior. In the context of

impulse buying, positive sentiment may include positive reviews, endorsements, or recommendations. Therefore, the more positive sentiment an individual is exposed to, the stronger their urge to buy impulsively becomes.

5.3 Research Limitation

While this study provides valuable insights into the phenomenon of impulse buying in social commerce environments, it is important to acknowledge its limitations. First, the study focuses on a specific group of participants and may not be generalizable to other populations. The sample consists of individuals who have engaged in social commerce activities and may not represent the broader population. Therefore, caution must be exercised when generalizing the findings to other contexts or populations.

Second, the study relies on self-reported measures, which may be subject to response biases such as social desirability bias or inaccurate reporting. Participants may have provided answers that they believed were expected of them or may have misunderstood the questions. Future research could employ more objective measures, such as physiological or behavioural measures, to provide a more accurate representation of participants' experiences.

Third, the study focuses primarily on Instagram as a social commerce platform and does not consider other platforms such as Facebook or Twitter. Each platform has its unique features and may elicit different consumer behaviours. Therefore, future research could explore impulse buying behaviour in other social commerce platforms to understand whether the findings are platform-specific or generalize across different platforms.

Fourth, the study relies on a relatively small sample size, which may limit the generalizability of the findings. Future research could employ larger sample sizes to increase the statistical power and robustness of the findings.

Finally, the study is limited by its geographic focus on a specific country. Social commerce environments may differ across different countries and cultures, and therefore, the findings may not apply universally. Future research could explore cross-cultural differences in impulse buying behaviour in social commerce environments to provide a more nuanced understanding of the phenomenon.

5.4 Future Research Suggestions

While this study provides valuable insights into impulse buying in social commerce environments, there are several Suggestion for future research that could further advance the understanding of the phenomenon.

First, future research could explore the influence of different types of social media Food Influencer on impulse buying behaviour. The present study focuses on newly emerged social media Food Influencer, but there are other types of Food Influencer, such as traditional celebrities or micro-influencers, who may have different effects on consumer behaviour. Investigating these different types of celebrities could provide a more nuanced understanding of their impact on impulse buying.

Second, future research could examine the role of trust and credibility in impulse buying behaviour. Social commerce platforms rely heavily on user-generated content and recommendations, which can be influenced by fake reviews or sponsored content. Investigating how consumers evaluate the trustworthiness and credibility of these sources of information could shed light on how they make impulse buying decisions.

Third, future research could investigate the effects of different types of social cues, such as scarcity or social proof, on impulse buying behaviour. Social commerce platforms often use these cues to create a sense of urgency or to influence consumer behaviour. Understanding how these cues affect impulse buying behaviour could provide insights into how marketers can effectively use them to increase sales.

Fourth, future research could explore the moderating effects of individual differences, such as personality traits or cultural values, on impulse buying behaviour. Different individuals may be more or less susceptible to impulse buying, depending on their personality traits or cultural backgrounds. Investigating these individual differences could help identify subgroups of consumers who are particularly vulnerable to impulse buying and develop targeted interventions to help them make more informed purchasing decisions.

Finally, future research could explore the ethical implications of impulse buying in social commerce environments. While impulse buying can be beneficial for businesses, it can also lead to negative consequences for consumers, such as overspending or buyer's remorse. Investigating the ethical considerations of impulse buying in social commerce environments could help develop guidelines and policies that promote responsible marketing practices and protect consumers' interests.

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ATTACHMENT

Research Questionnaire

Filter Questions

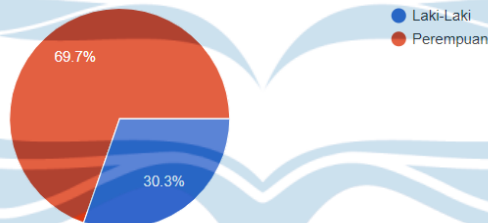
1. Do you use and have an account on social media Instagram?
 - a. Yes
 - b. No
2. Do you follow (become the follower) one or more of these Food influencers on Instagram below: @Mgdalenaf, @nexcarlos, @farida.nurhan, @anakjajan, @Dyodoran
 - a. Yes
 - b. No
3. Have you ever seen a post from one of the Food influencer accounts on Instagram in the list above:
 - a. Yes
 - b. No

