

ABSTRACT

Thesis Title : A Research of Smart-phone E-Store Atmospheric Cues Framework to Can
Online Consumer Behaviour

Pages :

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This research explores the impact of consumer perceptions of Smart-Phone E-Store website atmospheric cues (Enrich Feeling, Quality Feeling and Pleasure Feeling) on a consumer's flow state and its subsequent impact on purchase intention by using a stimulus-organism-response framework (S-O-R framework) as the theoretical basis. There are 2 questionnaires were collected in Vietnam and using to analysis through software Statistical Package for the Social Sciences (SPSS) 20.0 and Analysis of Moment Structures (AMOS) 19.0. Confirmatory factor analysis is used to check the reliability and validity of the model and structural equation modelling is used to measure the causal relationship among the factors in the model. The study found that relationship of effect factor Purchase Intention Flow State (Regress Weights=.77) and Quality Feeling (Regress Weights=.21). On the other hand, Flow State is affected by Enrich Feeling (Regress Weights=.88) and Quality Feeling (Regress Weights=.21). The results of this research show that seven within total 10 hypotheses are supported. The relationships between Enrich Feeling and Purchase Intention Pleasure Feeling and Flow State, Pleasure Feeling and Purchase Intention are not significant. The results of this study are useful for smartphone e-store developers to improve consumer purchase intention.