

## V. CONCLUSION AND IMPLICATIONS

### A. Conclusion

Research that has been carried out related to the influence of self-reward, and consumptive lifestyle on the decision to buy clothes on Uniqlo products with gender as the moderation variable, can be drawn the following conclusions :

1. The self-reward variable has a significant positive influence on purchasing decisions.
2. Consumptive lifestyle variables have a significant positive influence on purchasing decisions.
3. Gender variables as moderation variables can strengthen the influence of self-reward on purchasing decisions
4. Gender variables as moderation variables can strengthen the influence of consumptive lifestyles on purchasing decisions..

### B. Implications

1. The habit of spending to appreciate oneself for an achievement is not a bad thing, but the spending decision should be directed at goods or a product that are used based on need not just want. Such as buying a meal because of hunger or buying a shirt for work needs. So that the self-reward carried out will get more benefits from the function of the goods purchased.

2. Consumptive behavior in shopping should be reduced. It would be better if the property or money owned was saved or invested for even greater interests. Especially for woman, consumptive behavior will only provide pleasure in the short term and cause financial problems in unexpected times, so it is important to set aside his property or money to prepare himself from any situation.
3. Companies are advised to pay attention to consumptive lifestyle variables, Uniqlo must be able to maintain this by always issuing products that follow the lifestyle trends of today's society. So that the better the company is consistent in following trends, consumers will be interested in making purchases at Uniqlo.

### **C. Research Limitation**

The limitation in this study is in the number of samples that have not been able to represent the study population more optimally, because the researchers do not know how many Uniqlo consumers are. It is hoped that in the next study, not only the number of samples or respondents will be increased, but other products that are more detailed and can provide variations in this study.

In addition, because R square is only 50% wich indicates the existence of other variables outside the model, indicates the limitations of this study in the use of self-reward variables, consumptive lifestyle, and gender. It is hoped that in the next study there will be more other variables

that can influence purchasing decisions such as examples of product quality promotion variables.

