

CHAPTER 7

CONCLUSION, LIMITATION AND FUTURE RESEARCH

7.1. Conclusion

The key focus of the current research has been the impact of brand image and customer experience on consumer buying behavior in the bike-sharing sector in Nanjing, China. Based on the analysis result and explanation in the previous chapter, the author can take some conclusion corresponding with problem identification that looking to solve as the following:

(1) There are no significant differences in consumer buying behavior perception of the bike-sharing brand. Thus, H1 is not accepted.

(2) There is a positive impact of brand image on consumer buying behavior. Thus, H2 is accepted.

(3) There is a positive impact of customer experience on consumer buying behavior. Thus, H3 is accepted.

(4) There is a positive impact of bike-sharing's brand image on customer experience. Thus, H4 is accepted.

7.2. Limitation and Future Research

A number of limitations should be noted which restrain making generalizations in this research. First, the research was carried out in only one city which is Nanjing, China. It means that the collected data only representative for Nanjing, China. Second, the research object of this study is international students, thus the managerial implication

and recommendation on this study focusing on the market which related to international students in Nanjing, China.

For future research this study still has a lot of aspects to explore, such as using customer experience as a mediating variable, since there is the relationship among brand image and customer experience, brand image and consumer buying behavior, customer experience and consumer buying behavior. Also, this study only uses international students as a respondent, a future study could use a bigger audience, maybe a whole population in a city or province to provide even more accurate and interesting results. This study only uses Ofo, Mobike and Hellobike, a future study could use even more diverse bike-sharing brand. Market research also depends on political, socio-cultural, economic and technology (PEST), combining marketing and specific condition in a specific area can enhance those bike-sharing firm's position in the market especially in developing advertisement or promotion in the future. This research also can be replicate with different object, firms and location.

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