

CHAPTER V: CONCLUSION AND IMPLICATION

A. Conclusion

Based on the result of the research, here are some conclusions that can be drawn on:

1. Information Overload does not affect Purchase Intention of consumer towards Konjac Products
2. Information Overload positively affecting Attitude towards Konjac Product.
3. Perceived Behavioral Control does not affect Purchase Intention of consumer towards Konjac Products
4. Perceived Behavioral Control positively affecting Attitude towards Konjac Products
5. Attitude does not mediate Information Overload towards Purchase Intention of consumer towards Konjac Products
6. Attitude does not mediate Perceived Behavioral Control towards Purchase Intention of consumer towards Konjac Products

B. Implication

1. Managerial Implication

- a. The results of this research can be used as brief information and introduction about the condition of konjac market in urban area of Indonesia for businesses or companies who are interested on developing konjac-based products in the future, especially BULOG who has not been producing Konjac products.

- b. People who lived in the urban area are well aware of the existence of konjac products in the market means that it will be easier for the company to promoting konjac-based product there since people has known about what konjac is.
- c. The result suggested the company, which in this case is BULOG, to targeting the middle-upper class who lived in urban area of Indonesia, especially the Java Island for konjac-based product.
- d. As in for the marketing of the konjac-based products, the company can focus on giving the consumer a brief information about the products, since some of the respondents still unaware about the existence of konjac-based products. Information overload is not something that need to be worried about since the majority of respondents have a really good cognitive capacity.

2. Theory Implication

- a. This research managed on testing the positive effect between information overload variable towards attitude which shows a different result as what Y. Zheng & Cao (2022) found on their research titled '*Information Disorder and Organic Food Purchasing Behavior: A Moderated Mediation Model*' that information overload does not affecting attitude.
- b. This research also managed on proofing the result of research by Y. Zheng & Cao (2022) that attitude cannot mediate the relation between information overload and purchase intention, which is mentioned by

G. W. Zheng, Akter, et al. (2021) serves as a primary driver of purchase behavior.

C. Research Limitation

Here are the limitations of this research which can be used as a consideration for future researches to come:

1. This research has only been using one indicator for Purchase Intention variable, the future research can use more indicator on the variable to test out the model of the research conducted.
2. Since the result of this research shows that information overload does not affecting purchase intention variable, future research can use another form of information disorder to testing out their relation towards consumer's purchase intention towards konjac products as what Zheng and Cao (2022) mentioned, the other three are information fatigue, information uncertainty, and information search anxiety.
3. The variable Attitude does not mediate the effect between Information Overload and Perceived Behavioral Control, it is necessary for future study to find another variable that can mediate these two variables.
4. The limitation on time and cost for the research also affecting the result, the depth, and the scope of this research that can be perform.

D. Future Recommendations

Here are some recommendations for future research:

1. The research did not specify the kinds of Konjac Product that wanted to be examine instead generally examine a lot of kinds of konjac products existed on the market that the consumer aware of. Future study can narrow it down to a specific kind of product.
2. It is suggested for future research to try including price sensitivity as one of the variable due to the result of the profiling that this research has conducted resulted in a nearly specific market segmentation, most people tend to avoid buying konjac due to the price of the product which is categorized as expensive and prefer to choose other alternatives.
3. As in for the Information Overload variable, future research can try to use a negative connotation on the questionnaire so that the result of the data analysis can shows how people affected by the phenomena directly.
4. For future research, researcher can use a different city with different characteristics as the sample. As example, future research can focus on the rice preference of each city and choose those who's rice preference have a similar texture to konjac.