南華大學企業管理學系管理科學碩士班碩士論文

A THESIS FOR THE DEGREE MASTER OF BUSINESS ADMINISTRATION
MASTER PROGRAM IN MANAGEMENT SCIENCES
COLLEGE OF MANAGEMENT
NANHUA UNIVERSITY

線上雜誌的行動行銷：檢視網路消費者言論、品牌印象
及社會影響在線上雜誌應用程式採用行為及品牌忠誠度之影響

MOBILE MARKETING IN ONLINE JOURNALISM: EXAMINING HOW THE ROLES OF ONLINE CUSTOMER REVIEWS, BRAND IMAGE AND SOCIAL INFLUENCE IMPACT ON ONLINE JOURNALISM APPLICATION ADOPTION AND BRAND LOYALTY

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中　華　民　國　１０７　年　１　月

南 華 大 學

企業管理學系管理科學碩士班
碩 士 學 位 論 文

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口試日期：中華民國 107 年 1 月 5 日

準碩士推薦函

　　本校企業管理學系管理科學碩士班研究生　范清海　君在本系修

業　1.5　年，已經完成本系碩士班規定之修業課程及論文研究之訓練。

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2、在論文研究方面：　范清海　君在學期間已完成下列論文：

　　(1)碩士論文：線上雜誌的行動行銷：檢視網路消費者論、品牌印象及社

　　會影響在線上雜誌應用程式採用行為及品牌忠誠度之影響

　　(2)學術期刊：

　　本人認為　范清海　君已完成南華大學企業管理學系管理科學碩士

班之碩士養成教育，符合訓練水準，並具備本校碩士學位考試之申請資

格，特向碩士資格審查小組推薦其初稿，名稱：線上雜誌的行動行銷：

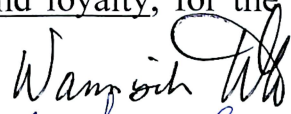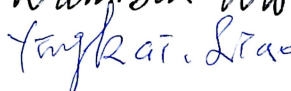檢視網路消費者論、品牌印象及社會影響在線上雜誌應用程式採用行為

及品牌忠誠度之影響，以參加碩士論文口試。

指導教授：　　　　　　簽章

中華民國 106 年 1 月 5 日

Letter of Recommendation for ABT Masters

     __Phan Thanh Hai__ , a student of NHU Master Program for Business Administration for __1.5__ years, has completed all of the courses and theses required for graduation.

1. In terms of studies, __Phan Thanh Hai__ has acquired __39__ credits, passed all of the obligatory subjects such as __Research Method, Management Science__ etc. (Please refer to transcript.)

2. In terms of theses, __Phan Thanh Hai__ has completed the following:

   i. Master thesis: Mobile marketing in online journalism: Examining how the roles of online customer reviews, brand image and social influence impact on online journalism application adoption and brand loyalty

   ii. Journal:

I believe that __Phan Thanh Hai__ has already received full formative education of NHU Master Program for Business Management and is qualified to apply for Master's Degree Examination. Therefore, I hereby recommend his/her preliminary paper, Mobile marketing in online journalism: Examining how the roles of online customer reviews, brand image and social influence impact on online journalism application adoption and brand loyalty, for the oral defense.

Academic Advisor: Tsung Kai. Liao

Date: 2018. 1.5

ACKNOWLEDGEMENTS

Title of Thesis: Mobile marketing in Online Journalism: Examining how the roles of Online Customer Reviews, Brand Image and Social Influence impact on online journalism Application Adoption and Brand Loyalty

Department: Department Master Program in Management Sciences, Department of Business Administration, Nanhua University

Graduate Date: January, 2018   Degree Conferred: M.B.A

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ABSTRACT

To fulfill the increasingly compact demand of smartphone adoption by consumers, and it indicates many new opportunities to reach and serve customers. To take advantages from the development of smartphones for purpose introducing an efficient marketing technique for journalism industry, this applies Technology Acceptance Model (TAM) as the foundation to demonstrates the decision making process of customers adopt mobile journalism.

The result presents a process of how readers decide using mobile application for reading intention which they will generate the purchase intention and behavior towards this mobile application product. It also concluded some of the implications of the findings on theory and practice, which can provide some ideas for marketers and mobile application designers, and journalism business.

Keywords: Application Awareness, Mobile Marketing, OCRs, TAM and Application Adoption

關鍵字：應用程式覺察、行動行銷、網路消費者評論、科技接受模型及應用程式探用行為

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CHAPTER ONE

INTRODUCTION

1.1 Research Background and Research Motivation

Nowadays, Information Technology has brought about efficiency and quality in every aspects of life and become becomes a powerful trend in the development of mobile industry (Bai, Shen, Chen, & Zhuo, 2011). Information Technology - in its role as key supporters of revolution and new working chances - are attracting more notice than ever before. An increase in Information Technology has changed and shaped the way societies and organizations produce new technique for marketing function and also lead to the advances in mobile device capabilities. Meanwhile, new opportunities for online journalism have been made thanks to advances in technology in relation to when and where customers are capable of interacting online with firm or organization (Coursaris & Hassanein, 2001). Because of the technological advances in mobile devices these days, customers are enable to access information promptly, connect to each other, receive up-to-the minute services, get related information, purchase online and take part in a variety of educational and entertainment services.

Mobile phones have become more dominant, more adaptable as well as better usable and this progress is expected to develop in the near future (A. Peddemors, 2008). In addition, the is a rapidly increase in numbers of smartphone users, then various new services are provided by the mobile, consumer's demand for service usability increased as well. Therefore, consumers are interested in selecting the mobile application for seeking information. The relationship between consumers and mobile service provider is important for

communicating using mobile application, and for interaction between consumers and space of mobile application. Particularly, mobile application marketing is a new rising part in the journalism industry. Journalism mobile applications provide firms the better chance for reaching consumers through direct access. Besides, in the journalism industry, building brand loyalty is considered to be one of the main successful aspects for doing business (Singh & Sirdeshmukh, 2009).

Interactive marketing is a new tool designed to fascinate customers and directly or indirectly grow awareness, develop image or sales of products and services (Kotler & Keller, 2009). To makde consumers to engage with the brand daily, journalism mobile applications are an essential tool. Smartphone users have been increasing which is predicted to carry on in the future. Hence, mobile downloadable applications are being created urgently for the millions of readers who count on their smartphones to obtain information.

Mobile applications are still at prematurely phase and there was very little discussion dealing with the function of mobile application marketing in defining brand loyalty in the journalism industry. This research aims to explore the impacts of journalism mobile applications usage on brand loyalty within the firm and service industries. This paper also enriches the empirical research on the impact of ORCs and uses a quantitative analysis how customers adopt new mobile application for online journalism. This study aims to collect data of readers who are using, or want to use internet for reading, especially using mobile application for reading purpose. After this snapshot, research tries to find out how to attract customer adopting and using mobile application. Based on that, an application will create to connect business and customers, and to develop digital journalism.

1.2 Research Flow

First of all, study chose a marketing topic related to journalism, after that literature was explored related to marketing journalism, especially about mobile marketing, human behavior, visiting intention. Second, study identified conceptual framework and hypotheses with interrelationships between each constructs. Finally, questionnaire survey was designed to collect from consumers. The respondents are Vietnamese consumers. Data analysis and hypotheses will be analyzed by technique:

-    Descriptive Statistics Analysis

-    Factor Analysis and Reliability Check

-    Smart PLS

The flow chart of this study is shown in figure below:
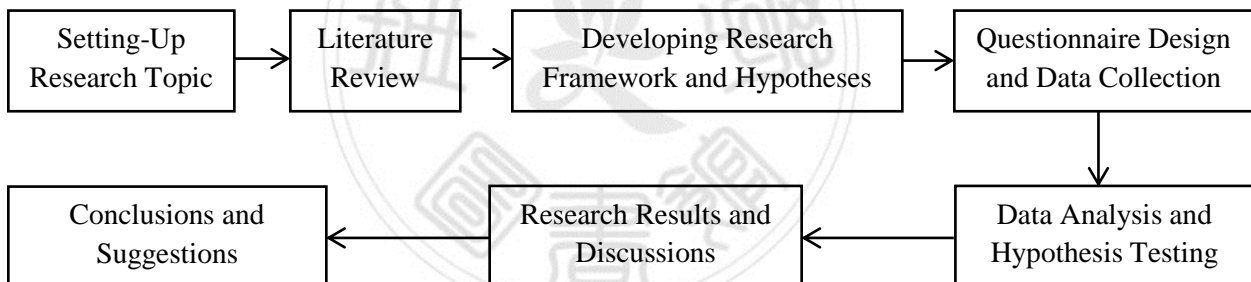
Figure 1.1 Research process

1.3 Subject and Research Scope

This research aims to offer a framework for understanding the stimulus of OCRs to purchase the application. The theme focuses to assess and analyze the affecting of online customer review to re-visiting online journalism. Base on the subject of the as above, table 1.1 presents the scope of this research in detail:

Table 1.1 The Scope of This Study

Items	Scope of The Study
Types of the research	The study conducts literature reviews to build up the research hypotheses and framework. Collecting data by using questionnaires to test hypotheses and figure out the results and conclusions
Dependent variables	Application Adoption and Brand Loyalty
Independent variables	Application Awareness, Perceived Ease of Use, Attitude toward Using and Perceived Usefulness
Moderating variables	Online customer reviews (OCRs), Brand image, Social Influence
Main variable	Application Awareness, OCRs, Application Adoption
Testing location and sample	Ho Chi Minh City and Ha Noi, Vietnam
Analyzed unit	Individual
Research method	Using SPSS version 20 and Smart PLS to run the data

CHAPTER TWO
LITERATURE REVIEW

2.1 Mobile marketing

In earlier time, when television channels rarely occured, it was relatively uncomplicated to capture a large section of society by exploiting commercials. As well as with other bulk media, the access to customers became more problematic by the increasing disintegration of the market (Davenport & Beck, 2010). In addition, a new medium, the Internet, has grown and is congested with advertising messages that often bother customers these days (Nelson, Donovan & Walton, 2000). With that consequence of these developments, attaining time and getting attention from customers has become the big test for advertisers (Godin, 2005). Hence, mobile marketing offers the opportunity to target messages at customers in much better ways than other mass media and it is a tremendously encouraging marketing tool.

Mobile marketing is defined as a function of business considered to become the most promising service, which is delivered effectively through digital device (Guo, et al., 2010). Research on mobile marketing is at starting point, but there is an increase in developing literature. There are previous research has taken a look at subjects such as mobile phone consumption (Shankar & Venkatesh, 2010), consumer perceptions and attitudes towards mobile marketing (Watson & McCarthy, 2013), consumer responsiveness (Westjohn & Singh, 2013), mobile marketing and mobile social media (Kaplan, 2011), and adopter segments and cultural influences on adoption (Persaud & Azhar, 2012).

