

CHAPTER 5

CONCLUSION AND SUGGESTIONS

In summary, the researcher presents the conclusion and provides suggestions related to the result of finding and discussion in the previous chapter regarding Millennials' Perceptions of Photo Products and Online Customer Review on Shopee. Based on the findings, the researcher can draw the following conclusions:

5.1 Conclusion

In this study, the researcher employed a questionnaire to assist the researcher in terms of answering the research questions. Relevant to the research that has been done on 50 respondents, Millennials' Perceptions of Photo Products and Online Customer Review on Shopee. To answer the research questions of this research, "What are the Millennials' Perceptions of Photo Products and Online Customer Review on Shopee?", it can be summarized that the respondents merely find out the photo of products per se in order to reassure themselves to purchase that product. As a result, the majority of the customers indubitably notice the quality of photo products that the seller posts on Shopee. In summary, the respondents stressed that their own perceptions regarding Photo Products on Shopee positively impacted purchase products. However, minority of the consumers compare the same products but noticing dissimilar photos. This is proven by the answer of respondents who tend to be neutral.

The section of Online Customer Review from the seventh statement to the fifteenth statement From the mean score, it can be concluded that the respondents'

perception tends to agree that respondents approved if the convincing and worthwhile experiences play notable roles in soliciting the relevant information through the online customer review. By doing so, the quality of photo products and Online Customer Review (OCR) steer the customers in terms of purchasing the desired product on Shopee. The seller must be inevitably concerned with Photo Products which are posted on Shopee platform to capture the customers' attention. In addition, serving the best-quality of their own products including the feedback or customer review online is needed for customers to solicit the information.

5.2 Suggestions

Millennials are considered the principal targets to complete this research due to the most users on Shopee platform. Consequently, the research does not reach all people of varied ages. In other words, the results purely focus on the millennials per se. Thus, there would be an interconnection between business English features and the testimony of the respondents. The needs to consider deploying both quantitative and qualitative methods. Thus, the researchers are able to have the respondents' notions to strengthen the research. Moreover, the researchers are encouraged to conduct the observation and focus group interviews with the varied people in the effort of soliciting the accurate information. By so doing, the researchers are able to collect and disentangle the empirical data from the respondents. More importantly, it is prominent to conduct the further research with the same discipline. Due to the limitation of the author, the sample of this research was taken from only Millennials.