

ABSTRACT

There is a consumer behavior similarity between e-retailing and physical retail which is called impulse buying behavior. In e-retailing industry, all company tried to make website design different from the others and also targeting consumer with specific personality traits based on their gender characteristics. Website quality and personality traits could be the factors that affecting to online impulse buying.

This study aims to determine the effect of personality traits and website quality on online impulse buying behavior based on gender. For assessing the personality and website quality, Big Five Personality Inventory and WebQual were used. Firstly, online questionnaire were completed by 60 men and 60 women that included in Generation Y. The second stage, collected data were processed using IBM SPSS software applications with multiple regression analysis and independent t test.

The results showed that the personality trait of openness had a positive and significant effect on online impulse buying behavior in men. Whereas in women, openness have no significant effect. Furthermore for men, extraversion and neuroticism personality traits have insignificant effect on online impulse buying. In women, these extraversion and neuroticism personality traits have positive and significant effects. Then, agreeableness and conscientiousness personality traits have a negative and significant effect on online impulse buying in men and women. On the website quality dimension, it is known that usefulness has a positive and significant effect on online impulse buying in men. While in women, this dimension has insignificant effect. Furthermore, the dimension of ease of use has no significant effect on online impulse buying in men. But, this dimension has a positive and significant influence on women. The entertainment dimension was found have insignificant effect on online impulse buying in women. But for men, this dimension has a positive and significant influence. For the complementary relationship dimension, it was found that this dimension had no significant effect on online impulse buying behavior in both gender.

Keywords: E-Retailing, Marketing Strategy, Impulse Buying, Consumption Pattern Based on Gender, Gen Y