Respondent Demographic

1. What is your gender?
 - a. Male
 - b. Female

1. Apa jenis kelamin anda?

198 responses

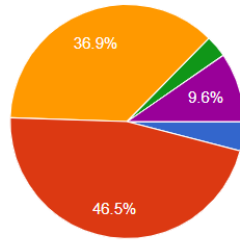


2. How old are you?
 - a. Age under or equal to 17 years
 - b. 18 – 25 years old
 - c. 26 – 33 years old
 - d. 34 – 40 years old
 - e. Over 40 years old

2. Berapa usia anda?

 Copy

198 responses



- a. Usia di bawah atau sama 17 tahun.
- b. 18 – 25 tahun.
- c. 26 – 33 tahun
- d. 34 – 40 tahun
- e. Diatas 40 tahun

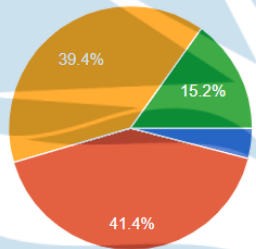
3. How much is your income / pocket money within 1 month?

- a. Under Rp1.000.000,00
- b. Rp1.000.000,00 – Rp2.000.000,00
- c. Rp2.000.001,00 – Rp3.000.000,00
- d. Above Rp3.000.000,00

3. Berapa pendapatan anda / uang saku dalam kurun waktu 1 bulan?

 Copy

198 responses



- a. Dibawah Rp.1.000.000,00
- b. Rp.1.000.000,00 – Rp.2.000.000,00
- c. Rp.2.000.001,00 – Rp.3.000.000,00
- d. Diatas / lebih dari Rp.3.000.000,00

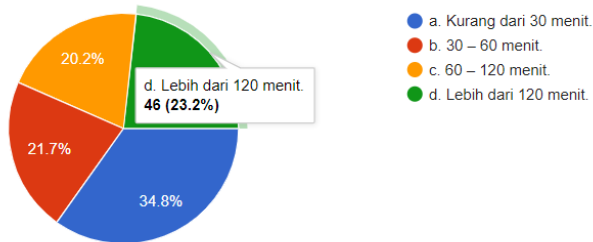
4. How long do you use or access Instagram in 1 day?

- a. Less than 30 minutes
- b. 31 – 60 minutes
- c. 61 – 120 minutes
- d. More than 120 minutes

4. Berapa lama anda menggunakan atau mengakses Instagram dalam 1 hari?

 Copy

198 responses



Research question

Researchers use a scale of 1 - 5. Value 1 to strongly disagree, while a value of 5 if the respondent feels strongly agree with the statements in the questionnaire. provide your response below based on your experience on the Instagram food influencer account that you follow.

Strongly Disagree	disagree	neutral	agree	Strongly Agree
1	2	3	4	5

no	Statement	option				
		1	2	3	4	5
1	I take Food Influencers' suggestions on social media Instagram to be serious.					
2	Food influencers' posts on Instagram about various places to eat seem real to me.					
3	The opinions of food influencers on Instagram are reliable					
4	The comments column on food influencer posts is great.					
5	Reviews of various products featured on food influencer posts are good.					
6	The food influencer's comments column is amazing.					
7	Reviews from Food Influencers are noteworthy.					
8	Reviews of various posts generated by food influencers are negative and unsatisfactory					
9	Feedback about the restaurant is unflattering and negative.					
10	The comment column on food influencer posts is unsatisfactory.					
11	The quality of the review content on food influencer posts is unsatisfactory.					