Anckar & D'Incau (2008) indicated that mobile marketing is highly innovative and a relevant tool that customers have and must use their mobile phones to assume. Therefore, the firms can make significant sales to the attained customers thanks to mobile marketing which has been an effective tool. Throughout the marketing, there is a probability in retaining customers because of the communication process that is accomplished by the interaction between the company representatives and individual customers. Mobile marketing also plays a vital role in making customers maintain their access to information. There is a guarantee that, the intended customers will definitely get the messages that will be sent by the firms.

2.2 Mobile Application

To increase the functionality of the hardware or software of mobile device, applications are specifically designed (Johnson & Plummer, 2013). The device manufacturer may pre-install applications or the device user more often may wirelessly download and install it. There is a wide range of content from games to business, education or video and much more depending on the size and type of applications.

Web apps and native apps are two basic types of smartphone and tablet apps. Firstly, web apps use a browser to run (Safari, Chrome, Firefox, etc.) and add functionality or content when the user is browsing the mobile web. They are most commonly used to create games, or other "published" content in a highly scalable way so that any user can access them. Secondly, native apps are designed for a single mobile operating system exclusively such as iOS, Android, etc.

Once customers download and use the app, they not only visit the site for a while but also open a channel directly to the publisher or give the marketer a certain presence on their mobile or tablet which they will bring it during the day. Users also can use applications to make contact or interact with one another and give their own content, such as through providing photos.

2.3 Theoretical Background

2.3.1 Technology Acceptance Model (TAM)

Based on the ''Theory of Reasoned Action'' established by Fishbein and Ajzen (2001), Davis et al. (1989) has introduced the TAM model to describe the acceptance and usage of information technologies, as well as to examine the influence of technology on user behavior. In TAM model, two main factors that affect an individual's intention to use a technology are ''Perceived Usefulness'' and ''Perceived Ease of Use''. Perceived Usefulness mentions that the user believes his/her performance will be improved because of the technology, while Perceived Ease of Use states that using the technology will be easy and not complicated (H. Jacques, 2006).

In TAM, behavioral intention (BI) determines technology acceptance and use. In turn, attitude towards use (ATT) affects BI, while perceived ease of use (PEOU) has the indirect and perceived usefulness (PU) has the direct impact on a user's attitude towards the technology. Then, the effect of perceived ease of use on behavioral intention will be mediated through perceived usefulness. This argument is supported by many researches (Amoako-Gyampah & Salam, 2004; Moon & Kim, 2001; Wixom & Todd, 2005; Wu & Chen, 2005).

Besides that, Many TAM is considered as a base model to predict adoption by many studies (Gefen & Straub, 2000; Moon & Kim, 2001; Pavlou, 2001). There have been researches that successfully predicted behavioral intent towards the use of information technology by using the TAM (Legris, Ingham, & Collerette, 2002; Ramayah & Jantan, 2003; Ramayah, Sarkawi & Lam, 2003).

2.3.2 S-O-R Theory

According to Mehrabian and Russell (2001), Stimulus-Organism-Response (SOR) theory explains environmental stimuli (S) affect to customers' cognition and emotional reaction (O), then it evokes their behavior (R). And this concept was used widely in many consumer behavior as well as consumer decision making studies (Chebat & Michon, 2003; Richard et al., 2009). Stimulus was defined as the total cues which are visible and audible to users (Eroglu et al, 2003). Organism refers to the emotional reaction which is the environmental stimuli affects the human mental and then change this association. While Response, can be approach or avoidance behaviors, represents the final results and the final decisions of consumers.

As Mulpuru et al., (2011) suggested online retailing has arose as the most fast developing form of trading, the S-O-R framework has been begun to use by many researchers. For example, the relationship among web site navigational characteristics, user characteristics, internal states, consumer responses, and outcomes in the context of online communication were assessed by Richard and Chandra (2005) studied. Eroglu et al. (2001) proposed that online atmospherics such as colors, graphics, layout and design can provide information about the retailer as well as influence consumers' emotional and behavioral reactions. Mummalaneni (2005) found that the model of online retailing is useful in

understanding the relationships among web site characteristics, emotional responses, and purchasing behaviors of the consumer by applying the S-O-R model.

2.4 Definition of Research Construct

2.4.1 Stimulus

2.4.1.1 Application Awareness

Goodhue and Straub (1991) defined awareness is kind of activity that spreads the word about an optimistic product, that is as of now made and prepared to be actualized. In the writing of sociology, and medical behavioral science (Snell et al., 1991), the idea of awareness is the key to human conduct. Awareness is seen as one of the key parts of cognizance raising, and achieves a valuation for the requirements, force, and specificity of issues, occasions, and procedures. Past social sciences research characterizes social awareness as naming the issue, standing up, raising awareness, and researching.

According to Aaker (1991), the customer's getting to be noticeably aware of the product is the initial move toward loyalty to get begun. At the awareness phase, a potential client realizes that the brand tobe existed, yet the bond between a client and the product is not high. At this moment, a brandname may give the familiar awareness with the product since brand names offer an incentive to the purchasers by helping them decipher, process, store, and recover vast amounts of data about products. Awareness can be boosted in an assortment of courses, for example, publicizing, post office based mail, word-of-mouth communication, and promotion activities (Grover & Srinivasan, 1992). The more the customer

knows about the product/service, the more noteworthy the likelihood that she/he will evaluate the firm.

In fact, people aware about something because they lack information about product/service, and then leading them become curious (George Loewenstein, 1994). Therefore, it is necessary to be aware availability and how adding values in products/services to draw attention, after that the expected value in their mind appear. Sathye (1999) demonstrated the amount of information customer get, which was also an important factor influencing the adoption. Hence, application awareness is a new construct in model of this study to be measured as an environment stimulus.

Application awareness proceeded from customer's awareness. It was defined that the understanding of an individual about their right as consumer when a product/service was marketed (Ralph Nader, 1962). In the mobile environment, it is manifested in various areas, for example, social network, online shopping, and online tourism services. Mobile was used to be a carrier in the concept of "human-centered" to put forward an opportunity sensing and shared sensing (Campbell, 2008). Besides, Facebook – a social network is designed as mobile application – was used to explore the senses of application can sharing information and privacy issues (Boy & Ellison, 2007).

2.4.1.2 Online customer review (OCRs)

Today, e-Word of mouth (e-WOM) has become an important factor influencing consumers' purchasing decisions in online journalism industry. As indicated by Henning-Thurau et al. (2004), e-WOM is any positive or negative communication among the potential, present or previous consumers about a

product or organization or service that is accessible to be public on the internet. Current customers generally consider online customer reviews as a type of eWOM in a decision making process to purchase products online and offline. Online reviews empower individuals to get definite information with high reliability and believability contrasted with information gave by advertisers. Online customer reviews is considered as a huge instructive resource which is helpful for both potential consumers and product/service makers (Gamgarn & Pattarachai, 2010).

With the great and fast development of Information and communication Technologies, customer reviews end up plainly accessible where a consumer can express opinions on products and services. To affirm the significance of online reviews in customer decisions, Park, Lee, and Han (2007) indicated that buying intentions grow up as the quality and amount of online reviews rise. Conversely, for the firm, understanding the inclinations of consumers is exceedingly important for product improvement, advertising and consumer relationship administration. Selecting the correct product/services online can be a draining procedure. The tremendous assortment of products on retailer sites is frequently overpowering. To deal with such wideranging collections, online customer reviews (OCRs) have developed as a vital information supply for consumer to assess products/services before purchasing (Cui, Lui, & Guo, 2012).

Another flow of research on online reviews surveyed the assessment of online information sources as far as the supportiveness and value of reviews (Baek, Ahn, & Choi, 2013). Mudambi and Schuff (2010) researched review accommodation in light of the announcement that helpfulness as a measure of perceived value in the decision making process reflects information diagnosticity. They demonstrated that review depth (fanciness) positively affects

the helpfulness of reviews. Fascinatingly, in any case, they additionally found that reviews with outrageous evaluations are less useful than audits with direct appraisals (altered U-shape relationship), which is diverse to the finding of the study of Purnawirawan, Pelsmacker, and Dens (2012) which recommended that unbalanced review sets are viewed as more valuable than those that are balanced.

2.4.1.3 Brand Image

Keller (2010) characterized brand image is a brand that carried to the consumer's mind by the brand association. Brand image can be additionally characterized as consumer's considerations and emotions about the brand (Roy & Banerjee, 2007), and it contains symbolic values that purchasers connect with the particular attributes of the product or service (Padgett & Allen, 1997). It is viewed as the representation of a brand in the customer's mind that is connected to an offering (Dobni & Zinkhan, 1990), or an arrangement of perceptions about a brand the customer frames as reflected by brand associations (Keller, 2010). Consequently it can be characterized as "... the reasoned or emotional perceptions connect to particular brands" (Low & Lamb, 2000).

Building and managing a positive brand image is one of the initial moves in keeping up customer brand loyalty. A solid brand image is essential to the owners in light of the fact that the brand name recognizes an product from the contenders' products. The image incorporates colors, symbols, words, and slogans that pass on an unmistakable, steady message and not just the name (Berry et al., 1988).

In business markets, brand image can likewise be relied upon to assume an essensial part, particularly where it is hard to separate products or services in light of tangible quality features (Mudambi, Doyle & Wong, 1997). The brand

image assumes an important part in product choice since customers endeavor to strengthen their self-image by purchasing products that are harmonious with their self-image.

2.4.2 Organism
2.4.2.1 Perceived Ease of Use

Regardless of whether potential users believe that a given application is helpful, they may, in the meantime believe that the systems is too difficult to use and that the performance advantages of usage are exceeded by the attempt of using the application. That is, notwithstanding usefulness, usage is hypothesized to be affected by Perceived Ease of Use. All else being equivalent, D. Davis (1989) asserted, an application perceived to be less demanding to use than another will probably be acknowledged by users.

Perceived ease of use (PEU) is "how much a person trusts that using a specific system would be free of effort" (Davis, 1989; Dholakia & Dholakia, 2004). Effort is a constrained asset that a man may appoint to the different activities for which he or she is mindful (Radner & Rothschild, 1975).

Perceived ease of use is worried about users' apparent applied efforts when using the technology. Past research has exhibited that people will probably use another technology on the off chance that they perceive that it is anything but difficult to use. In another word, the simpler it is for a user to interface with a system, the more probable he or she will think that its useful (Lallmahamood, 2007; Shim & Viswanathan, 2007). Systems that are seen to be less demanding to use and less complex have a higher probability of being acknowledged and used by potential users. Both relative advantage and ease of use are subjective

ideas and not intrinsic attributes of the system, and can be seen distinctively by various people.

Moore and Benbasat (1991) distinguished that the complexity of the user lessens system assessment and adoption intention. TAM's EOU is a comparable development, maybe at the opposite end of the ease of use scale that may decrease system usage vulnerability and hazard. This affects to perceived usefulness (O'Cass & Fenech, 2003; Venkatesh, 2000).

