CONCLUSION AND RECOMMENDATIONS

People may overload by the number of options they have to choose among them or by the amount of information about each product such as attributes, or both of them.

This overload problem may lead to different response such as postpone shopping or changing the way of shopping for example leaving the E-market and moving to malls.

Regarding to different category the reason and the degree of information load will be different. For example number of shows model needed for a shopper to become overload is more than number of monitors, and also about the tour package the number is different. Because in fashion category people mostly using their own preference, it makes easier to choose compare to buying LCD which people have to understand a lot of technical terms. The point is that, people should decide about more and better options and higher price.

In the same way working memory activity will be different for each category for example for buying shows the concentration is completely different with when shopper want to LCD. So we cannot easily define the number of options needed for people to become overload, it depend on personal knowledge and experiment, personal interest and capability and also the product category. Under load websites base on the literature and also during my experiment while I ask the subjects to buy from an under load websites, is not favourable for the shoppers. They need more choice to find their favourable options. It is important to find the favourable degree of information load to attract and keep customers.

Having an instrument to measuring the information load and finding appropriate load for the websites and also presenting information base on target market capability could be very effective in attracting customers. The capability will change with the age, the type of product, way of presenting the information and also individual capability. That's why we have to find an average of different people with different backgrounds.

The way I have suggested to finding website information load is measuring theta and alpha mean with an EEG device and comparing this mean to the table. Website developer must test target market representatives and finding whether the website is overload or not. I found the average of theta waves and alpha waves and have shown the relationship between websites information load and theta and alpha power.

FUTURE WORK

This area of research is quit new so my research is only a beginning is this area future work could be measuring and finding theta and alpha power for different product categories. It would be interesting to find out whether the other brain signals have any correlation with working memory. Finding a number for each product category as maximum and a number as minimum number for presenting information in the web site would be very helpful in e-commerce web design.

IMPLICATIONS

My results are very helpful for e-commerce web designers. They can use it by testing their websites with an EEG device. They can ask from number of their target market and ask them to shop from their websites while measuring their

brain signals and with comparing theta and alpha mean with the table 2 they can find out whether their web site is overload, moderate load or under load.

E-commerce web designers can improve their websites attractiveness and help shoppers to improve their decision quality. This may assist to prosper online shopping.

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