MBA(MS)
109
SHUM
C.4

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

EFFECT OF PRODUCT PRESENTATION ON MOOD, PERCEIVED RISK AND PURCHASE INTENTION IN INTERNET APPAREL SHOPPING

Kelly Shum

M-A2-6109-7

Thesis present to the

Faculty of Business Administration

University of Macau

In partial fulfillment for granting the MBA Degree

(Marketing)

Year 2006

Table of Contents

Executive Summary i

Acknowledgements iii

Table of Contents iv

List of Tables vi

List of Figures vi

Chapter 1. Introduction 1

1.1 Overview 1
1.2 Purpose of the study 8
1.3 Significance of the study 8
1.4 Structure of the thesis 9

Chapter 2. Literature Review 10

2.1 Background 10
2.1.1 Online shopping definition 10
2.1.2 Features of online shopping 12
2.1.3 Online consumer profile 13
2.1.4 Factors that affect consumers' intention to shop online and online sales 15
2.2 Conceptual framework 19
2.2.1 Website design and product presentation 20
2.2.2 Perceived risk 22
2.2.3 Mood 23
2.2.4 Purchase intention 24
2.3 Hypothesis 25
2.3.1 Product presentation and purchase intention 25
2.3.2 Product presentation and mood 28
2.3.3 Product presentation and perceived risk 30
2.3.4 Mood and purchase intention 32
2.3.5 Perceived risk and purchase intention 33
2.3.6 Mood and perceived risk 34
2.4 Theoretical framework 35

Chapter 3. Methodology **36**
3.1 Methodology and sampling 36
3.2 Measures 39
3.3 Control variables 43
3.4 Pilot studies 44
3.5 Procedures 46
3.6 Data analysis method 47
Chapter 4. Analysis of Results **49**
4.1 General analysis 49
4.2 Profile of participants 50
4.3 Reliability analysis 51
4.4 Correlation analysis 52
4.5 Hypotheses testing 53
4.5.1 T-tests for equality of means 53
4.5.2 Multiple regression analysis 56
4.6 Final model 59
Chapter 5. Conclusion **61**
5.1 Summary of study 61
5.2 Significance of study 61
5.3 Practical implications 63
5.4 Limitations 64
5.5 Future study 65
References **67**
Appendix IA **81**
Appendix IB **82**
Appendix II **83**