

## CHAPTER V

### CONCLUSIONS AND IMPLICATION

#### A. Conclusions

1. Hedonic motivation has positive effect on affective state of impulse buying tendency on the online shop.
2. Hedonic motivation has positive effect on less cognitive state on the online shop.
3. Affective state has the positive effect on impulse buying on the online shop.
4. The Less Cognitive state has no positive effect to impulse buying on the online shop.
5. External variables has positive effect to impulse buying on the online shop.
6. Normative evaluation has positive effect to impulse buying on the online shop.
7. Hedonic motivation has positive effect to impulse buying on the online shop.

#### B. Implication

In an effort to be able to manage behaviour associated with impulse buying, consumers need to pay attention to a variety of factors that affect the impulse buying, i.e., the hedonic motivation, affective state, external variables and normative evaluation. How that can be done by controlling them is wasteful in lifestyle shopping, purchase products based on the needs of, and learning to manage pocket money to good use. Furthermore, referring to some

of the limitations in the study, then the next researchers need to develop models of causal relationships between the hedonic motivation, affective state, cognitive state, external variables, normative evaluation and impulse buying by adding other free variables and the need to consider using the variable pemediasi as well as pemoderasi and expand the scope of research in order to make research results more objective and later can be generalized.

For marketers need to pay intention to some factor that affected impulse buying, i.e hedonic motivation, affective state, external variables and normative evaluation. First, marketer should make their product and display website look attractive because it will increase interest from the customer and will create a new experience for customer, because customer that shopping based on the high level of hedonic motivation they love and interest on new experiences. Second from the interesting product it will create positive emotion from customer that will increase their affective state, and marketer should give fast respond to the customer so they will feel happy when they shopping. Third for external variable, marketer should give interesting promotion and also should make their website easy to use because it will make customer interest to buy in their shop, and marketer should served a good quality to their product because it will influence satisfaction the customer and if customer satisfy to their product they will give a good comment or suggestion to other customer. And marketer should up to date about their product and always follow new trend.