CHAPTER 5
CONCLUSION AND SUGGESTION

5.1. Conclusion

This research analysis to the impact of e-tail brand experience, brand loyalty, brand trust with gender as the moderating variable at Zalora. it is concluded as follows:

1. E-tail brand experience in Zalora positively and significantly impact brand trust, which means the better the online retail brand experience gained by consumers, the higher the feeling of consumer trust in the brand.

2. E-tail brand experience in Zalora positively and significantly impact brand loyalty, which means customer feels that Zalora can fulfil their needed then it growth to become loyal to Zalora

3. Brand trust positively and significantly impact brand loyalty, which means as the higher trust customer gain they are also gaining higher loyalty.

4. Gender doesn't influence relationship between e-tail brand experience and brand trust, which means there are no different buying behavior between man and women.

5. Gender doesn't influence relationship between e-tail brand experience and brand loyalty. which means there are no different buying behavior between man and women.

5.2. Limitation of Research

The limitation in this research is that this research used 150 samples and future researches, it is recommended to use bigger number of samples. The availability of the data from books the amounts of books provided in library is not fulfilled the demand of data collected from many students.

5.3. Suggestions

Based on the conclusion above are recommendation and suggestions that can be taken into considerations as follows:

5.3.1. Suggestions for Theoretical

1. The next researches need to increase the number of respondents.
2. The next researches can be broadened to other e-commerce.

5.3.2. Suggestions for Practical

1. It is suggested to Zalora and other online retailers to pay more attention to and innovate or add useful features to the website so that consumers feel comfortable and happy when visiting the website, this is one of the strategies that is suitable to facilitate site results immediately appears when browsing. For examples Zalora adding product category to make it easy for customer.
2. It is suggested to Zalora and other online retailers to innovate in terms of fashion in convincing consumers to keep abreast of current developments so that brands offered are always following developments, this is a strategy to create brands that benefit consumers. For examples Zalora can also sell product that affordable for each market segmentation.
3. It is suggested to Zalora and other online retailers to make consumers feel that online stores are able to provide honest information and match the specifications of products offered to consumers, this is a strategy to create an honest brand. For examples Zalora giving information of the payment not only from their application but also from e-mail or message and also they adding more information for the size.
4. It is suggested to Zalora and other online retailers to pay more attention to and maintain the quality of the products offered by checking and adjusting to the changing market scope in order to compete with other national retailers, this is a strategy to make brands online retailing as the best site for shopping. For examples Zalora promote their unpopular brand in the main menu so, it will attract customer to buy the products.

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