

CHAPTER V

CONCLUSION AND IMPLICATION

A. Conclusion

1. Store atmosphere has a positive effect on Impulsive buying,
2. Store atmosphere has a positive effect on positive emotions.
3. Self-esteem has a positive effect on Impulsive buying.
4. Self-esteem has a positive effect on positive emotions.
5. Positive emotions has a positive effect on Impulsive buying.
6. Positive emotions mediate the influence of store atmosphere on Impulsive buying.
7. Positive emotions mediate the effect of self-esteem on Impulsive buying.
8. Materialism has no effect on Impulsive buying.

B. Implication

1. Managerial Implication

As an empirical research, the results of this study can be used by marketers of Miniso Ambarukmo Plaza Yogyakarta as consideration for improving their marketing strategy by increasing store atmosphere, self-esteem, materialism, and positive emotions so that it is expected to increase consumer Impulsive buying at Miniso Ambarukmo Plaza Yogyakarta.

There are several ways that Miniso Ambarukmo Plaza Yogyakarta can do to increase Impulsive buying, including:

- a. The most favourable answer of the respondent of Miniso Ambarukmo Plaza Yogyakarta is Lighting. As a result, Miniso Ambarukmo Plaza Yogyakarta must be maintained the lighting in order to remain one of the factors that attract shoppers. Besides, the least favourable answer is visual communication. It is hoped that the branch manager of Miniso Ambarukmo Plaza Yogyakarta would also pay greater attention to this by adding other necessary information boards such as promo signs, discounts, the latest products, products to be released, and best-selling products to support consumer convenience when shopping.
- b. Miniso can create certain events that collaborate with limited edition products with famous artists or influencers and are currently trending so that Miniso products look more attractive and make users feel close to the artist or influencer.
- c. Miniso can expand the market which was originally only for the middle class to become the upper class by making several luxury editon products.
- d. Miniso can apply member cards to its customers with reward points for every purchase with a certain minimum spend. These points can be exchanged for various prizes or attractive offers from Miniso (such as discounts, participating in lucky draws, and several bundling products at lower prices)

2. Theoretical Implication

Since the last hypotheses has been rejected, hence for materialism variable another researchers are highly to add credit card as mediating variable (Pradhan et al, 2018) to see the impact of credit card use on impulsive buying.

C. Research Limitations

There are several limitations in this study which may interfere with the study's findings. The researchers acknowledged that one of the study's limitations is that data gathering via g-form questionnaires has flaws. As a result, this is based solely on a brief respondent impression and information gathered merely through a written questionnaire, rather than asking more detailed questions or gathering more information through interviews or forum group discussions.