12	It is easy for me to observe that food influencer posts are liked by many people.					
13	I observed that the number of likes on food influencer posts is good.					
14	I observed that the number of likes associated with various products is large.					
15	It is easy to observe that food Influencer posts are reviewed by a large number of people.					
16	I see a lot of comments on various food influencer posts.					
17	I see tons of reviews from Food Influencers for various products.					
18	When I use Instagram, I often buy things spontaneously.					
19	When I use Instagram, I often buy things online without a second thought.					
20	“I saw it, I bought it” describes how I buy goods/products.					
21	When using Instagram, sometimes I am a bit reckless about what I buy.					
22	When I see a Food Influencer post, I feel a sudden urge to order or visit a restaurant that I had never planned before					
23	When I see a Food Influencer post, I have the urge to buy goods/products that are irrelevant to my shopping goals.					
24	When I see a Food Influencer post, I have a tendency to buy beyond my shopping list.					

Raw Data

A 1	A 2	A 3	P S 1	P S 2	P S 3	P S 4	N S 1	N S 2	N S 3	N S 4	O L 1	O L 2	O L 3	O L C 1	O L C 2	O L C 3	I B T 1	I B T 2	I B T 3	I B T 4	U T B I1	U T B I2	U T B I3
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Appendix A. Result of Data Processing

	Outer loadings
A1 <- authenticity	0.936
A2 <- authenticity	0.917
A3 <- authenticity	0.924
IBT1 <- Impulse Buying Tendency	0.927
IBT2 <- Impulse Buying Tendency	0.935
IBT3 <- Impulse Buying Tendency	0.930
IBT4 <- Impulse Buying Tendency	0.939
NS1 <- Negative Sentiment	0.905
NS2 <- Negative Sentiment	0.916
NS3 <- Negative Sentiment	0.892
NS4 <- Negative Sentiment	0.920
OLC1 <- Observational learning	0.933
OLC2 <- Observational learning	0.936
OLC3 <- Observational learning	0.908
OLL1 <- Observational learning	0.921
OLL2 <- Observational learning	0.939
OLL3 <- Observational learning	0.925
PS1 <- Positive Sentiment	0.933
PS2 <- Positive Sentiment	0.906
PS3 <- Positive Sentiment	0.920
PS4 <- Positive Sentiment	0.925
UTBI1 <- Urge To Buy Impulsively	0.917
UTBI2 <- Urge To Buy Impulsively	0.937
UTBI3 <- Urge To Buy Impulsively	0.937
authenticity x Positive Sentiment -> authenticity x Positive Sentiment	1.000
Impulse Buying Tendency x Observational learning -> Impulse Buying Tendency x Observational learning	1.000
Impulse Buying Tendency x Negative Sentiment -> Impulse Buying Tendency x Negative Sentiment	1.000
authenticity x Negative Sentiment -> authenticity x Negative Sentiment	1.000
Impulse Buying Tendency x Positive Sentiment -> Impulse Buying Tendency x Positive Sentiment	1.000
authenticity x Observational learning -> authenticity x Observational learning	1.000

Attachment figure 1. Outer loading

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Impulse Buying Tendency	0.950	0.950	0.964	0.869
Negative Sentiment	0.929	0.930	0.950	0.825
Observational learning	0.967	0.968	0.973	0.859
Positive Sentiment	0.941	0.942	0.957	0.849
Urge To Buy Impulsively	0.922	0.923	0.951	0.865
authenticity	0.916	0.917	0.947	0.857

