

## Chapter 5

### CONCLUSION AND RECOMMENDATION

In this chapter, the author will explain the personal and in-store factors possible relationship with impulsive buying behavior derived from the research findings and also interpret the results from the data that has been collected from a total of 150 respondents. Moreover, the author will discuss the managerial implications, the limitation of this research and the future recommendation of this study.

#### 5.1 Research Findings

**RQ1: Due to the Personal Factors (money availability, economic well-being, family influence, time availability and credit card use) influence impulsive buying behavior?**

Based on the findings of this research, there are some of the personal factors variables has a positive linear relationship to impulsive buying behaviour and some which do not have a significant linear relationship with impulsive buying behaviour. The ones which do not have significant influence are family influence, time availability and credit card use. Family influence in this research may have not a direct linear relationship to impulsive buying behavior it is different with the previous research where the result was family influence has a positive influence towards impulsive buying behaviour (Badgaiyan & Verma, 2015). In this case, family influence may have not created an influence towards impulsive buying behaviour since the customers of Sephora tend to shop with their friends rather than with their family (Parboteeah, 2005).

Previous study that has been conducted by Badgaiyan and Verma (2015) has stated that it has a positive linear relationship between time availability and impulsive buying behaviour. However, this research it does not have positive relationship with impulsive buying behaviour even though according to the marketing literature in the economic theories they assumed that there might have a relationship towards the variable limited of time and customers demand for a product that are easily accessed (Thomas & Garland, Grocery shopping: list and non-list usage, 2004) thus for this particular

research it may be different because of the different cultural context. It turns out to be also different than the previous research which suggests that there is a positive relationship between this variable and impulsive buying behaviour. According to Arslan (2015), there have been many studies about impulsive buying behaviour which are also related to credit card usage. Even though credit card usage is perceived as some kind of a therapy for some shopaholics (Roberts & Jones, 2001) but it turns out people in Indonesia, Jakarta especially for this study they tend to not use credit card when they shop at Sephora. The possibility of using credit card was not shown to drive impulse purchase. This may also be attributed to the low level of credit card ownership of Sephora customers.

According to the findings of this research, it has been proven that money availability has been considered to have a positive linear relationship to impulsive buying behaviour, which it can be concluded that there is a similar result to the previous journal or research. It can be stated that the individual purchasing power got an aspect towards impulsive buying behaviour (Foroughi, Buang, & Sadeghi, 2012) which means that the financial consideration has an impact towards impulsive purchase. Thus, marketers need to create a very good pricing strategy to attract the customers to purchase impulsively in the Sephora store. The attractive pricing strategy that the marketers create could attract the customers more, there will be more opportunities and also a higher tendency to explore the store which can create an impulsive purchase decision according to the previous research (Badgaiyan & Verma, 2015)

The findings of this research show that economic well-being has a significant relationship to impulsive buying behaviour. Economic well-being is different from money availability, it is more related to the customers' social income and their financial health. Those customers whom have higher wages or salary are more likely to become less price sensitive which can create an impulsive buying behaviour. According to Wells, Farley & Armstrong (2007) the income level also creates a positive influence on the customers to do impulsive purchases. Which according to the marketing literature loyal customers are also not as much of price sensitive as non-loyal ones; therefore they are willing to try other companies product offerings (Grosso, Gastaldo, & Grewal, 2018). Thus, it can be concluded that the economic well being of an individual plays a big role in driving impulsive purchases.

**RQ2: Due to the In-store factors (sales promotion, store environment, friendly store employees and store music) influence impulsive buying behavior?**

Based on the findings of this research on behalf of the in-store factors variables there are some significant relationship towards impulsive buying behavior and there are some that does not. The variables that has not a significant relationship to impulsive buying behavior are sales promotion, store atmosphere and store music.

According to this research, sales promotion does not have a significant influence towards impulsive buying behavior. The result is different from the previous research that has been conducted by Badgaiyan, Anant Jyoti and Ansul (2015), where their study found that sales promotion is useful for their weaker brands to reduce overload inventories. Sales promotions are one of the techniques that marketers tend to use to obtain an increase in sales of a product or brands, in a short amount of time (Wierenga & Soethoudt, 2010), even though according to Rashmi (2015), sales promotion does not has an impact towards customer purchasing. Based on the findings of this research, it is possible that Sephora customers tend to not really care about the discounts or the promotional offers, but instead will do impulse shopping because they feel that they have money to shop.

