CHAPTER 5

CONCLUSION AND RECOMM ENDATION

In this section, the author explains the findings of the research by answering the research questions through the analyzed data gathered from the respondents. The author also elaborates the findings in business perspective. Moreover, in this section, the author describes the limitation of the research and the future research recommendation for this current topic of the research.

5.1 Research Findings

RQ1: Does product brand image positively influence online purchase intentions for apparel product?

This research results indicates that; the Product Brand Image is not proven to have a relationship towards Purchase Intentions. The differences between original research and findings are in original research Product Brand Image positively influence Purchase Intentions, however in this research the hypothesis was rejected. A possible reason of this condition is in original research the author research was in USA while in my research it is in Jakarta with different respondents and product categories. In original for the main survey are 875 female colleges, while in my research 103 respondents. In the original research it is stated that brand name serves as a surrogate for a variety of apparel attributes such as color, texture, and fit which cannot be examined directly when shopping online. However, based on the findings from respondents in Jakarta the respondents are already

familiar with purchasing online, since most of the respondent's shop online for at least 7 times in a year. Since they seem to be experienced shopper, they are selective in choosing the online stores and products based on their experience.

RQ2: Does Online Store Image positively influence online purchase intentions for apparel product?

Based on the output from analyzing the data, the Online Store Image does not have direct influence to Purchase Intentions. This result is consistent with the result of the original research. A possible reason is the public nature of shopping at physical store can add significance of physical store image for shoppers' expression of values and status for example if the customer wants to purchase well known or prestigious products they will increase their social status.

RQ3: Does Product Brand Image negatively influence perceived Product Performance Risk for apparel product in online shopping?

Based on the findings, the Product Brand Image does have negative influence towards the perceived Product Risk. This result is also consistent with the result of the original research which showing that this relationship exists for two specific types of perceived risks associated with online apparel shopping.

RQ4: Does Online Store Image negatively influenced perceived Product Performance Risk for apparel product in online shopping?

Based on the findings, the Online Store Image does have negative influence towards the perceived Product Risk. In the original research, Online Store Image negatively influenced

Product Risk for certain clothing products, which were shirts and athletic shoes but not for dresses.

RQ5: Does Online Store Image negatively influence perceived Financial Risk related with apparel products in online shopping?

Based on the findings, the Online Store Image does have negative influence towards the perceived Financial Risk. This result is also consistent with the results of the original research. This could be happened if the online store image can secure their customers security, this might reduce the Financial Risk regarding online shopping.

RQ6: Does Online Store Image negatively influence perceived Time Risk in online shopping for apparel products?

Based on the findings, the Online Store Image does have negative influence towards the perceived Time Risk. The result is consistent with the results of original research. Internet connection in Indonesia is not faster as the outside country, even though the customer trusted the online site but still they think about the risk for example, customer purchase a product that accidentally they press 2 times because of the slow internet connection or any possible bug in the website.

RQ7: Does perceived Financial Risk negatively influence online Purchase Intentions for apparel products?

Based on the findings, the perceived Financial Risk does have negative influence towards the Purchase Intentions. In the original research the hypothesis was accepted only for one clothing product, which was dresses.

RQ8 Does perceived Product Risk negatively influence Purchase Intentions for apparel product?

The results indicate that PR is not proven to influence PI, which is different from the results of the original research. This could be happened because the respondents are already familiar with purchasing online, they trusted the online site.

RQ9: Does Perceived Time Risk negatively influence Purchase Intentions for apparel product?

Based on the findings, the perceived Time Risk does have negative influence towards the Purchase Intentions. In the original research, the relationship only existed in certain product category. The reason is because many of consumers feel inconvenience if there are too many advertisements on the apps or website because it will make the website load slower than usual.

5.2   Managerial Implication

The research studied the relationship of product brand image and online store image with perceived risk and online purchase intentions for online apparel consumers in Jakarta.

Perceived Financial risk negatively influences purchase intention. Therefore, online apparel store should improve security of their website and make it secure by using a valid, trusted server certificate so the consumer will feel safe to put their personal data while shopping online. The more consumer feels safe about shopping in the website, it is more likely for them to purchase from the website.

