

5. CONCLUSION

5.1. Summary

Here, the researchers will summarize and conclude this research paper's results. This research has three main objectives. First, the researchers would like to identify the effect of hedonic shopping value, utilitarian shopping value, website stimulus, and marketing stimulus on consumers' pleasure in the case of Shopee. Second, the researchers would like to identify the effect of hedonic shopping value, utilitarian shopping value, website stimulus, and marketing stimulus on consumers' arousal in the case of Shopee. Third, the researchers would like to identify whether pleasure and arousal mediate hedonic shopping value, utilitarian shopping value, website stimulus, and marketing stimulus towards consumers' online impulse buying behavior in the case of Shopee. The researchers have developed sixteen hypotheses to answer the objectives (see section 2.10.)

Before testing the hypotheses, the researchers distributed an online questionnaire, in which 180 out of the 206 respondents passed the screening question. Afterward, the researchers used PLS-SEM to create this research's model specification. Then, the researchers did the outer model evaluation to test the indicators' validity and reliability, followed by the inner model evaluation to test six criteria. Lastly, the researchers did a mediation analysis to test the significance of the mediating variables by doing a bootstrapping test.

Based on the bootstrapping test result for path coefficients, only hedonic shopping value, website stimulus, and marketing stimulus significantly impacts pleasure and arousal. Therefore, the answer to the first and second research questions is hedonic shopping value, website stimulus, and marketing stimulus affects consumers' pleasure and arousal in the case of Shopee in Indonesia. The bootstrapping test result for the specific indirect effect concludes the answer for the third research question. First, pleasure mediates hedonic shopping value, website stimulus, and marketing stimulus towards online impulse buying behavior. Second, arousal mediates hedonic shopping value and marketing stimulus towards online impulse buying behavior. In conclusion, this research has proven that pleasure fully mediates the impact of hedonic shopping value, website stimulus, and marketing stimulus towards online impulse buying behavior and arousal fully mediates the impact of hedonic shopping value and marketing stimulus towards online impulse buying behavior in the case of Shopee in Indonesia.

The results of this study could benefit students and academicians, businesses, and marketers. Students and academicians could gain reference regarding the study of online impulse buying behavior based on Mehrabian and Russell's (1974a) S-O-R framework. Businesses, companies, and marketers would know internal and external triggers and positive emotions to focus on e-commerce platforms. Results obtained show that increasing online impulse buying behavior requires five key points: hedonic shopping value, website stimulus, marketing stimulus, pleasure emotion, and arousal emotion. This implies that businesses, companies, and e-commerce platforms could push consumers' hedonic shopping value, utilize website cues focusing on its ubiquity, ease of use, and information exchange, and control various marketing stimuli such as discounts to entice consumers' impulse buying behavior.

5.2. Recommendation

Based on the results of this research, the researchers have several recommendations for students and academicians, businesses and companies, and marketers.

The S-O-R framework by Mehrabian and Russell (1974a) is used in this research. With vast options of variables to be used as the stimulus and organism, the researchers compared and contrasted various past studies which used the S-O-R framework to analyze impulse buying behaviors (Chan et al., 2017; Chen & Yao, 2018; Liu et al., 2020). From this research's model, the researchers found that utilitarian shopping value is insignificant in influencing pleasure and arousal and is also not mediated by pleasure and arousal towards online impulse buying behavior in the case of Shopee in Indonesia (refer to table 4.9, 4.16). Therefore, students and academicians who would like to conduct further study about online impulse buying behavior on Shopee are advised to exclude utilitarian shopping value.

For businesses, companies, and marketers, three main triggers play a prominent role in generating consumers' positive emotions, leading to consumers' online impulse buying behavior. First is hedonic shopping value as an internal trigger. When consumers are able to satisfy their needs for entertainment and fun, this can bring up their hedonic values (Babin et al., 1994). Moreover, pleasant environments helps in elevating consumers' positive emotions, leading to a higher probability of demonstrating online impulse buying behaviors (Aziz et al., 2018). Hence, the researchers believe that it is important for businesses, companies, and marketers to create pleasant online store environments to facilitate consumers' hedonic motives. A pleasant online store environment can be induced through using background music, pictures, and other vivid displays (Liu et al., 2020).

Second is website stimulus as an external trigger. A platform accessible anytime and anywhere triggers consumers' positive affect. Following Chen and Yao (2018), the less user-friendly a platform is, the less likely consumers will feel pleased. Furthermore, as consumers cannot "get a feel" towards products they are interested in, information exchange such as users' ability to interact with sellers becomes essential. Hence, the researchers would recommend businesses, companies, and marketers to devote resources to build a user-friendly online environment, offer immediate service, and exchange information between two parties to encourage online impulse buying behaviors.

Third is marketing stimulus as an external trigger. Marketing stimulus, namely product availability, price attribute, discounted price, and scarcity, is a salient factor in online impulse buying behavior. Liu et al. (2013) stated that negative emotions will arouse when consumers could not find products that they are fascinated at. Meanwhile, Chen and Yao (2018) posited that product discounts and scarcity affects consumers' perception towards a product's value, where their triggered positive affect might increase the possibility of impulse buying. Thus, it is important for businesses, companies, and marketers to devise proper marketing strategies fitting the product and service's value that is trying to be conveyed while still offering a sufficient variety of products, along with discounts.

5.3. Limitations

This study is limited to several points elaborated below.

1) Limited access to data

With limited access to send out the questionnaires outside of Indonesia, this research is comprised of Indonesian respondents only. Therefore, the survey results captured only the traits and online shopping behavior of Indonesians, whereas other countries might have different shopping behaviors.

2) Limited knowledge on influence of a specific occupation towards online impulse buying behavior

This study's results represents the respondents' overall online impulse buying behavior, irrespective of their occupation. Hence, this research does not capture the influence of a specific occupation towards online impulse buying behavior, whereas an individual's occupation is said to have influence towards their impulse buying behavior (Ugbomhe et al., 2021).

5.4. Suggestions for Further Research

Based on the limitations on previous section, the researchers would like to give three suggestions below.

1) Perform comparative study

The researchers suggest gathering data from various Shopee users apart from Indonesia to compare and contrast impulse buying behaviors in different countries, as Shopee is available in several Southeast Asian countries. For instance, Malaysia, Singapore, Thailand, and Vietnam (Aria, 2018). This helps in planning a different and specialized marketing approach, as each country has their own culture. Consequently, this might result in a different and complex consumer behavior (Kacen & Lee, 2002).

2) Conduct research on specific occupations

Future studies can do more profound research on specific occupations, as the analysis might reveal different behavior results. This will help identify and map the target market's shopping behavior and traits. Moreover, analysis on a specific occupation might even give a fresh perspective to capture untapped markets.