

## CHAPTER 5

### CONCLUSION & SUGGESSTION

#### 5.1 Conclusion

This research aim to analyse the impact of Website Advertising Visual Design towards Online Purchase Intention on Pomelofashion.com in Surabaya. Based on the data examination by using Structural Equation Modeling (SEM), the result are as follow:

1. First hypothesis which stated that Website Advertising Visual Design significantly affect Attitudes toward Advertising on Pomelofashion.com in Surabaya, is accepted. The impact is positive and significant. Afterwards, this research proved that Website Advertising Visual Design has the ability to increase the impact of Attitudes toward Advertising on Pomelofashion.com in Surabaya. The accepted hypothesis is in the same line with the information gathered by author from respondents who are involved in this research. Respondents stated that visual design of website advertising such as background color, pictures and other visual elements (e.g. font, animation) make the advertisement more attractive. It is because respondents find pleasantness and favorable feelings whenever they have exposure towards Pomelofashion.com website advertising.
2. Second hypothesis which stated that Website Advertising Visual Design significantly affect Attitudes toward Brand on Pomelofashion.com in Surabaya, is accepted. The impact is

positive and significant. Afterwards, this research proved that Website Advertising Visual Design has the ability to increase the impact of Attitudes toward Brand on Pomelofashion.com in Surabaya. The accepted hypothesis is in the same line with the information gathered by author from respondents who are involved in this research. Respondents stated that visual design of website advertising constructs their positive attitude towards brand. It is because respondents find that they want to have Pomelo brand as their choice in near future.

3. Third hypothesis which stated that Website Advertising Visual Design significantly affect Online Purchase Intention on Pomelofashion.com in Surabaya, is accepted. The impact is positive and significant. Afterwards, this research proved that Website Advertising Visual Design has the ability to increase the impact of Online Purchase Intention on Pomelofashion.com in Surabaya. The accepted hypothesis is in the same line with the information gathered by author from respondents who are involved in this research. Respondents said that the use of pictures included models and outfits, the story in the advertisement, build their intention to buy the products. In fact, some of respondents said that they could imagine themselves using the advertised products (e.g. dress, skirt, pants, hat).
4. Forth hypothesis which stated that Attitudes toward Advertising significantly affect Attitude toward Brand on Pomelofashion.com in Surabaya, is accepted. The impact is positive and significant. Afterwards, this research proved that

Attitudes toward Advertising has the ability to increase the impact of Attitudes toward Brand on Pomelofashion.com in Surabaya. The accepted hypothesis is in the same line with the information gathered by author from respondents who are involved in this research. The author found that most of respondents who are feeling favorable towards the advertisement also build positive attitude toward Pomelo brand.

5. Fifth hypothesis which stated that Attitudes toward Advertising significantly affect Online Purchase Intention on Pomelofashion.com in Surabaya, is accepted. The impact is positive and significant. Afterwards, this research proved that Attitudes toward Advertising has the ability to increase the impact of Online Purchase Intention on Pomelofashion.com in Surabaya. The accepted hypothesis is in the same line with the information gathered by author from respondents who are involved in this research. The author found that most of respondents who are feeling favorable towards the advertisement build intention to buy the products.
6. Sixth hypothesis which stated that Attitudes toward Brand significantly affect Online Purchase Intention on Pomelofashion.com in Surabaya, is accepted. The impact is positive and significant. Afterwards, this research proved that Attitudes toward Brand has the ability to increase the impact of Online Purchase Intention on Pomelofashion.com in Surabaya. The accepted hypothesis is in the same line with the information gathered by author from respondents who are

involved in this research. The author found that most of respondents who are feeling favorable towards Pomelo brand build intention to buy the products online.

## **5.2 Suggestion**

### **5.2.1 Practical Suggestion**

#### **1. Website Advertising Visual Design**

It has proven that Web Advertising Visual Design significantly affect dependent variables in this research. The researcher suggested Pomelofashion.com to give more attention on the visual design (e.g. shape, colours, lighting, pictures) of its website advertising. The researcher suggests Pomelofashion.com to create pictures which contained story. As the picture with unique story is possibly easy to remember by the audiences. Unique shape of the advertising also good to use as it may catch higher people's attention. For example, use the cherry blossom shape advertising in spring season.

#### **2. Attitudes toward Advertising**

It is proven that Attitudes toward Advertising affected Online Purchase Intention and Attitudes toward Brand. It means creating positive attitudes of advertising audiences is very important. One of the solution is to create an interactive activity on the advertising for the audiences. For example, create a website advertising that have bubbles floating which could be clickable. Bubbles refer to holiday season and fun activity. It

could be use on summer season to advertise Pomelo's summer collection.

### 3. Attitudes toward Brand

One of the solution is to create a website advertising that has unique and simple message about the brand uniqueness of Pomelo. For example, create an advertising which telling the story that only Pomelofashion.com that able to give up to date women clothing for special event such as dating, prom night etc.

### 4. Online Purchase Intention

In order to enhance the intention people to buy, one of the suggestion could be to use the model that is famous such as celebrity or Instagram celebrity.

## **5.2.2 Theoretical Suggestion**

Further research can be conducted with the additional variable which is Purchase Decision or eliminate the Online Purchase Intention variable and change it to Purchase Decision. It is because according to Hierarchy Effect Model in Advertising (Lavidge and Steiner, 1961) stated that purchase intention will lead one's to purchase decision. In addition Fishbein and Ajzen (1975) also said that intention to buy will lead one's decision on actual purchase.

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