Thesis Title	CUSTOMER PURCHASE INTENTION IN VIRTUAL SHOPPING MALL
Author	Aekgarphat Pinijsakkul
Degree	Master of Science (Management Information Systems)
Major Field/Faculty/University	Management Information Systems Commerce and Accountancy Thammasat University
Thesis Advisor	Associate Professor Supeecha Panichpathom, Ph.D
Academic Year	2021

ABSTRACT

The virtual shopping mall uses virtual reality (VR) to provide surreal online shopping experience. This study examined each aspect of interface design using a human-computer interface (HC-interface) strategy for taxonomy in V-avenue. This study aims to explore the relationship between interface design, satisfaction, online trust, and purchase intention using hedonic and utilitarian motivation as moderators. The samples were collected from 497 respondents who had experienced V-avenue in Thailand. The empirical result from partial least squares structural equation modeling (PLS-SEM) showed that all aspects of interface design had a significant total effect. The highest effect on the aforementioned variables was from information design, followed by sensory design which was found to have the second-highest contribution to satisfaction and purchase intention. Lastly, interaction design had the second-highest total effect on online trust. However, both utilitarian and hedonic motivations reflected an insignificant moderating effect. Understanding which aspects of interface design affect purchase intention allows for deeper customer insight.

Keywords: Virtual shopping mall, Human Computer Interface, Sensory Design, Interaction Design, Information Design