2.4.2.2 Perceived Usefulness

Within the organizational context, a system that is high in perceived usefulness is one that the user believes will have a positive use-performance relationship. It is the extent to which an individual believes that using the system enhances his/her performance. Perceived usefulness (PU) is characterized as "how much a person trusts that using a specific system would upgrade his or her activity performance" (Davis, 1989). At the end of the day, Perceived usefulness alludes to users' feelings of enhanced performance when they use the technology. Inside the organizational context, a system that is high in perceived usefulness is one that the user accepts will have a positive use-performance relationship.

In the field of electronic banking, perceived usefulness is vital and has been comprehensively acknowledged (Guriting & Ndubisi, 2006; Eriksson et al., 2005; Laforet & Li, 2005). As per them, usefulness is the subjective probability that using the technology would enhance the way a user could finish. Individuals tend to use or not use an application to the degree they trust it will enable them to make their job better. D. Davis, 1989 alludes to this first variable as perceived

usefulness. At the point when a user has faith in the presence of a positive use-performance relationship, thus, a system high in perceived usefulness.

Davis et al. in 1998 additionally characterized PU as 'the imminent user's subjective probability that using a particular application system will build his or her activity job performance inside an organizational context'. Thus, perceived usefulness as the degree to which a person considers a specific system to support his or her job performance (Mathwick et al., 2001).

2.4.2.3 Attitude toward using

Davis, 1993 defined attitude toward use of a system as "how much an individual assesses and connects the objective system with his or her job ". In addition, Attitude is characterized as a person's positive or negative feeling about performing the target behavior (Fishbein, 2001). Awareness obliges attitude and "positive attitude towards ICT is generally perceived as an essential condition for the effective usage" (E. Woodrow, 1990). Research has demonstrated that the more uplifting attitude towards the use of new technology, gives more noteworthy intention to use (K. Lee, M. Cheung, & Z. Chen, 2005).

In Theory of Planned Behavior (TPB), attitude is characterized as a person's general assessment of performing out a behavior (Pavlou & Fygenson, 2006; Wu & Chen, 2005). As indicated by the TPB, disposition attitude users' behavioral intention, which thusly impacts their actual behavior. People will have a more grounded intention toward adopting application, in this manner they will probably use it when they form positive attitude towards it.

In addition, there are two factors that determine customers' attitude toward using application which are Perceived Usefulness and Perceived Ease of Use. This study attempt at investigating in relationship of attitude and Perceived

Usefulness, Perceived Ease of Use, and anticipate a person's use of technology. Kim et al. (2009) trusted user's attitude towards mobile devices was that the gadgets are great and engaging, along these lines influencing their intention of use. Chang et al. (2012) and Lu and Ling (2009) trusted that attitude is vital while taking an interest in activities and that it achieves intention of use as to its users.

2.4.3 Response
2.4.3.1 Mobile Application Adoption

The literature on adoption is arranged into three schools of thought: diffusion, adoption, and domestication (Pedersen & Ling, 2002). Pedersen (2005) difined diffusion research as depicting the adoption procedure as a S-formed function of time that might be used to gather adopters of various types (Kiljander, 2004 & Rogers, 2003); domestication research as taking a gander at the adoption and use of technology in regular day to day existence with an attention on the social, cultural, political, and financial outcomes (Silverstone & Haddon, 1996); and adoption research as clarifying adoption decisions of people by applying psychological and social hypotheses of decision making (Davis, 1989; Fishbein & Ajzen, 2001).

Rogers and Shoemaker, 1971 suggested that innovations spread rather through a procedure of impersonation. This has all the earmarks of being the situation with mobile applications, wherein users adopt the technology, and individual applications, construct generally in light of the impact of associates and others inside their social networks. In this manner, it can be deduced that the adoption of individual applications, and also the adoption of applications by and large, is a natural process driven by distributed contact.

Past studies (e.g., Malhotra & Galletta, 1999) found that social influence, in addition to ease of use and perceived usefulness, was a noteworthy determinant of acknowledgment of another technology. For sure, Venkatesh and Davis (2000) reconsidered the admired TAM display into TAM2 to represent the impact of social forces. Social influence is especially essential, as the adoption of these devices is regularly used to improve the purchaser's feeling of affectedness and societal position with regards to mobile devices (Sarker & Wells, 2003). Studies propose that not just the perceived usefulness and ease of use, yet in addition the behaviors and attitudes of the consumer's social network influence the adoption of mobile devices (Yu, Yao & Lu, 2005).

During the process of mobile apps adoption and use, a similar relationship may be in play. It is thus proposed that, there will likewise be a social influence effect of especially compelling individuals from the purchaser's social network. At that point, the most influential contact connected to a customer's social network will influence the likeliness that the purchaser will adopt mobile applications.

2.4.3.2 Brand Loyalty

Brand loyalty is a traditional marketing idea defining long term, submitted buyer brand connections, and has interested investigators for quite a long time. The level of brand loyalty has been utilized as a measure of the accomplishment of the marketing strategy, and as an incomplete measure of brand equity (Knox & Walker, 2001).

Aaker (1991) characterizes brand loyalty as "the connection that a customer has to a brand." It is generally viewed as that loyalty is one of the courses with which the consumer communicates his/her fulfillment with the

performance of the product or service got (Bloemer & Kasper, 1995). Therefore, it isn't astonishing that for a considerable length of time, one of the key worldwide constructs predicting customer conduct has been general satisfaction. The connection between this variable and loyalty have been analyzed in many studies, where the last has been drawn closer as a repurchase intention (Anderson & Sullivan, 1993; Cronin & Taylor, 1992; Fornell, 1992) or as an enthusiastic and mental bond or commitment.

Brand loyalty brings firm many advantages, including rehash buys and recommendations of brand loyalty to companions and relatives. Loyal customers are best for magazine firms since they are less demanding to serve than non-faithful customers, and they give higher benefit. Brand loyalty has the ability to affect on customer choice to buy a similar product or service and decay to move to contenders' brands (Yoo, 2000). Consequently, Yoo (2000) inferred that brand loyalty is the core of brand's value.

2.4.3.3 Social Influence

Social influence refers to how an individual in a social network is influenced by the behavior of others to fit in with group behavior patterns (Venkatesh & Brown, 2001). Venkatesan (1966) shows that social influence is agent in this kind of product assessment circumstance. A basic property of social networks is that individuals have a tendency to have attributes like those of their friends. The procedure of social influence (Friedkin, 1998) drives individuals to adopt behaviors exhibited by those they associate with; this impact is grinding away in numerous settings where new thoughts diffuse by word-of-mouth or impersonation through a system of individuals (Rogers, 2004 & Strang, 1998).

The impact is found in an extensive variety of social settings: individuals choose to adopt activities in view of the activities of the people they are right now collaborating with; and individuals at the same time shape new communications because of their current activities. In many settings, contemplating these forces and their interaction has been extremely troublesome on the grounds that gathering information around a person's social network and activities after some time is both costly and mistake inclined. Online communities, in any case, give an outstanding chance to think about huge scale social phenomena of this sort.

2.5 Hypotheses Development

2.5.1 The relationship between Application Awareness and Perceived Ease of Use

During the awareness period, an association or individual is presented to the presence of the advancement and is given data on how the innovation functions and what its advantages are. In this manner, awareness is a predecessor for the attitude formation phase of innovation dissemination (Rogers, 1995). In the structure of theory of planned behavior (TPB), this would imply that awareness is a predecessor of attitudes and behavioral intentions.

Since such outcomes are frequently detailed in the mainstream media, we contend that awareness alone could inspire a customer to make a move, paying little mind to whether he/she has shaped a positive attitude or is impacted by the social group norms. This contention is upheld by different studies on wrongdoing and disease prevention where uplifted awareness specifically impacts intention to participate in specific behaviors (Carlson et al., 1988).

Sathye (2009) showed that high awareness about technology's advantages is a fundamental factor driving customer to adopt this technology. Thus, we propose:

Hypothesis 1: Application Awareness will positively affect to Perceived Ease of Use

2.5.2 The moderating effect of OCRs on the relationship of Application Awareness and Perceived Ease of Use

OCRs are characterized as customer reviews and remarks post on the organization's site or another organization's site (Mudambi & Schuff, 2010). Simple access to online customer reviews (OCRs) has driven a few observers to place that brand names, as confirmations of product quality and performance, will lose quite a bit of their significance in the interactive marketing condition (Chen 2001).

Since the data contained in OCRs does not begin with the organization, it is for the most part considered very valid and influential (Bickart & Schindler 2001). Accordingly, it is conceivable that this longtail viewpoint will hold and customers will use OCRs to discover wanted products independent of their brand name.

OCRs can impact product/service through either awareness impacts or persuasive impacts. Awareness impacts demonstrate that reviews convey on the presence of the product/service and thus place it in the decision set of purchasers. It is discovered that OCRs has a critical beneficial effect on application awareness (Clark, Doraszelski & Draganska, 2007). OCRs have two effects on consumer's intention to use. To begin with, most review sites enable a customer to give both a general rating (frequently indicated by a letter or star grade) and a detailed review. OCRs could impact other purchasers' view of product/service

quality (Duan et al., 2009). Other than affecting a purchasers' view of product/service quality, OCRs additionally increase product awareness among purchasers. The awareness impact is most important when user reviews is scattered to online communities that are beforehand unconscious of the product/service. Therefore, we derive the following hypotheses:

Hypothesis 2: The stronger and comprehensive information giving, the greater relationship between Application Awareness and Perceived Ease of Use

2.5.3 The moderating effect of Brand Image on the relationship of Application Awareness and Perceived Ease of Use

Evidence of the function of brand image, as a particular impact, on the impression of the quality of a product/service has been given in a qualitative report by Brown, Easingwood and Murphy (2001) and quantitative investigations of service markets by Andreassen and Lindestad (1998) and Bloemer, de Ruyter and Peeters (1998). While the essential impact of the brand's image is probably going to be on customers' view of value, there is some proof that it might likewise impact customer decision (Andreassen & Lindestad, 1998; Bloemer et al., 1998).

Therefore, consumers' behavior will be influenced and determined by brand image (Burmann et al., 2008). Customers use a product's brand image in determining general perceptions of the specified product, a product with higher brand image might be gathered by buyers as result of superior quality and value (Richardson et al. 1994). Besides, Jacoby et al. (1971) direct an experiment research and have found that purchasers' perception of value and perception are fundamentally influenced by brand image. Thus, it is hypothesized that:

Hypothesis 3: Brand Image will strengthen the effects of Application Awareness on Perceived Ease of Use

2.5.4 The effect of Perceived Ease of Use on Perceived Usefulness and Attitude toward Using

Perceived ease of use is a construct attached to a person's evaluation of the exertion engaged with the way toward using the framework (Davis, 1989). There are numerous specialists (e.g. Moon & Kim, 2001; Aladwani, 2002) who have examined the connection between perceived ease of use and perceived usefulness. Up to this point, it has been speculated that perceived ease of use affects perceived usefulness, which has been contemplated regarding why a buyer buys a specific brand (Shah, Aziz, Jaffari, Waris, & Ejaz, 2012). By and by, Venkatesh (2000), sets that the TAM's "perceived usefulness will be influenced by perceived ease of use".