Attachment figure 2. Cronbach's alpha and AVE

	Impulse Buying Tendency	Negative Sentiment	Observational learning	Positive Sentiment	Urge To Buy Impulsively	authenticity
A1	0.769	0.755	0.647	0.799	0.654	0.936
A2	0.753	0.730	0.693	0.821	0.703	0.917
A3	0.770	0.754	0.665	0.771	0.703	0.924
IBT1	0.927	0.762	0.558	0.764	0.758	0.741
IBT2	0.935	0.775	0.561	0.746	0.782	0.788
IBT3	0.930	0.760	0.600	0.782	0.803	0.780
IBT4	0.939	0.790	0.618	0.759	0.798	0.789
NS1	0.759	0.905	0.628	0.768	0.656	0.750
NS2	0.745	0.916	0.624	0.731	0.670	0.721
NS3	0.727	0.892	0.658	0.745	0.699	0.732
NS4	0.775	0.920	0.621	0.741	0.711	0.729
OLC1	0.563	0.639	0.933	0.715	0.714	0.661
OLC2	0.586	0.638	0.936	0.718	0.702	0.673
OLC3	0.595	0.664	0.908	0.719	0.697	0.669
OLL1	0.522	0.608	0.921	0.710	0.669	0.639
OLL2	0.595	0.643	0.939	0.746	0.709	0.695
OLL3	0.623	0.682	0.925	0.736	0.733	0.684
PS1	0.772	0.759	0.717	0.933	0.682	0.799
PS2	0.780	0.756	0.704	0.906	0.711	0.832
PS3	0.755	0.771	0.702	0.920	0.642	0.778
PS4	0.703	0.740	0.757	0.925	0.651	0.761
UTBI1	0.728	0.626	0.732	0.670	0.917	0.675
UTBI2	0.800	0.727	0.705	0.685	0.937	0.693
UTBI3	0.821	0.747	0.686	0.683	0.937	0.705
authenticity x Positive Sentiment	-0.405	-0.428	-0.477	-0.536	-0.360	-0.465
Impulse Buying Tendency x Observational learning	-0.269	-0.299	-0.489	-0.431	-0.299	-0.303
Impulse Buying Tendency x Negative Sentiment	-0.502	-0.429	-0.348	-0.477	-0.426	-0.400
authenticity x Negative Sentiment	-0.382	-0.367	-0.365	-0.471	-0.329	-0.425
Impulse Buying Tendency x Positive Sentiment	-0.451	-0.450	-0.474	-0.554	-0.406	-0.441
authenticity x Observational learning	-0.282	-0.306	-0.496	-0.440	-0.326	-0.294

Attachment figure 3. Discriminant Reliability

	SSO	SSE	Q ² (=1-SSE/SSO)
Impulse Buying Tendency	792.000	792.000	0.000
Negative Sentiment	792.000	792.000	0.000
Observational learning	1,188.000	1,188.000	0.000
Positive Sentiment	792.000	792.000	0.000
Urge To Buy Impulsively	594.000	184.836	0.689
authenticity	594.000	594.000	0.000

Attachment figure 4. Construct cross-validated redundancy

	f-square
Impulse Buying Tendency -> Urge To Buy Impulsively	0.448
Negative Sentiment -> Urge To Buy Impulsively	0.002
Observational learning -> Urge To Buy Impulsively	0.461
Positive Sentiment -> Urge To Buy Impulsively	0.070
authenticity -> Urge To Buy Impulsively	0.000

Attachment figure 5. F-Square

	R-square	R-square adjusted
Urge To Buy Impulsively	0.827	0.817

Attachment figure 6. R- Square

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Impulse Buying Tendency -> Urge To Buy Impulsively	0.682	0.651	0.127	5.354	0.000
Negative Sentiment -> Urge To Buy Impulsively	0.036	0.056	0.074	0.487	0.627
Observational learning -> Urge To Buy Impulsively	0.546	0.540	0.075	7.304	0.000
Positive Sentiment -> Urge To Buy Impulsively	-0.282	-0.234	0.106	2.656	0.008
authenticity -> Urge To Buy Impulsively	0.020	-0.014	0.106	0.187	0.851
Impulse Buying Tendency x Observational learning -> Urge To Buy Impulsively	0.159	0.156	0.184	0.860	0.390
authenticity x Negative Sentiment -> Urge To Buy Impulsively	-0.104	-0.084	0.178	0.580	0.562
authenticity x Positive Sentiment -> Urge To Buy Impulsively	0.224	0.221	0.178	1.254	0.210
Impulse Buying Tendency x Negative Sentiment -> Urge To Buy Impulsively	-0.036	-0.047	0.154	0.236	0.814
authenticity x Observational learning -> Urge To Buy Impulsively	-0.126	-0.138	0.158	0.797	0.425
Impulse Buying Tendency x Positive Sentiment -> Urge To Buy Impulsively	-0.110	-0.100	0.193	0.569	0.569

Attachment figure 7. Mean, stdev, P values, and T values