Perceived Time risk negatively influences consumer's purchase intention. Therefore, online apparel store should minimize the risk as it will influence the consumer purchase

intention. Online apparel store need to innovate ways to make the website more accessible and convenience for the consumer, such as creating mobile application. This will make consumer more comfortable to shop as they do not need to browse from the website. However, there are several things that need to be considered, many of consumers feel inconvenience if there are too many advertisements on the apps or website because it will make the website load slower than usual. The online store should also ensure that the moble app run well and free from bugs. Other than that, some of the online store have been developed new method in picking the products which are for example in mataharimall.com they developed an idea named drop box. This process offers the customer a freedom in picking the products that they already purchase the items it will be put in the box, then later on whether they want to pick up the items on the store or being delivered to their own house. Therefore, Zalora, BerryBenka, VIP Plaza might consider to developed this kind of strategy to reduce the perceived Time Risk

Online Store Image negatively influence perceived financial risk, time risk and product risk and therefore it is important that online stores improve their images to reduce perceived online risks. Based on the findings suggest that online apparel store need to keep maintain and enhance the image they built in the public. For example, Zalora, Berry Benka, and VIP Plaza can participate in events, create advertising, or hire brand ambassador in order to keep their positive image in public. That way, consumer will be more convince in online purchase.

There are several recommendations for improvement for the top 3 online site that customer choose to purchase online which are Zalora, BerryBenka, and VIP Plaza

Table 5.1 Zalora, BerryBenka, VIP Plaza

	Zalora	**BerryBenka**	**VIP Plaza**
Reduced Perceived Financial Risks	1. Offer more bank options for the payment. (Paypal, variety of private banks such as CIMB niaga haven't been in the list for Zalora).	1. Offer more payment options 2. Provide information on stock availability 3. Provide security assurance so the customer will have trusted the site more. (trusted server certificate https)	1. Offer options of COD (Cash on Delivery) 2. Provide security assurance so the customer will have trusted the site more. (trusted server certificate https)
Reduced Perceived Time Risks	1. Allow users to shop as "guest" without having to register first sometimes customer tend to lazy to register the account especially for the customer that only want to purchase one time in that site.	1. Allow users to shop as "guest" without having to register first sometimes customer tend to lazy to register the account especially for the customer that only want to purchase one time in that site. 2. Offer more delivery options for example pick up at electronic lockers such as PopBox. This is suitable for the	1. Allow users to shop as "guest" without having to register first sometimes customer tend to lazy to register the account especially for the customer that only want to purchase one time in that site. 2. Offer more delivery options for example

		customer that rarely in their home because the customer can pick up the products whenever they want. 3. Need to reduces the checkout process of transactions because in BerryBenka it tooks 5 steps to purchase the products.	pick up at electronic lockers such as PopBox. This is suitable for the customer that rarely in their home because the customer can pick up the products whenever they want. 3. Need to reduces the checkout process of transactions because in VIP Plaza it took 4 steps to purchase the products.
Improve Online Store Image	1. Alter the layout on periodic basis so the customer will not get bored with the online site.	1. Limit the amount of pop ups messages to avoid having slow website load.	1. Limit the amount of pop ups messages to avoid having slow website load. 2. Provide mobile application for Apple iOS because currently only in

			Android version is available.

5.3 Research Limitation

There are several limitations that author opposed within the process to finish this study. The limitations are regarding respondents and the variables within the study, which will be explained further below:

- **Number of Respondents**

  Data was collected only to 205 respondents which later being cut to 103 respondents after process through discard non-eligible respondents and data cleaning and using convenience sampling, which may limit its ability for generalization. Therefore, higher respondents may improve generalization and accuracy of the findings.

- **Gender**

  The data that authors gets from the findings indicates that majority of the respondents within this study are female, which mean there are limitations for the author regarding comparing male respondents and female respondents since

- **Product Category**

  This research only focusing in online apparel products, which were different with the original research. In the original research, they focused on 3 types of category which are shirt, dress and, athletic shoes. (Aghekyan- Simonian et al., 2012).

female respondents are over populated with 93 people for female and only 10 for male respondents.

5.4 Future Research Recommendation

There are several recommendations for future research to add more value to this topic, which then can be used for better purposed in online industry. The recommendations are stated below:

- **Respondents**

  Adding the number of respondents as well as increasing the bigger populations age to cover possibilities of invalid answers. Larger scope will increase the accuracy of the data.

- **Research in other countries**

  Conducting similar research in other countries aimed to examine differences and similarities. The research scope could be expanded to go beyond other developing and developed countries.

- **Analysis by Product Category**

  Analysis by product category will increase the findings especially for example in this research, because the author only focuses on online apparel products with more female brands, so the results of findings more to female rather than male. Therefore, adding more product categories will increase more equal findings.