

CHAPTER IV CONCLUSION AND SUGGESTIONS

Chapter IV consists of conclusions and suggestions based on the research conducted on the influence of sales promotion and content marketing on impulsive buying decisions on Shopee's e-commerce platform.

4.1 Conclusions

After conducting research involving 97 respondents from Shopee's e-commerce platform, the findings are summarized in the conclusions below:

1. Based on the research findings, sales promotions have a significant impact on impulsive buying. Promotions such as discounts, cashback, or special offers can influence consumers to make spontaneous purchases without prior planning. The presence of attractive promotions can increase consumers' desire to purchase products immediately, even if they do not need the items at that moment, thus encouraging impulsive buying behavior. However, there are still areas that need improvement based on respondents' questionnaire responses, particularly in terms of how Shopee offers cashback to customers. This becomes a point of comparison with other e-commerce platform
2. Based on the research findings, content marketing has a significant impact on impulsive buying decisions. Effective content marketing can influence consumers to make spontaneous purchases by capturing their attention through information, promotions, and attractive offers. This is supported by the strong correlation between content marketing and impulsive buying

decisions, as well as statistical test results indicating that its influence is significant. However, there is still room for improvement, particularly in terms of how Shopee's promotional content meets customers' needs, in order to maximize its impact on consumers' impulsive buying decisions.

3. Sales promotion and content marketing significantly influence impulsive buying decisions on Shopee's e-commerce platform, especially among Shopee users in Semarang City.

4.2 Suggestions

Based on the conclusions and discussions explained above, the researcher provides the following suggestions:

1. Based on the research results, sales promotion has a positive impact on impulsive buying decisions. The indicator 'Shopee offers quite large cashback for customers' received the lowest response from respondents. Therefore, Shopee is expected to re-evaluate why this indicator has a weaker impact. This may be due to large cashback offers from Shopee creating unrealistic expectations among customers, which could lead to dissatisfaction if the cashback requirements are difficult to meet or if customers feel the discounts offered are not as large as they initially expected. This could potentially affect customer trust and loyalty. It is recommended that Shopee provide clearer information regarding the terms and conditions of cashback so that customers do not feel confused or deceived. For example, providing detailed explanations on how to meet cashback requirements or the applicable deadlines.

2. Based on the research findings, content marketing has a positive impact on impulsive buying decisions. However, the indicator 'Shopee's promotional content provides what customers need' received the lowest response from respondents. This indicates that, while content marketing can encourage impulsive buying, there is a gap between what Shopee offers in promotional content and what customers actually need or desire. To address this issue and improve the effectiveness of promotional content, Shopee should dive deeper into customer preferences and specific needs through more detailed market research. Using technology and data analytics to provide more personalized product recommendations can help match offerings with customers' specific needs. Shopee could also tailor its offers based on popular product categories or those most frequently searched by customers. Additionally, content that involves user interaction, such as quizzes or short surveys, can help Shopee better understand what customers need and offer more relevant promotions. By adjusting promotional content to better reflect what customers truly need, Shopee can enhance customer engagement and drive more impulsive purchases.
3. Impulsive purchases are influenced by sales promotions and content marketing, as indicated by the average rating of respondents at 3.97, which falls into the high category (3.41 to 4.20). However, the lowest-rated indicator, 'Buying products on Shopee can put me in a good mood,' shows that while promotions and content marketing can drive impulsive purchases, the shopping experience does not always have a positive emotional impact on all consumers. To address this, some suggestions for Shopee include

enhancing the entertainment and enjoyment aspects of the shopping experience by introducing features such as games, quizzes, or fun activities during the shopping process. Additionally, by better understanding customer preferences, Shopee could provide product recommendations that align with their interests, making the shopping process more engaging and satisfying. By optimizing these aspects, Shopee can improve the overall shopping experience for consumers and foster positive emotions, which, in turn, could influence impulsive purchase decisions.

4. For future researchers, it is suggested to conduct a more comprehensive study on other factors contributing to impulse buying on Shopee, such as sales promotions, content marketing, shopping lifestyle, and fashion involvement. This would provide a more holistic understanding of the factors influencing consumer behavior on the platform.