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Marketing Major

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**THE IMPACT OF APPAREL PRODUCT ATTRIBUTES AND WEB  
BROWSING MOTIVATIONS TOWARDS PURCHASE DECISION IN  
E-TAILERS WEBSITES IN INDONESIA**

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**Abstract**

**Objective-** This research main objectives is to analyze the relationship between apparel product attributes and the web browsing motivation customers which reacts to purchase decision of Indonesian market.

**Method-** Method use for this research is by using compiling primary data and secondary data. Primary data are obtained by distributing questionnaire to 160 respondents and analyze the results with SPSS 16.0 software with frequencies, cross tabulation analysis and Multiple Regression analysis.

**Result-** Results are being compiled from the questionnaires and it shows that Indonesian customer is more aware of sensory attributes which impacts directly to e-impulse buying. However, when browsing motivation are being analyzed, the results shows that hedonic browsing are being influence by price attributes as part of apparel products attributes. Genders and education does not significantly associate with their preferences.

**Conclusion-**Improvement for e-commerce websites could be used by looking at the results so there will be more efficient and unique marketing strategies to attract customers who are regular online shopper and non shopper by fulfilling their utilitarian and their hedonic needs.

**Keywords-**ecommerce, fashion, apparel, attributes, browsing motivation, utilitarian, hedonic, variety of selection, price, sensory