

CHAPTER V

The purpose of this study is to examine the empirical model of website characteristics that influence customer's cognitive and affective response in online impulse buying especially for fashion product in Yogyakarta. This chapter concludes the discussion of the finding in chapter IV. Based on the findings, it can be concluded that the website characteristics (TR and MR cues) positively significantly determine usefulness and enjoyment, which in turn will also give positive impact on online impulse buying. Therefore, several conclusions regarding the characteristics of website towards online impulse buying can be drawn.

5.1. Conclusion

There are several conclusions taken from this research, which are derived from the data analysis results.

1. The characteristics of website TR cues have significant effect on perceived usefulness. It has been proven from previous chapter that hypothesis 1a is accepted. This indicates that TR cues (examples: descriptions of product, navigation aids, website security and download time relates to how the online user uses and processes the information provided in the website about the products, make the online users see the usefulness of the website and help them to finish their shopping task.
2. The characteristics of website (MR cues) have significant effect on perceived usefulness. It has been proven from the previous chapter that hypothesis 1b is accepted. This indicates that MR cues (example: colors,

borders and background patterns, timesteps and fonts, animation, music and sounds, entertainment such as games or contests) can boost online user perceived usefulness.

3. The characteristics of website (MR cues) have significant effect on perceived enjoyment. It has been proven from the previous chapter that hypothesis 2a is accepted. This can be understood that MR cues which is low task relevant cues have the tendency to make customer shopping activity more joyful. Thus, MR cues have significant effect on perceived enjoyment.
4. The characteristics of website (TR cues) have significant effect on perceived enjoyment. It has been proven from the previous chapter that hypothesis 2b is accepted. This thought can be understood that technological obstructs that may happen in e-commerce and disturb transaction process that relate with TR cues (download delay, bad navigation and slow loading response) may cause online users do not enjoy their online shopping activity.
5. According to the research result, the hypothesis 3 is accepted. This result confirms that perceived usefulness will have positive effect on enjoyment. As online user perceived that web characteristic is easy to use, they will see the usefulness in there and thus it can arise the feeling of enjoyment.
6. The research accepted the 4a hypothesis, that perceived enjoyment will have a positive effect on the online impulse buying. This thought can be explained from the prior study explaining that affective or emotional

state is the main driver for the impulse behavior. Online user mood is also one of the aspects in online impulse buy. When online users enjoy their shopping activity they will take more time in the website and stay longer.

5.2. Recommendation

Based on the results of the study, there are several suggestions as follows

1. Parties who market their product through website can design effective website that leads to online users' cognitive and affective reaction for making consumer more impulsive. More specifically, cognitive reaction can be maximized by providing high quality of TR cues and affective reaction can be maximized by providing high quality of MR cues. Thus, once online users' cognitive and affective influenced, it will have an impact on both perceived usefulness and perceived enjoyment. As online users already enjoy their shopping activities, the urge to buy impulsively more likely to occur.
2. It is needed to conduct further research to know the proper website design characteristics that can increase online user perceived usefulness and perceived enjoyment that lead to impulse buying.

5.3. Research Limitation

This research study consists of several limitations such as:

1. This research was conducted only in one region which is Yogyakarta City. Thus, the result of this research cannot be used to generalize to all individuals in Indonesia.
2. This study only explains about the role of website characteristics that can influence the urge of online buying impulse without giving an understanding and example how the proper website should be.
3. The questionnaires that have been arranged did not give the respondents opportunity to fill another different answers, thus they could not give their own personal reasons. And it causes difficulty to know their reason behind their answers.