Both perceived ease of use and perceived usefulness together influence attitude toward using, while perceived ease of use directly affects perceived usefulness (Holden, 2010). The more individuals perceive technology is anything but difficult to use, the positive their attitude to the technology will be. The impact of perceived ease of use has been found to affect intention to use through attitude (Davis, 1989; Taylor & Todd, 1995). From the above discussions, this study proposes the following hypotheses:

Hypothesis 4: Perceived Ease of Use has positive effect on Perceived Usefulness

Hypothesis 5: Perceived Ease of Use has positive effect on Attitude toward Using

2.5.5 The effect of Perceived Usefulness on Attitude toward Using, Application Adoption and Brand Loyalty

There is discussion that attitude toward using is firmly influenced by perceived usefulness (Adams, 1992 & Davis, 1989). Previous study has additionally discovered that perceived usefulness to behavioral intention through attitude (Davis, 1989; Taylor & Todd, 1995). Latest studies recommend TAM applies likewise to e-commerce and to the adoption of IT (Gefen 1997). Attitude is the driver of purchaser utility or properties which is noted by Lancaster (1966). Triandis (1979) and Lin (2005) defined attitude as a person's certain or contrary behavior towards innovation adoption. Davis et al. (1992) characterized Perceived usefulness as a kind of outward motivation, contending that extraneous motivation strongly affects Information Technology (IT) adoption. On the other hand, the higher the perceived usefulness, the more probable it is for the person to adopt the new technology (Rogers, 2007).

Fulfilled customers have a tendency to have a higher usage level of a service than the individuals who are not fulfilled (Bolton & Lemon, 2010). They will probably make a more grounded repurchase intention and to suggest the product/service to their companions (Zeithaml et al., 1996). Various studies have uncovered that consumer satisfaction decidedly influences loyalty (Bloemer, de Ruyter, & Wetzels, 1999; Oliver, 1999; Zeithaml et al., 1996). This relationship would appear to be appropriate to e-commerce (Reichheld, Markey, & Hopton, 2000). Therefore, the following hypotheses are advanced:

Hypothesis 6: Perceived Usefulness will positively affect to Attitude toward Using

Hypothesis 7: Perceived Usefulness will positively affect to Application Adoption

Hypothesis 8: Perceived Usefulness will positively affect to Brand Loyalty

2.5.6 The effect of Attitude toward Using on Application Adoption and Brand Loyalty

Empirical studies identified with dissemination of technological innovations have extended the use of the TAM model to incorporate attitudes as characterized by the Theory of Reasoned Action (Davis et al., 1989; Jayawardhena & Foley, 2000). At to begin with, Lancaster (1966) noticed that attitude is the driver of customer utility or attributes. Triandis (1979) and Lin (2005) depicted attitude as a person's sure or adverse behavior towards innovation adoption. Triandis additionally expressed that attitude depicted the perceptions of usefulness of electronic banking, adaptation highlights, bank electronic highlights, hazard and security, and individual preferences. Attitude's positive relationship to consumer's intention to actually use the technical innovation has established a strong empirical support in former research (Hernandez & Mazzon, 2007). Moreover, customer's attitude is comprised of one's trusts about a point and attribution in making decision to adopt (Polatoglu, 2001).

Definitely, it would be beneficial to enhance attitude strength and consequently relative attitude. Past literature has demonstrated that attitude impacts behavioral intentions (Ajzen & Fishbein, 2001). Attitude with respect to the use of Web 2.0 technologies is characterized as the staff attractive quality to use Web 2.0 to help in-class learning. Attitude certain relationship to behavioral intention has gotten a solid support in past research (Ajzen & Fishbein, 2001; Taylor & Todd, 1995). In this way, the furthest point of the attitude exhibits the position of the object along a continuum of positivity (Ajzen & Fishbein, 2001).

S. Dick and K. Basu (1994) recommends that loyalty might be accomplished at both low and high levels of attitude strength, only if target purchasers perceive significant contrasts among contending brands. Definitely, it is advantageous to improve attitude strength and relative attitude. Hence, the following hypotheses are developed:

Hypothesis 9: Attitude Toward Using will positively affect to Application Adoption

Hypothesis 10: Attitude Toward Using will positively affect to Brand Loyalty

2.5.7 The effect of Application Adoption on Brand Loyalty

Previous studies accepted that the repurchase of a similar brand under conditions of strong perceived brand mark contrasts describes brand loyalty (Filser 1994; Kapferer & Laurent 1983; Odin & Valecre-Florence (2001). Also, giving mobile applications enable consumers to connect with the brand every day and make brand loyalty (Kim & Adler, 2011). D. Kim and H. Adler (2011) recommended that application adoption will have a beneficial effect all through the brand awareness, consumer's engagement and brand responsibility, which thus emphatically impacts the brand loyalty. Therefore, we it is hypothesized that:

Hypothesis 11: Application Adoption will positively affect to Brand Loyalty

2.5.8 The moderating effect of Social Influence on the relationship of Application Adoption and Brand Loyalty

Gladwell's (2010) proposed that social influence has the effect on the adoption and usage of technology. (Gardner & Steinberg, 2005) also suggested that, social relationships will more unequivocally impact the customer's adoption of mobile applications than different sorts of relationships.

Furthermore, as indicated by the loyalty and trust literatures, trust is one of the primary forerunners of loyalty (Hong & Cho, 2011; Kim, Chung, & Lee, 2011; Zhou et al., 2011). Besides, online communities, as a social structure, affect trust and loyalty (Walden, 2010). From the above discussions, this study proposes the following hypothesis:

Hypothesis 12: Social Influence will moderate the influence of Application Adoption on Brand Loyalty

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Research Model
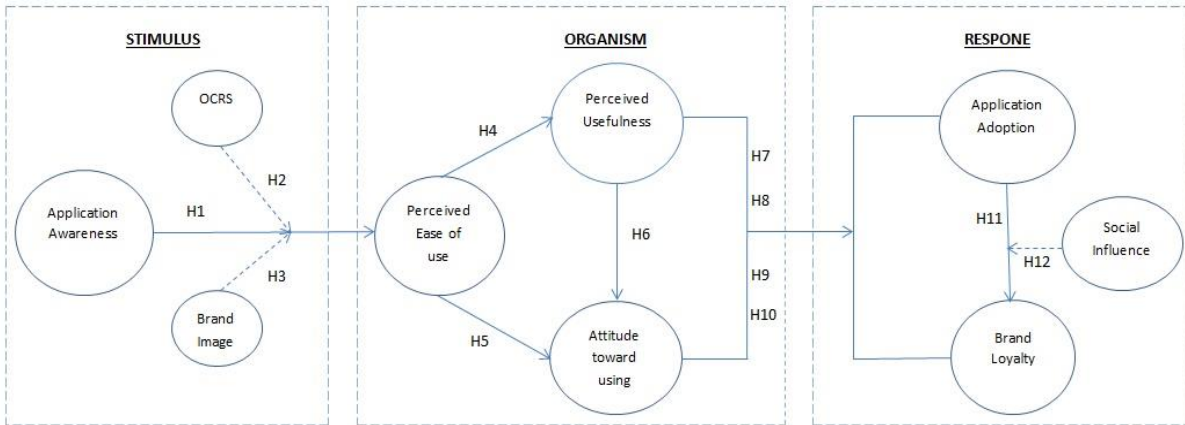
Figure 3.1 Research Model

The purpose of this study is to develop a new online journalism marketing strategy, using mobile application. The main point of the study is examining how mobile users adopt to use new mobile application, then using this application to new marketing channel for journalism. Based on the above research hypotheses development, this study develops a research framework as shown in Figure 3.1. It is suggested that the influence of online environment stimulate as OCRs to relationship between application awareness and customers' perception, increasing their intention to new application on mobile device. Because of developing new technology, the two theories that applied as a cornerstone are Technology Acceptance Model and S-O-R theory. After that, study suggests a marketing strategy based on new application to promote customers to become more loyal to online journalism.

3.2 Sampling and Data Collection

Firstly, the questionnaire is designed in English and then professionally translated into Vietnamese by a group of five doctoral degree candidates who major in business administration. In this study, all the participants voluntarily participated. The survey will be conducted by sending 350 questionnaires to respondents. The data were gathered through questionnaire survey 3-month-period from the middle of August 2017, to the middle of November 2017 in both Ha Noi and Ho Chi Minh City, Vietnam.

Firstly, this study conducted trial test to provide the effectiveness of questionnaires. A default sample size of 50 participants were conducted by using reliability test. The result of the Cronbach's α shows that, each variable has relatively high coefficient α higher than 0.7 which is an acceptable level of internal consistency.

3.3 Research Hypotheses

Based on the result of literature review that have discussed on chapter 2, 12 research hypotheses are developed in the current study for the further empirical validation. Firstly, H1, H2 and H3 test the effect of online environmental stimuli on beginning inner organism, Perceived Ease of Use. Second step is what happen inside customer, which is a process of human psychology from their perception to their adoption, an inside response. This process is described from H4 to H10. Finally, the final 2 hypotheses (H11 & H12) test the effect of the customer's adoption on mobile application to brand loyalty. In general, the hypotheses are as follow:

H1: Application Awareness will positively affect to Perceived Ease of Use

H2: The stronger and comprehensive information giving, the greater relationship between Application Awareness and Perceived Ease of Use

H3: Brand Image will strengthen the effects of Application Awareness on Perceived Ease of Use

H4: Perceived Ease of Use has positive effect on Perceived Usefulness

H5: Perceived Ease of Use has positive effect on Attitude toward Using

H6: Perceived Usefulness will positively affect to Attitude toward Using

H7: Perceived Usefulness will positively affect to Application Adoption

H8: Perceived Usefulness will positively affect to Brand Loyalty

H9: Attitude toward Using will positively affect to Application Adoption

H10: Attitude toward Using will positively affect to Brand Loyalty

H11: Application Adoption will positively affect to Brand Loyalty

H12: Social Influence will moderate the influence of Application Adoption on Brand Loyalty

3.4 Research Instruments

This study identified 9 research constructs and assessing the relationships among constructs. These construct are Application Awareness, Online Customer Reviews, Brand Image, Perceived Ease of Use, Perceived Usefulness, Attitude toward Using, Application Adoption, Brand Loyalty and Social Influence. For each construct, the detailed of questionnaire items are shown in Appendix.

3.4.1 Application Awareness

Application awareness is a term for frameworks that have worked in data or "awareness" about individual applications, keeping in mind the end goal to better cooperate with these applications. The study identified Application awareness influence to Perceived Ease of Use. This factor is measured with 5 items modified from Boonghee Yoo (2009). This research also adopted the measure items from Mangold (2011) to conduct analysis this factor. This dimension of Application awareness will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.1 Measurement of Application Awareness

Application Awareness
[AAW1] I can recognize the app among other competing brands
[AAW2] I am aware of the application
[AAW3] Some characteristics of the application come to my mind quickly
[AAW4] I can quickly recall the symbol or logo of the application
[AAW5] I have no difficulty in imagining the app in my mind.

