

Chapter V

Conclusion and Recommendations

V.1 Conclusion

This work is dealing with the topic of changed purchasing behavior during COVID-19. To be more specific, the author of this work wanted to find out what influence of income and price sensitivity has on the changed purchasing behavior of loungewear. The goal of this research is to find out what behavioral changes occur in the consumer when there are changes in income and price sensitivity and its effect on the loungewear market in general. Different theoretical approach and knowledge presented in the introductory and literature chapters are used to create the hypotheses of this research. The data collected from 130 respondents using Likert Scale is analyzed using the Binomial Logistic Regression to find the relationships between the variables. The results of the research confirmed the statements of “*changes in income and increase in price sensitivity is affecting the purchasing behavior of loungewear during Covid-19*”. The number of sales and loungewear businesses has been increasing in the pandemic despite the decrease in the personal and disposable income that is proven by the research that 73% of the research population experience income reduction. This market phenomenon can be explained by the research findings by using the correlation of income, price sensitivity and changed buying behavior on the market supply and demand. This is explained in detail on chapter IV.3.1.

V.2 Research Limitation

There are some limitations on this study on the present time that should be highlighted. The COVID-19 is unprecedented in the 21st century and has only been present for the past 2 years. This study is conducted with specific time limit during the pandemic, which might result in different outcomes when the research is conducted after the pandemic. The development of the consumers behavior could not be captured due to the limited time of the study. This study focuses on the changed of behavior of loungewear since there is an increase in sales in this category of clothing. The result can only be used for loungewear and no other apparel categories because they might experience a different change in their consumer behavior. Therefore, the findings cannot be used to generalize the changes consumers' behavior in other types of clothing available in the market. The variables used to find the changes in buying behavior does not represent the other complicated factors that affect the changed of purchasing behavior and purchasing decision. The main variables are selected following the biggest phenomenon happening during pandemic which is decrease in income that makes people become more aware of the prices of loungewear they bought.

V.3 Recommendation

Based on the research results above, following are the recommendations for the practical implication and future research.

V.3.1 Practical Implication

By examining the purchasing behavior of loungewear during pandemic, it is possible to give the first information about the changes happened in the loungewear market that is caused by income and price sensitivity. The fact that consumers become more price sensitive during the pandemic is a difficult thing to deal with, but the information obtained can be used by the business for marketing purposes to see how price effect the purchasing decision of the consumers. Which can be a useful information for them when pricing their loungewear products and inventing a business strategy to make the customer less sensitive to price so that the business will not suffer from great loss and operate as usual during and after the pandemic.

V.3.2 Future Research

The finding in the study only explain a small part of the influence on changed purchasing behavior of loungewear. Therefore, future research including other influencing variables of consumers behavior can be done and there is an opportunity to discover how other variables affect the purchasing behavior of loungewear comparing to this study where income and price sensitivity as the main independent variables. A similar study after the pandemic can be done, so that the results obtained from the study can be compared with the results from this work.