

## CHAPTER V

### CONCLUSION AND SUGGESTION

The researcher elaborates the conclusion of this study and suggestion to the next and other pragmatics, speech acts researchers in this chapter.

#### 5.1 Conclusion

Having analyzed the data of refusal strategies in the realm of online shopping by its sellers with a customer-to-seller context in communicating in social media platforms chats, the researcher comes up with a conclusion that online sellers used all three types of refusal strategies, Direct, Indirect, and Adjunct refusal strategies. The most used strategies are the ones from Indirect refusal strategies in which “Excuse, Reason, or Explanation” is the most dominant strategy used in refusing customer’s offers, followed by “Statement of Regret” the second, and the third one is “Statement of Alternatives”. Based on the results of the obtained data, regarding the refusal strategies by online sellers, most of the sellers used more than one strategy to refuse the customer’s offers. From 25 conversations, only 6 were found where the sellers only used one strategy to refuse the customer’s offer and the rest are mixed between two or more strategies. However, some strategies are not used by the sellers in their refusals. This includes “Statement of Empathy” from Adjunct refusal strategy, “Wish”, “The Promise of future acceptance”, “Statement of Principle”, “Statement of Philosophy”, “Acceptance that functions as a refusal”, and “Avoidance” from Indirect refusal strategy. These strategies are not used because, in the settings of a market, sellers typically want to be seen as favorable to

their potential buyers and customers. The sellers are considering many outcomes if they accept or refuse the customer's offers such as when being asked for lower prices or discounts, free shipping fees, exchange of products, and other offers for their vendible. They always want to build good relationships with their customers even though they express their refusals to the customer's offers, in this case, even when the process and communication of buying and selling are through online chats. It is harder to avoid miscommunication if the speaker and the hearer cannot see each other, especially in this situation so, it is important for the sellers and customers to gain each other's trust before doing the actual transaction.

## 5.2 Suggestion

Having analyzed the data of refusal strategies in the realm of online shopping by its sellers with a customer-to-seller context in communicating in social media platforms chats, the researcher comes up with a suggestion that even though there are many studies on refusals which have been conducted prior to this study, each of the studies has some drawbacks, therefore, the researcher thinks that linguistic researchers had better conduct new studies on refusals or continuing existing research from other perspectives, languages, and cultures. Now with the help of technology, many new data rise to the surface, waiting to be researched. Also, not all aspects of pragmatics have been studied so, linguists may wish to do more research into pragmatics.