3.4.2 Online Customer Reviews

Online customer reviews is the one of method sharing information from person to person via internet as mentioned above. Simple access to online customer reviews (OCRs) has driven a few onlookers to set that brand names, as confirmations of product quality and performance, will lose quite a bit of their significance in the interactive marketing environment (Chen 2001). This dimension of online customer reviews will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.2 Measurement of Online Customer Reviews

Online Customer Reviews
[OCRs1] I often read other online reviews to know what this app make good impressions on others
[OCRs2] To make sure I choose the right app, I often read other customer's online review
[OCRs3] I often consult other customer's online reviews to help choose an attractive app
[OCRs4] I frequently gather information from customer's online reviews before I choose the app
[OCRs5] When I use the app, customer's online reviews make confident in using to the app

3.4.3 Brand Image

Brand image be characterized as "...the reasoned or enthusiastic recognitions customers join to particular brands" (Low & Lamb, 2000). This factor is measured with 5 items modified from H. He, Y. Li and L. Harris (2012). This dimension of Brand image will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.3 Measurement of Brand Image

Brand Image
[BI1] The app has a distinctive identity
[BI2] The app stands out from its competitors
[BI3] The app is a first-class, high-quality brand
[BI4] The app has a high reputation for being good
[BI5] This app is reputed to perform well

3.4.4 Perceived Ease of Use

Given that exertion is a limited asset, an application perceived to be less demanding to use than another will probably be acknowledged by users (Davis,

1989). Perceived ease of use was evaluated using a 3-item scale, adjusted from past Technology Acceptance Model research (Park, Nam & Cha, 2011). This dimension of Perceived ease of use will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.4 Measurement of Perceived Ease of Use

Perceived Ease of Use
[PEOU1] The app are not complicated
[PEOU2] It is easy to download and save contents of the app
[PEOU3] The app does not take a lot of work
[PEOU4] The app does not require a lot of effort
[PEOU5] I find it easy to understand the app

3.4.5 Perceived Usefulness

Perceived usefulness (PU) was characterized as how much a person trusts that using a specific framework could upgrade his or her job performance (Davis, 1989). To measure Perceived usefulness, 5 items were measured based on Chang et al (2012). This dimension of Perceived usefulness will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.5 Measurement of Perceived Usefulness

Perceived Usefulness
[PU1] Using the app would improve my reading performance
[PU2] Using the app would make it easier to understand the content
[PU3] Using the app would increase my reading productivity
[PU4] Using the app will allow me to accomplish reading task quickly
[PU5] Using the app would enhance my effectiveness in reading

3.4.6 Attitude toward Using

At to start with, Lancaster (1966) noticed that attitude is the driver of customer utility or attributes. Triandis (1979) and Lin (2005) at that point portrayed attitude as a person's positive or negative behavior towards innovation adoption. This factor is measured with 5 items modified from Chin-Lung Hsu & Chuan-Chuan Lin (2007). This dimension of Attitude toward Using will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.6 Measurement of Attitude toward Using

Attitude toward Using
[AT1] I like participating in the app [AT2] I feel good about participating in the app [AT3] My attitude towards the app is favorable [AT4] Reading through the app is a wise idea [AT5] I would be interested in reading content that using the app

3.4.7 Application Adoption

Liran Einav stated that users had adopted mobile application when making their first online activity in this application (2014). This factor is measured with 5 items modified from Ana Carolina (2012). This dimension of Application Adoption will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.7 Measurement of Application Adoption

Application Adoption
[AAp1] I intend to use the app in the near future (i.e. next 3 months) [AAp2] It is likely that I will use the app in the near future (i.e. next 3 months) [AAp3] I expect to use the app in the near future (i.e. next 3 months) [AAp4] I plan to use the app in the next months in the near future (i.e. next 3 months) [AAp5] Given the chance, I intend to read online magazine by the app (i.e. next 3 months)

3.4.8 Brand Loyalty

In the most basic terms, brand loyalty is characterized as repurchasing behavior (Odin et al., 2001; Chen & Hitt, 2002). In any case, numerous specialists contend that such behavior does not catch the entire pith of the idea. Jacoby and Kyner (1973) recognized brand loyalty from basic purchasing behavior by conceptualizing it as "the biased, behavioral reaction communicated after some time by some basic decision-making unit, concerning at least one option brands out of a set of such brands, and is a component of mental processes." This factor is measured with 5 items modified from Lau, Geok Theng amd Sook Han Lee (1999). This dimension of Brand Loyalty will be measured by 5 items. All the items will be measured by seven –point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.8 Measurement of Brand Loyalty

Brand Loyalty
[BL1] To me this is the best app adapted
[BL2] I feel more attached to this particular app over other apps adapted
[BL3] I pay more attention to this particular app over other apps
[BL4] I am more interested in this particular app over other apps
[BL5] If this app is not available in the store when I need it, I will buy it somewhere else/later

3.4.9 Social Influence

Venkatesh et al. (2003) characterized social influence as how much an individual perceives that imperative others trust he/she should use the technology. Other study found that individual decisions to adopt mobile commerce services were affected by loved ones (Singh et al, 2010). Sripalawat et al. (2011) measured this factor with 5 items modified. This dimension of social

influence will be measured by 5 items. All the items will be measured by seven – point Likert scale to measure from 1=strongly disagree to 7=strongly agree.

Table 3.9 Measurement of Social Influence

Social Influence
[SI1] People who are important to me think that I should use the app
[SI2] People who are familiar with me think that I should use the app
[SI3] Most people surrounding with me use the app
[SI4] People who influence my behavior think that I should use the app
[SI5] My friends think that I should use the app

3.5 Data Analysis Procedure

SPSS 20.0 and Smart PLS software will be used to analyze the break down the gathered information to accomplish the goals of this research and test the theories. The following data analyses are shown below:

3.5.1 Descriptive Analysis

Descriptive statistical analysis will be used to analysis the characteristics of each variable. Firstly, respondents profile will be illustrated using descriptive statistic techniques in terms of frequency of distribution. Then the means and standard deviation of both independent and dependent variable will be illustrated.

3.5.2 Reliability of the Measurement Variables

Exploration factor analysis is applied to explore the structure of data and ensure dimensionality and reliability of the research constructs. After factor analysis was done, item-to- total correlation and internal consistency analysis

(Cronbach's alpha) were employed to confirm the reliability of each research factors.

The purpose of factor analysis is to explore the underlying variance structure of a set of correlation coefficients. Factor analysis can be used to not only summarize or reduce data but also for exploratory or confirmatory purpose. Item-to-total correlation and coefficient alpha were also assessed to identify the internal consistency and reliability of the constructs. Item-to-total correlation measures the correlation of each item to the sum of the remaining items. This approach assumes that the total score is valid and thus the extent to which the item correlates with the total score is indicative of convergent validity for the item.

Factor analysis was conducted for all constructs as the data were taken and adapted from former research and following criterions were followed for the factor analysis:

(1) Factor loading: Higher than 0.6

(2) Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO): Higher than 0.5 & Bartlett's test Sig below than 0.05

(3) Eigen value: Higher than 1

(4) Explained variance (accumulative): Higher than 0.6

(5) Cronbach's coefficient alpha (α): Higher than 0.7

(6) Item-to-total correlation: Higher than 0.5

3.5.3 Hypotheses Testing Techniques

In this research the Partial Least Squares path modeling algorithm was adopted for measurement model and the structural model. PLS is less restrictive in regard to its normal distribution assumption, sample size restriction according

to Karin (2009) and multicollinearity situation than other options (Ribink, Liligander & Streakens, 2004; Anderson & Swaminathan, 2011).

These R^2 coefficients are considered to be substantial on moderate according to Schroer and Herterl (2009). The AVEs of the constructs are much higher than the benchmark of 0.5 as recommended. The Conbrach's alpha coefficients must fulfill the criteria of 0.7, and confirm the internal consistency of the measurement items. The CR coefficients are much higher than the criteria of 0.6. As well, the goodness of fit index (GoF) in intervals of 0.36, 0.25 or 0.10 is reflected to be large, medium and small, respectively (Schroer et al., (2009).

CHAPTER FOUR

EMPIRICAL RESULTS

4.1 Descriptive Analysis

To show off information about characteristics of respondents and the results, preliminary analyses were conducted in this section.

4.2 Response rates and Data Collection

The data were gathered through questionnaire survey five – month – period from the middle of July 2016, to the middle of December 2016 in Hanoi, Vietnam. A total of 400 survey questionnaires are sent to the travelers who have used mobile tourism application before. Given the responses of 250 filled in questionnaires, a response rate of 62.5% is obtained. There are no missing data from the 250 questionnaires; hence there were 250 are usable.

4.3 Characteristics of Respondent

Table 4.1 Characteristics of the Respondents (N = 250)

Classification	Respondents	
	Frequency	Percentage (%)
Gender		
Male	115	46.0%
Female	135	54.0%
Age		
< 25	160	64.0%
26 – 35	89	35.6%
36 – 45	1	0.4%
Income (USD/month)		
< 300	82	32.8%
301 – 600	117	46.8%
601 – 900	36	14.4%
901 – 1200	6	2.4%
1200	9	3.6%
Education		
High school	3	1.2%
Bachelor	165	66.0%
Master	80	32.0%
Others	2	0.8%

Table 4.1 indicates the basic attributes of the sample responses. There are four major points in this study: (1) Gender, (2) Age, (3) Income, (4) Education. Looking in the table below, there are more female respondents than males, which stand at 54 percentages. Besides, mostly respondents are young people below than 25 years old, which make up 64 percentages of sample, so that amount of people earning from 301USD to 600USD per month achieve 46.8 percentages, which is approximate to 117 persons. Finally, respondents largely are Bachelor students which represent 66 percentages of the samples.

4.4 Descriptive Analysis of Research Variables

Table 4.2 indicates the descriptive statistics by questionnaire items for sample. There are five items of Application Awareness, five items of Online Customer Reviews, five items of Brand Image, five items of Perceived Usefulness, five items of Perceived Ease of Use, five items of Attitude toward Using, five items of Application Adoption, five items of Brand Loyalty and five items of Social Influence.

As show in Table 4.2, for Application Awareness, the sample cases show a range of item's mean value from 4.10 to 4.31 in the 7 – point Likert scales, and item AAW1has highest mean value in factor which is 5.31. Items of Online Customer Reviews shows a range of item's mean value from 4.95 to 5.15. In term of Brand Image, the highest mean value is BI5 which is 5.44, while the lowest mean values are BI2 and BI3 which stands only 5.19. Besides, a range of item's mean value from 5.28 to 5.62 in 7 – point Likert scales of factor Perceived Ease of Use. Factor Perceived Usefulness indicated mean value of its items in 7 – point Likert scales, which ranges from 5.14 (PU4) to 5.74 (PU2). In factor

Attitude toward Using, there are a similarity between items' mean value, which are AT1 (4.90), AT4 (4.96), while AT3 has highest mean value which is 5.12. For the Application Adoption, the sample case shows a range from 5.00 to 5.39 in the 7-point Likert scales. For the Brand Loyalty, the sample case shows a range from 4.92 to 5.17 in the 7-point Likert scales. Items of Social Influence shows a range of item's mean value from 5.28 to 5.49.