Store atmosphere in this research was shown not to have a significant relationship towards impulsive buying behavior. The result turns out to be different from the previous study as well. The store atmosphere such as the design of the environment which came from visual communication, music, colors, lighting and even the scents (Levy, 2001) does not create an impact towards customers impulsive buying behavior. It is also a contradictory from a research study that has been conducted by Grosso, Gastaldo, & Grewal (2018) that store environment, store layout, the visual communication which has an impact towards customers' loyalty. The Sephora store atmosphere in Jakarta may not have created a big impact towards the impulsive buying behavior because customers may enter the Sephora store because of their willingness to purchase a specific product that they had already in mind

Based on the findings of this research, the availability of friendly employees was proven to have a significant relationship towards impulsive buying behavior the result is the same as the previous research. This could mean that, by having the presence of the right sales in the store create an exceptional service to the customers (Thurrow & Nilsson, 2008) and after the customers has encountered with their need of recognition, this could mean that the retailer has created a successful customers notice about the brand nor the product from this situation having the right sales person can create an increase in sales according to Virvilaitė, Regina; Saladienė, Violeta; Žvinklytė, Jūratė (2011). Having friendly and skilled staff who can give the customers more insight and knowledge of the products coupled with good persuasion skills in the Sephora store can influence customers purchasing leading to impulsive buying behavior.

Lastly is the store music. Based on the findings from this research music store does not have a significant relationship towards impulsive buying behavior. Which in the previous research itself also tend to have the same results does not have a significant relationship towards the impulsive buying behavior, music that has been in our life for decades even though music can be a tool that can change the peoples' mood or at some research studies says it can affect the customers purchasing behavior, which means it depends on the music that the store is playing it has been believed it can calm the customers when they are shopping (Schäfer, Sedlemeier, & Städtler, 2013). There have been many studies stated that the arousal indicated by music and also scent could increase the level of pleasure and satisfaction when the customer has been encountered in the shopping experience (Matilla & Wirtz, 2001). In this research, the store music was not shown to have an impact on their impulsive buying behavior.

## **5.2 Managerial Implications**

There is some insight that has been discovered by the author for giving recommendations for marketers in the future to know what strategy they needed to be applied, especially for luxury cosmetics as well it can help the managers to increase their sales. There for the cosmetics industry needs to consider these factors that could help them to increase their sales. Which they are:

1. Since economic well-being is one of the factors that have significant impact towards customers impulsive buying behavior, the retail store managers can refine their target market to increase more on the sales to the existing customers or customers which are considered to have high purchasing power (Grosso, Gastaldo, & Grewal, 2018). The retailers should create more varieties towards the products especially during the health of the country's economy, the retailers thus can plan a strategy towards predicting and utilizing the upcoming trends especially for the generations Y or millennials, understanding the things that they are hyped about and can plan what they should offer those to the market
2. Friendly employees are shown to have a significant relationship towards customer impulsive buying behavior. Thus, in this case, Sephora should ensure that their employees are highly trained and very proactive towards the customers. For example, these employees can give the customers more options of products as well as more information to induce purchases. By having well-trained and knowledgeable employees and who are also very proactive, it is possible that the customers will do impulsive purchases of brands and products suggested by the employees.
3. Money availability has also been known to have a significant impact towards customers impulsive buying behavior. Thus, marketers can be benefit through this situation by creating the mini size products which are much affordable than the original size, giving the customers a heads up of what are the new brands have in the store or the upcoming products that will soon be launched in the store thus will create an awareness for the customers and put more advertising in magazines.

### **5.3 Limitation of Research**

There are some several limitations in conducting this research study that occur in the research process which can be concluded:

1. For this research, the respondents consist of only 150 individuals who have already purchased in the Sephora store in an impulsively way which is challenging because there is only a limited of time.
2. The respondents of this study were only generations Y customers; therefore, the findings may not be generalizable to other generational cohorts.
3. This study only discusses impulse buying in offline shopping context, therefore the findings might be different from the one conducted in the online shopping context.

### **5.4 Recommendations**

There are several recommendations that can be done to develop a future research based on this research topic:

1. It may also be interesting to investigate whether the customer has already done any purchase of a product on an impulsive way, and they happened to regret what they purchase. It is interesting to see whether this regret will influence their impulsive purchasing decision.
2. Due to the trend shifting that has been happening on the online purchasing, further research could investigate the situational factors that are related to the online context or e-impulsive purchasing.
3. The scope of the research could be expanded to some other generations not only to generations Y or millennials but to also include generation X just for comparison. It is possible to investigate whether impulsive buying behavior differs between different age groups.

