

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

This conclusions and suggestions are the result of a study entitled "The Effects of VSN attributes, flow, trust, and e-WOM in influencing VSN users' purchase intention". This research examined whether Virtual Social Networks attributes have an impact on flow, electronic word-mouth, and trust. Then, this research also examined whether electronic word of mouth is influenced by flow and trust, also does trust has an impact on flow, and the last one is examined whether electronic word-mouth has a positive impact on VSN users' purchase intention. Based on the data analysis results, from 7 hypotheses that proposed, there were 5 accepted hypotheses, which are H<sub>2</sub>, H<sub>3</sub>, H<sub>5</sub>, H<sub>6</sub>, dan H<sub>7</sub>. Meanwhile, the other two hypotheses, which are H<sub>1</sub> dan H<sub>4</sub> were rejected.

#### 5.1. Conclusion

VSN attributes (ATT) positively affects e-WOM (EWOM) and trust (TRUST). Thus, it can be interpreted that the attributes contained within the VSN can affect trust of users, and also can encourage users to perform e-WOM. One of VSN attributes that strongly affect trust is easy to use system, which can make the users simply trust the web, then the users will be encouraged to perform e-WOM once they started to trust each other. It means, the easier the system is, the more probability the users can trust the web, and perform e-WOM. However, this research also found different result with the research of Mortzavi et al. (2014). This research found that

VSN attributes does not have a positive impact on flow. Another findings that made this research is different with the research of Mortazavi et al. (2014) is that, this reseach found that trust has a positive impact on e-WOM, in which, in the research of Mortazavi et al. (2014) found otherwise. As it has been discussed earlier, when VSN users trust both the website and also other users, it can easily encourage the users to perform e-WOM.

The different results can be occurred because every country has different lifestyle. Also, the research of Mortazavi et al. (2014) was conducted two years ago. Meanwhile, a recent research found that the usage of social media could cause depression, and anxiety. There is a probability that that condition could be the undrlying reason why this research found something different. Last is, this researcher also found that electric *word-of-mouth* (e-WOM) has a very strong influence on purchase intentions (PI). It is because nowadays people tend to put more trust on friends' recommendation, whether it is opinion, review, or experiences in using certain product or service, compared with advertisement which made by the company. Simply because, friends' recommendation provide more honest, unbiased information compared with advertisement by the company. Therefore, this research implied that it is important for the company to put more consideration on the role of electronic word-of-mouth (e-WOM). E-WOM has strong influence in affecting VSN users' purchase intention. Also, if, a company want to make their own website, blog, and/or social media, it is important to have a good attributes in order to make the users or visitors get the right flow, enjoy accessing the site, then they started to trust both the site and also other users. Those conditions could lead to the occurance of electronic word-of-mouth (e-WOM)

## **5.2. Research Limitations**

The limitations of the research are as follow:

1. The results are based on a relatively large and randomly selected sample that may create a bias from a single source data.
2. There might be other variable that affect positive flow besides VSNs' attributes, and also for electric word-of-mouth (e-WOM) besides flow, which not included in this research.
3. Researcher does not limit which social media that are used.

## **5.3. Suggestion**

For empirical studies, researcher suggests the future study to examine the other elements that might affect flow and e-WOM behaviors and consequences in VSNs.

For marketers, first, this study will contribute in giving the understanding about the decision making to create purchase intention and encouraging the consumers through e-WOM communication, especially for VSN users. The marketers can start by creating the attributes that will affect consumers, such as entertainment and information disclosure, so the users will be more attracted to the account and are motivated to do e-WOM. Secondly, it is important for marketers to consider the strong role of e-WOM that is currently affecting consumers', especially VSN users' purchase intentions. This situation has put company to experience increasing risk, because the company cannot control information spread in the Internet, whether it is

positive, or negative information. Therefore, marketers should be able to use e-WOM in social media as a strategy to get closer to the consumer. Thus, the company will understand more about what the customers' wants and customers' perspective about product or service produced by the company.