Table 4.2 Descriptive Analysis for Questionnaire Items

Item	Description (5 – point scale)	Mean	Std. Dev
	Application Awareness		
AW1	I can recognize the app among other competing brands	5.31	1.456
AW2	I am aware of the application	5.24	1.355
AW3	Some characteristics of the application come to my mind quickly	5.01	1.431
AW4	I can quickly recall the symbol or logo of the application	5.00	1.458
AW5	I have difficulty in imagining the app in my mind	4.10	1.894
	Online Customer Reviews		
OCRs1	I often read other online reviews to know what this app make good impressions on others	5.02	1.553
OCRs2	To make sure I choose the right app, I often read other customer's online review	5.12	1.410
OCRs3	I often consult other customer's online reviews to help choose an attractive app	5.15	1.417
OCRs4	I frequently gather information from customer's online reviews before I choose the app	4.95	1.521
OCRs5	When I use the app, customer's online reviews make confident in using to the app	5.06	1.446
	Brand Image		
BI1	The app has a distinctive identity	5.33	1.267
BI2	The app stands out from its competitors	5.19	1.312
BI3	The app is a first-class, high-quality brand	5.19	1.389
BI4	The app has a high reputation for being good	5.38	1.272
BI5	This app is reputed to perform well	5.44	1.304
	Perceived Ease of Use		
PEOU1	The app are not complicated	5.28	1.394
PEOU2	It is easy to download and save contents of the app	5.54	1.222
PEOU3	The app does not take a lot of work	5.47	1.296

Item	Description (5 – point scale)	Mean	Std. Dev
PEOU4	The app does not require a lot of effort	5.62	1.173
PEOU5	I find it easy to understand the app	5.49	1.261
Perceived Usefulness			
PU1	Using the app would improve my reading performance	5.18	1.451
PU2	Using the app would make it easier to understand the content	4.74	1.545
PU3	Using the app would increase my reading productivity	5.24	1.307
PU4	Using the app will allow me to accomplish reading task quickly	5.14	1.398
PU5	Using the app would enhance my effectiveness in reading	5.45	1.219
Attitude Toward Using			
AT1	I like participating in the app	4.90	1.627
AT2	I feel good about participating in the app	5.08	1.397
AT3	My attitude towards the app is favorable	5.12	1.456
AT4	Reading through the app is a wise idea	4.96	1.491
AT5	I would be interested in reading content that using the app	5.07	1.444
Application Adoption			
AAp1	I intend to use the app in the near future (i.e. next 3 months)	5.12	1.459
AAp2	It is likely that I will use the app in the near future (i.e. next 3 months)	5.15	1.400
AAp3	I expect to use the app in the near future (i.e. next 3 months)	5.39	4.162
Aap4	I plan to use the app in the next months in the near future (i.e. next 3 months)	5.00	1.447
Aap5	Given the chance, I intend to read online magazine by the app (i.e. next 3 months)	5.20	1.402
Brand Loyalty			
BL1	To me this is the best app adapted	5.17	1.384
BL2	I feel more attached to this particular app over other apps adapted	5.11	1.450
BL3	I pay more attention to this particular app over other apps	4.92	1.595
BL4	I am more interested in this particular app over other apps	5.05	1.493
BL5	If this app is not available in the store when I need it, I will buy it somewhere else/later	4.92	1.578
Social Influence			
SI1	People who are important to me think that I should use the app	5.49	1.389
SI2	People who are familiar with me think that I should use the app	5.43	1.430
SI3	Most people surrounding with me use the app	5.46	1.314
SI4	People who influence my behavior think that I should use the app	5.28	1.496
SI5	My friends think that I should use the app	5.42	1.387

4.5 Factor Analysis and Reliability Tests

To verify the dimensionality and reliability of the constructs, several data purification processes are conducted in this research, including factor analysis, correlation analysis, and coefficient alpha analysis. For factor analysis examines the basic structure of the data. Correlation analysis confirms the multi-collinearity among variables, and coefficient (Cronbach's) alpha accesses the internal consistency of each variable.

For each research construct, factor analysis is adopted first to select the items with higher factor loading, and then to compare with the theoretically suggested items. After factor analysis, item-to-total correlation, coefficient alpha, and correlation matrix are calculated to provide the internal consistency measurements to each constructs.

Factor analysis was conducted for all constructs as the data were taken and adapted from former research and following criterions were followed for the factor analysis:

(1) Factor loading: Higher than 0.6

(2) Kaiser Meyer Olkin Measure of Sampling Adequacy (KMO): Higher than 0.5 & Bartlett's test Sig below than 0.05

(3) Eigen value: Higher than 1

(4) Explained variance (accumulative): Higher than 0.6

(5) Cronbach's coefficient alpha (α): Higher than 0.7

(6) Item-to-total correlation: Higher than 0.5

4.5.1 Application Awareness

There are total five items in this construct using to explain the Application Awareness, which is listed in above table 4.3.

In general, the KMO value for all factors in each Construct is 0.778, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item AAW2 *"I am aware of the application"* has the highest Factor loading is 0.891, which indicates the highest relation to construct Application Awareness. Besides, construct's Eigenvalue is 3.073 higher than 1, which getting reasonable proportion of Accumulative Explained is 76.892 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.899, thus representing a high internal consistency in construct.

Table 4.3 Results of factor analysis and reliability check on Application Awareness

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.073	76.892		0.899
Application Awareness KMO =0.778 BTV =0.000	*AAW2* I am aware of the application	0.891			0.797	
	AAW3 Some characteristics of the application come to my mind quickly	0.890			0.799	

Research Construct	Research Item	FL	EV	AE	ITC	α
	AAW1 I can recognize the app among other competing brands	0.880			0.775	
	AAW4 I can quickly recall the symbol or logo of the application	0.844			0.729	
	AAW5 I have no difficulty in imagining the app in my mind	Deleted				

4.5.2 Online Customer Reviews

There are total five items in this construct using to explain the Online Customer Reviews. In general, the KMO value for all factors in each Construct is 0.864, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item OCRs3 *"I often consult other customer's online reviews to help choose an attractive app"* has the highest Factor loading is 0.927, which indicates the highest relation to construct Online Customer Reviews.

In fact, construct's Eigenvalue is 3.580 higher than 1, which getting reasonable proportion of Accumulative Explained is 71.598 and substantive sense, which show these are important underlying factors for this construct. Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of - Cronbach's

coefficient alpha α = 0.864, thus representing a high internal consistency in construct.

Table 4.4 Results of factor analysis and reliability check on Online Customer Reviews

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.580	71.598		0.864
Online Customer Reviews KMO =0.864 BTV =0.000	*OCRs3* I often consult other customer's online reviews to help choose an attractive app	0.927			0.863	
	OCRs4 I frequently gather information from customer's online reviews before I choose the app	0.914			0.845	
	OCRs2 To make sure I choose the right app, I often read other customer's online review	0.890			0.804	
	OCRs1 I often read other online reviews to know what this app make good impressions on others	0.753			0.631	
	OCRs5 When I use the app, customer's online reviews make confident in using to the app	0.726			0.602	

4.5.3 Brand Image

There are total five items in this construct using to explain the Brand Image. In general, the KMO value for all factors in each Construct is 0.882, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item BI2 *"The app stands out from its competitors"* has the highest Factor loading is 0.933, which indicates the highest relation to construct Brand Image.

In fact, Eigenvalue is 3.921 higher than 1, which getting reasonable proportion of Accumulative Explained is 3.921 and substantive sense, which show these are important underlying factors for this construct. Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha $\alpha = 0.931$, thus representing a high internal consistency in construct.

Table 4.5 Results of factor analysis and reliability check on Brand Image

Research Construct	Research Item	FL	EV	AE	ITC	α
Brand Image KMO =0.882 BTV =0.000			3.921	78.419		0.931
	BI2 The app stands out from its competitors	0.933			0.887	
	BI4 The app has a high reputation for being good	0.919			0.867	
	BI3 The app is a first-class, high-quality brand	0.874			0.800	
	BI1 The app has a distinctive identity	0.865			0.786	
	BI5 This app is reputed to perform well	0.833			0.745	

4.5.4 Perceived Ease of Use

There are total five items in this construct using to explain the Perceived Ease of Use, which is listed in above table 4.6.

In general, the KMO value for all factors in each Construct is 0.860, hence it represents data in each factor are well suitable to perform factor analysis.

Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item PEOU2 *"It is easy to download and save contents of the app"* has the highest Factor loading is 0.847, which indicates the highest relation to construct Perceived Ease of Use. Besides, construct's Eigenvalue is 3.351 higher than 1, which getting reasonable proportion of Accumulative Explained is 67.025 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.876, thus representing a high internal consistency in construct

Table 4.6 Results of factor analysis and reliability check on Perceived Ease of Use

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.351	67.025		0.876
	PEOU2 It is easy to download and save contents of the app	0.847			0.747	
Perceived Ease of Use	*PEOU3* The app does not take a lot of work	0.842			0.735	
KMO =0.860	*PEOU4* The app does not require a lot of effort	0.833			0.724	
BTV =0.000	*PEOU1* The app are not complicated	0.812			0.696	
	PEOU5 I find it easy to understand the app	0.757			0.629	

4.5.5 Perceived Usefulness

There are total five items in this construct using to explain the Perceived Usefulness, which is listed in above table 4.7.

In general, the KMO value for all factors in each Construct is 0.843 over 0.7, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item PU1 *"Using the app would improve my reading performance"* had the highest Factor loading is 0.863, which indicates the highest relation to construct Perceived Usefulness. Besides, construct's Eigenvalue is 3.430 higher than 1, which getting reasonable proportion of Accumulative Explained is 68.596 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.885, thus representing a high internal consistency in construct.

Table 4.7 Results of factor analysis and reliability check on Perceived Usefulness

Research Construct	Research Item	FL	EV	AE	ITC	α
Perceived Usefulness KMO =0.843 BTV =0.000			3.430	68.596		0.885
	PU1 Using the app would improve my reading performance	0.863			0.773	
	PU4 Using the app will allow me to accomplish reading task quickly	0.846			0.747	

Research Construct	Research Item	FL	EV	AE	ITC	α
	PU2 Using the app would make it easier to understand the content	0.840			0.741	
	PU5 Using the app would enhance my effectiveness in reading	0.800			0.684	
	PU3 Using the app would increase my reading productivity	0.790			0.674	

4.5.6 Attitude toward Using

In general, the KMO value for all factors in each Construct is 0.874, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item AT3 *"My attitude towards the app is favorable"* has the highest Factor loading is 0.926, which indicates the highest relation to construct Attitude toward Using. Besides, construct's Eigenvalue is 3.061 higher than 1, which getting reasonable proportion of Accumulative Explained is 72.018 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.901, thus representing a high internal consistency in constructs.

