

CHAPTER IV

EPILOGUE

Conclusions and suggestions from research on the effect of sales promotion intensity and celebrity endorsement content exposure on impulsive buying by Gen Z will be explained in detail in this chapter.

4.1. Conclusion

Based on the results obtained from the questionnaire collection process to the data processing carried out, the following conclusions are:

1. The results of the first hypothesis test regarding the effect of sales promotion intensity on impulsive purchases made by Gen Z have a significant effect with a significance of 0.000 ($0.00 < 0.05$). As the outcome calculation was made, the first hypothesis was accepted. Sales promotion intensity significantly affects impulsive purchase by Gen Z. These findings prove that the stimulus-organism-response theory used is valid. According to SOR theory, a stimulus will process by the organism (audience) to elicit a response. A significant influence between the two variables is the effects resulting from the degree quality of the discount program provided by SomeThinc, which is right on target and is very beneficial for its users. In conclusion, it causes sales promotion to be strong enough to influence the impulsive purchase made by Gen Z in purchasing some thin skincare.
2. The test results on the second hypothesis about the effect of celebrity endorsement content exposure on impulsive purchase by Gen Z imply a significant effect with a significance of 0.000 ($0.000 < 0.05$). The second hypothesis formulated in this study is accepted. It also shows that previous research that causes celebrity endorsement to influence impulsive buying can be proven. In addition, the level of dominance of the variable over celebrity endorsement content exposure is not the most dominant variable affecting impulsive buying by Generation Z.
3. Based on the results of the simultaneous hypothesis test (F test), the variable sales promotion intensity, celebrity endorsement content exposure significantly affects the

impulsive purchase by Generation Z. The conclusion shows that SomeThinc has provided quite interesting promotions for customers and well-developed a marketing strategy by inviting celebrity endorsers to promote products so that consumers are interested in buying SomeThinc skincare.

4.2.Recommendation

Based on the research results and the conclusions described, several suggestions are put forward for the sustainability of further research, company, and academic. Some suggestions that can be made are as follows:

4.2.1 For Company

- a. The results of the hypothesis test state that both variables influence impulsive purchase. However, sales promotion plays an essential role as the dominant variable. Sales promotion contributes a bigger value for influencing impulsive buying by Generation Z. Other than that, based on research, respondents feel the discount given is enough to provide benefits for them. For company, SomeThinc advised to continuously give a big slot for sales promotion, free gifts, bundling packages, rather than putting a very big budget on celebrity endorsement.
- b. Based on the research conducted, the celebrity endorser variable does have a significant influence on impulsive buying. However, some respondents do not feel that the advertisement delivered by the endorser is quite important as information on meeting their needs. Therefore, companies must develop advertisements that provoke consumer curiosity and interesting messages.
- c. Furthermore, based on the research collected, there is a change in the pattern of attention by the audience. Companies are advised to change the pattern of endorsement promotions in the form of product reviews through different platforms with shorter durations, such as TikTok, by putting out attractive and appealing video displays. Considering the pattern of audience attention in paying attention to advertisements, it becomes shorter, which is only about 1-2 minutes.

4.2.2 For Academic

- a. For further research, several potential variables can support more comprehensive research. Other suggested variables that can potentially sharpen the research include

the personal measurement of celebrity endorser persona. Such as attractiveness, expertise, and trustworthiness to more significantly measured factors that influence impulsive buying.

- b. For further research, it is recommended to reach broader and more respondents from diverse backgrounds and areas so the research can provide whether a comparison or completing more valid data as the research results could dynamically change based on what is happening on the fields.
- c. For further research, a new variable would be developed as a new supporting variable to support more broader research marketing strategy beside sales promotion and celebrity endorser. Another functional variable to add, brand image, e-wom.

4.3. Research Weakness

- a. This research was conducted during a pandemic; researchers are not able to distribute and assist in filling out research directly to respondents. This situation encourages researchers to provide research online, so that researchers is not able to distribute questionnaires to a more significant number.
- b. Researcher is conducting in a specific area only, which is functioned only for studies reference on generation z impulsive buying in the Jabodetabek area. As a result, it provides a weakness considering the available data cannot describe impulsive buying behavior by z generation from the perspective of general areas around Indonesia.
- c. This research was only done at Jabodetabek area which considered as a metropolitan city. It is important for further research to find another perspective of consumer behavior from from another second-class cities/ Socio economical cities categorized (SES C&D) to enhance and enlarge its market selling potential. Therefore, Somethinc can develop a new good marketing strategy customized by each different consumer behavior characteristic based on its socio cultural, its tradition.