Table 4.8 Results of factor analysis and reliability check on Attitude toward Using

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.061	72.018		0.901
Attitude toward Using KMO =0.874 BTV =0.000	AT3 My attitude towards the app is favorable	0.926			0.862	
	AT4 Reading through the app is a wise idea	0.908			0.837	
	AT2 I feel good about participating in the app	0.876			0.788	
	AT1 I like participating in the app	0.762			0.645	
	AT5 I would be interested in reading content that using the app	0.756			0.636	

4.5.7 Application Adoption

There are total five items in this construct using to explain the Application Adoption, which is listed in above table 4.9.

In general, the KMO value for all factors in each Construct is 0.774, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item AAp2 *"It is likely that I will use the app in the near future (i.e. next 3 months)"* has the highest Factor loading is 0.911, which indicates the highest relation to construct Application Adoption. Besides, construct's Eigenvalue is 3.066 higher than 1, which getting reasonable proportion of Accumulative Explained is

76.646 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.897, thus representing a high internal consistency in construct.

Table 4.9 Results of factor analysis and reliability check on Application Adoption

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.066	76.646		0.897
Mobile Application Adoption KMO =0.774 BTV =0.000	*AAp2* It is likely that I will use the app in the near future (i.e. next 3 months)	0.911			0.825	
	AAp1 I intend to use the app in the near future (i.e. next 3 months)	0.908			0.816	
	AAp5 Given the chance, I intend to read online magazine by the app (i.e. next 3 months)	0.879			0.781	
	AAp4 I plan to use the app in the next months in the near future (i.e. next 3 months)	0.799			0.668	
	AAp3 I expect to use the app in the near future (i.e. next 3 months)		Deleted			

4.5.8 Brand Loyalty

There are total five items in this construct using to explain the Intention to Visit, which is listed in above table 4.10.

In general, the KMO value for all factors in each Construct is 0.878, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item BL3 *"I pay more attention to this particular app over other apps"* has the highest Factor loading is 0.913, which indicates the highest relation to construct Intention to Visit. Besides, construct's Eigenvalue is 3.980 higher than 1, which getting reasonable proportion of Accumulative Explained is 3.980 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.963, thus representing a high internal consistency in construct

Table 4.10 Results of factor analysis and reliability check on Brand Loyalty

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.980	79.602		0.963
Brand Loyalty KMO =0.878 BTV =0.000	**BL3** I pay more attention to this particular app over other apps	0.913			0.862	
	BL4 I am more interested in this particular app over other apps	0.912			0.856	
	BL2 I feel more attached to this particular app over other apps adapted	0.891			0.823	
	BL1 To me this is the best app	0.882			0.810	
	BL5 If this app is not available when I need it, I will buy it somewhere else/later	0.863			0.790	

4.5.9 Social Influence

There are total five items in this construct using to explain the Application Adoption, which is listed in above table 4.11.

In general, the KMO value for all factors in each Construct is 0.865, hence it represents data in each factor are well suitable to perform factor analysis. Bartlett test values are 0.000, which indicates correlations between the variables are significant.

All items have factor loadings higher than 0.6. Between each item, item SI3 *"Most people surrounding with me use the app"* has the highest Factor loading is 0.910, which indicates the highest relation to construct Application Adoption. Besides, construct's Eigenvalue is 3.892 higher than 1, which getting reasonable proportion of Accumulative Explained is 77.849 and substantive sense, which show these are important underlying factors for this construct.

Reliability test showed all variables are significant when the item-to-total correlations of all items are above 0.5, contributing to high value of -Cronbach's coefficient alpha α = 0.929, thus representing a high internal consistency in construct

Table 4.11 Results of factor analysis and reliability check on Social Influence

Research Construct	Research Item	FL	EV	AE	ITC	α
			3.892	77.849		0.929
Social Influence KMO =0.865 BTV =0.000	*SI3* Most people surrounding with me use the app	0.910			0.851	
	SI1 People who are important to me think that I should use the app	0.894			0.827	
	SI2 People who are familiar with me think that I should use the app	0.886			0.813	
	SI4 People who influence my behavior think that I should use the app	0.865			0.790	
	SI5 My friends think that I should use the app	0.9.85 6			0.778	

4.6 Hypothesis Testing

4.6.1 Evaluation of the Measurement Model

According to Hair (2011), although the covariance-based structural equation modeling (CB-SEM) has dominated since its first appeared in the 1980s, the partial least squre SEM (PLS-SEM) has called a great deal of attention in recent years. While CB-SEM aims at reporducting the theorectical covariance martrix rather than on explained variance, PLS-SEM focuses on maximizing the explained variance of the dependent latent constructs. Therefore, PLS path modeling has been encountered increasingly among marketing researchers, because of its ability to model latent constructs under conditions of non-normality distribution with small to medium sample sizes (Hair et al., 2011). PLS has been recognized as an effective analytical technique, particularly for those studies focusing on prediction of an outcome (Chin, Marcolin, & Newsted, 2003). Hair et al. (2011) contended that PLS-SEM path modeling can be a "silver bullet" to provide parameters that can maximize the explained variance (R2 value) of the dependent constructs.

Following Hair et al. (2011), there are several criteria to measure the reliability and validity of the measurement model. The first criterion is the coefficient of determination (R2) which measures the amount of explained varience of each endogenous latent variable. According to Schroer and Herterl (2009), R2 value of more than 0.672 is considered to be substantial, 0.33 is described as moderate, while less than 0.19 is considered to be weak.

The second criterion is the average variance extracted (AVE) which assess the convergent validity, AVE should be greater than 0.5 to assure that the latent variables can explain more the average (Henseler et al, 2009). The third criterion is the composite reliability (CR), which should be greater than 0.6 to confirm that the variance shared by the respective indicators is robuts (Nunnally &

Bersin, 1994). The fourth criterion is the Cronbach's alpha coefficient, which should be higher than 0.7 to confirm the internal consistency of the research construct.

Using the above criteria, the reliability and validity of the measurement model can be verified. As shown in the table 4-12, the coefficient of determination (R^2), for the 4 endogenous latent variables is as follows: 0.6345 for Attitude toward Using, 0.2384 for Perceived Ease of Use, 0.3772 for Perceived Usefulness, and 0.6488 for Brand Image. These R^2 coefficients are considered to be substantial on moderate according to Schroer and Herterl (2009). The AVEs of the constructs are ranged from 0.6699 to 0.7960, which are much higher than the benchmark of 0.5 as recommended. The Conbrach's alpha coefficients are ranged from 0.8765 to 0.9358, which have fulfilled the criteria of 0.7, and confirm the internal consistency of the measurement items. The CR coefficients are ranged from 0.9102 to 0.9512, which are much higher than the criteria of 0.6, which suggest that the variance shared by the respective indicators is robust. Based on the above discussions, it can be concluded that the reliability and convergent validity of the research model is appropriate, which enables us to proceed to an evaluation of the structural model.

Table 4.12 Evaluation of the Measurement Model

Construct	AVE	CR	Cronbach's Alpha	R^2
ATU	0.7202	0.9274	0.9006	0.6345
Brand Image	0.7615	0.9409	0.9307	-
OCRs	0.7062	0.9219	0.8977	-
PEOU	0.6699	0.9102	0.8765	0.2384
PU	0.6859	0.9160	0.8852	0.3772
Application awareness	0.7679	0.9297	0.8993	-
Application adaption	0.7661	0.9290	0.8975	-
Brand loyalty	0.7960	0.9512	0.9358	0.6488
Social influence	0.7668	0.9426	0.9287	-

GOF: 0.5516

4.6.2 Evaluation of the Structural Model

This study using the parameter estimates of the path between research constructs to test the hypotheses. The goodness-of-fit (GoF) index is used to measure the overall fitness between the data and the model. Following Vinzi et al. (2010), the GoF of this structural model is 0.5516, which is considered to be large. The result confirmed that the structural model is appropriate with high predictive power. The structural model as shown as figure 4.1 and table 4.12 below:
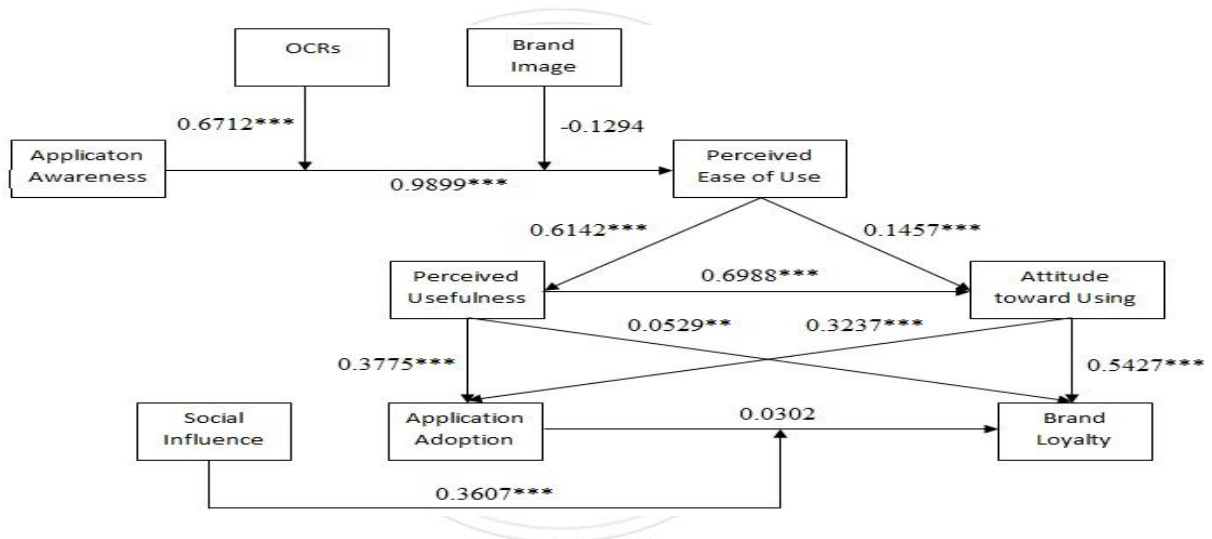
Figure 4.1 Structural Model

The empirical results as showed in figure 4.1 and table 4-13 indicate that application awareness has significant influence on perceived ease of use (β=0.9899, t=8.3323). Furthermore, the interaction between application awareness and online customer reviews have significant influence on perceived ease of use (β=0.6712, t=6.6281). These results indicated that when online customer reviews are dominated, the influence of application awareness and perceived ease of use will be applied. In contrast, the interaction between application awareness and brand image have not significant influence on perceived ease of use (β=-0.1294, t=1.0138). Then, perceived ease of use has

significant influence on perceived usefulness (β=0.6142, t=32.7773) and attitude toward using (β=0.1457, t=7.6801).

Perceive usefulness has significant influence on attitude toward using (β=0.6988, t=47.3416), perceived usefulness also has significant influence on application adoption (β=0.3775, t=13.9524) and brand loyalty (β=0.0529, t=2.1054). Besides, attitude toward using has significant influence on application adoption (β=0.3237, t= 12.0882) and brand loyalty (β= 0.5427, t= 24.0062). Finally, application adoption has no significant influence on brand loyalty (β=0.0302, t=0.4392). But, the moderating effects of social influence has significant influence on the relationship between application adoption and brand loyalty (β=0.3607, t=4.3159). The results seem to suggest that when social influence is dominated, the influence of application adoption and brand loyalty use will be applied.

Table 4.13 Evaluation of Structural Model and Hypothesis Testing

Hypo	Path	Standardize Estimate	t-value	p-value
H$_1$	Application Awareness -> Perceived Ease of Use	0.9899	8.3323	***
H$_2$	Application Awareness * Online customer reviews -> Perceived Ease of Use	0.6712	6.6281	***
H$_3$	Application Awareness * Brand Image -> Perceived Ease of Use	-0.1294	1.0138	_
H$_4$	Perceived Ease of Use -> Perceived Usefulness	0.6142	32.7773	***
H$_5$	Perceived Ease of Use -> Attitude toward Using	0.1457	7.6801	***
H$_6$	Perceived Usefulness -> Attitude toward Using	0.6988	47.3416	***
H$_7$	Perceived Usefulness -> Application Adoption	0.3775	13.9524	***
H$_8$	Perceived Usefulness -> Brand Loyalty	0.0529	2.1054	**
H$_9$	Attitude toward Using -> Application Adoption	0.3237	12.0882	***
H$_{10}$	Attitude toward Using -> Brand Loyalty	0.5427	24.0062	***
H$_{11}$	Application Adoption -> Brand Loyalty	0.0302	0.4392	_
H$_{12}$	Application Adoption * Social Influence -> Brand Loyalty	0.3607	4.3159	***

CHAPTER FIVE
CONCLUSIONS

This chapter contains three parts: Conclusion, limitation, implication and suggestion. The results of this study are concluded in Conclusion part. Limitations of the study, managerial implications for marketing tourism and the suggestions for future research are also included

5.1 Research Conclusions

The major objective of this study is to examine how customers adopt a journalism tourism application and using this application to orient customers' intention to read online magazines. This objective is examined based on three factors Perceived Usefulness, Perceived Ease of Use, and Attitude toward using application which are taken from Technology Acceptance Model – an information systems theory. The study also assesses the role of OCRs and Brand image on the relationship between Application Awareness and Perceived Ease of Use and examines the moderating roles of Social Influence on the influence of Application Adoption on Brand Loyalty.

In addition, survey data from 250 respondents brought the important result which partially supports research hypotheses. This research was conduct by using newly development methods using Smart PLS. Finally, the results were summarized in Table 5.1 The Results of Research Hypothesis as below:

Table 5.1 The Results of Research Hypothesis

	Research Hypotheses	**Results**
H1	Application Awareness will positively affect to Perceived Ease of Use	Support
H2	The stronger and comprehensive information giving, the greater relationship between Application Awareness and Perceived Ease of Use	Support
H3	Brand Image will strengthen the effects of Application Awareness on Perceived Ease of Use	Not support
H4	Perceived Ease of Use has positive effect on Perceived Usefulness	Support
H5	Perceived Ease of Use has positive effect on Attitude toward Using	Support
H6	Perceived Usefulness will positively affect to Attitude toward Using	Support
H7	Perceived Usefulness will positively affect to Application Adoption	Support
H8	Perceived Usefulness will positively affect to Brand Loyalty	Support
H9	Attitude toward Using will positively affect to Application Adoption	Support
H10	Attitude toward Using will positively affect to Brand Loyalty	Support
H11	Application Adoption will positively affect to Brand Loyalty	Not support
H12	Social Influence will moderate the influence of Application Adoption on Brand Loyalty	Support

The first hypothesis stated that Application Awareness will positively affect to Perceived Ease of Use. The study results suggest that this hypothesis is supported. The results are also in line with Sathye (2008). This author argued that high awareness about technology's advantages is a fundamental factor driving customer to adopt this technology. The second hypothesis stated that the stronger and comprehensive information giving, the greater relationship between Application Awareness and Perceived Ease of Use. This study results support the

hypothesis. Duan (2009) proposed that the rating and review of online customer could impact other purchasers' view of product/service quality.

The third hypothesis stated that Brand Image will strengthen the effects of Application Awareness on Perceived Ease of Use. The study results suggest that this hypothesis is not supported. The reason of this result may be that whether the application is easy to use or not is not related to the image of the firm.

The fourth hypothesis is Perceived Ease of Use has positive effect on Perceived Usefulness and the fifth hypothesis is Perceived Ease of Use has positive effect on Attitude toward Using. These results also support the hypotheses. Holden (2010) suggested that Both Perceived Ease of Use and Perceived Usefulness together influence Attitude toward Using, while Perceived Ease of Use directly affects Perceived Usefulness.

The sixth hypothesis stated that Perceived Usefulness will positively affect to Attitude toward Using. And the seventh hypothesis is Perceived Usefulness will positively affect to Application Adoption. The eight hypothesis is Perceived Usefulness will positively affect to Brand Loyalty. The results also support the hypotheses. Rogers (2007) proposed that the higher the perceived usefulness, the more probable it is for the person to adopt the new technology, while Bolton and Lemon (2005) stated that fulfilled customers have a tendency to have a higher usage level of a service than the individuals who are not fulfilled.

The ninth hypothesis is Attitude toward Using will positively affect to Application Adoption and the tenth hypothesis is Attitude toward Using will positively affect to Brand Loyalty. The results also support the hypotheses. Lin (2005) depicted attitude as a person's sure or adverse behavior towards innovation adoption. Moreover, customer's attitude is comprised of one's trusts about a point and attribution in making decision to adopt (Polatoglu, 2001).

The eleventh hypothesis is Application Adoption will positively affect to Brand Loyalty. The results suggest that this hypothesis is not supported. The reason of these results may be that whether customers are loyal to the brand, is not related to the way they adopt the application. The last hypothesis stated that Social Influence will moderate the influence of Application Adoption on Brand Loyalty. The results also support the hypothesis. Gladwell's (2010) proposed that social influence has the effect on the adoption and usage of technology.

In general, it can be stated that this study demonstrated how customers adopt a technique innovation (mobile journalism application) based on combination of the two theories which are Technology Acceptance Model and Stimulus-Organism-Response theory. In particular, if find the positive online reviews about mobile journalism application of this application improving the customer's awareness, they will adopt to use this journalism application. According to the results, marketers and mobile application designers, or journalism business should be aware that if customers have a positive attitude towards mobile tourism application, they will attempt to use it. Besides, the more customers will be affected by social influence, the more they will be faithful to the application. It can be useful for marketing journalism and then increasing its usability.

5.2 Implication

Mobile application is one of the fastest-growing sectors in the technology industry, and it continues to evolve to combine faster processors, better memory, and more efficient operating systems into a compact handheld device. Mobile application also offers a dynamics tool for use in personal and professional

environments. The role of mobile application in journalism continues to expand as additional uses and applications emerge. Many people nowadays have access to updated news in any place and at any time. Consequently, many citizens have diverted their attention and media spending away from legacy media such as newspapers. The strong uptake of online news has not only fuelled readership decline (e.g. Westlund & Färdigh, 2011 Westlund; Oscar, 2011), but also threatened the business models of newspapers (Nel, 2010).

Mobile phones have become more dominant, more adaptable as well as better usable and this progress is expected to develop in the near future (A. Peddemors, 2008). In addition, the is a rapidly increase in numbers of smartphone users, then various new services are provided by the mobile, consumer's demand for service usability increased as well. Therefore, consumers are interested in selecting the mobile application for seeking information. The relationship between consumers and mobile service provider is important for communicating using mobile application, and for interaction between consumers and space of mobile application. Particularly, mobile application marketing is a new rising part in the journalism industry. Journalism mobile applications provide firms the better chance for reaching consumers through direct access. Besides, in the journalism industry, building brand loyalty is considered to be one of the main successful aspects for doing business (Singh & Sirdeshmukh, 2009).

One of the most important findings of this study is the moderating roles of online customer reviews which show that online customer reviews provides all the necessary information for customers to seek and share a lot of information via online environment, so the adoption of customers about the innovation is already valued as essential to elements for competitiveness among competitors.

It means that, customers can base on online reviews from previous experience on from others such as social network or online feedback to choose the correct journalism application that suits them the most. Online customer reviews have turned into a noteworthy wellspring of information for customers in the Internet. Understanding the effect of OCRs on customers' choices is a vital test for scholastics and experts. It can indicate that OCRs increase the significance of brand for customer purchase decisions, demonstrating that controlling OCRs have turned into a decent test for brand management. Hence, firms need to focus on the voices of clients on socially-based sites and react suitably so as to keep customers brand-loyal.

Moreover, this study also proposes the moderating roles of social influence on the influence of application adoption on brand image. The results indicate that customer's opinions, or behaviors on the brand will highly be affected by others. This result is in line with Walden (2010), online communities, as a social structure, affect trust and loyalty. The results show that social influence affects positively to consumer intention to adopt an innovation. In particular, the impact of social influence on adoption intention is completely intervened by consumer attitude. Further, the relationship between adoption intention and brand loyalty is stronger with the impact of social influence. In many settings, contemplating these forces and their interaction has been extremely troublesome on the grounds that gathering information around a person's social network and activities after some time is both costly and mistake inclined. Online communities, in any case, give an outstanding chance to think about huge scale social phenomena of this sort.

Based on the contribution of this study, an application need contain online feedback mechanisms as a strong support from application. Remember that,

customers are very smart, they searching information on website, so they seek support from various mobile applications. Therefore, beside the implication of online customer reviews, an application should be design display information attractively, and containing comparison information systems to help users easily making decision.

5.3 Limitations and Future Research

Despite the contributions that this study will give, it still suffered from several limitations. Research limitations that are expected for this study are as follows.

Firstly, this study just used 250 respondents as the sample of this empirical research. Because of focusing on marketing Vietnamese destination as mention before, so the sample was collected from Vietnam. That is a reason why all respondents are Vietnamese. Besides, most of them are young people, so that opinion of these respondents may not represent Vietnamese' opinion. For future research can add more samples and different nationalities, to get more empirical validation in marketing research area.

Secondly, future research should examine additional factors that may impact the relationship between Application Awareness and Perceived Ease of Use for example, e-Servicescapes. In fact, financial security dimension of e-Servicescapes play an important role in journalism application because its characteristic is online purchase (Smirnov, Kashevnik, & Shilov, 2014).

Finally, the conceptual model still has two hypotheses that are not supported by quantitative research. Future research may combine interviewing the customers may get additional insights.

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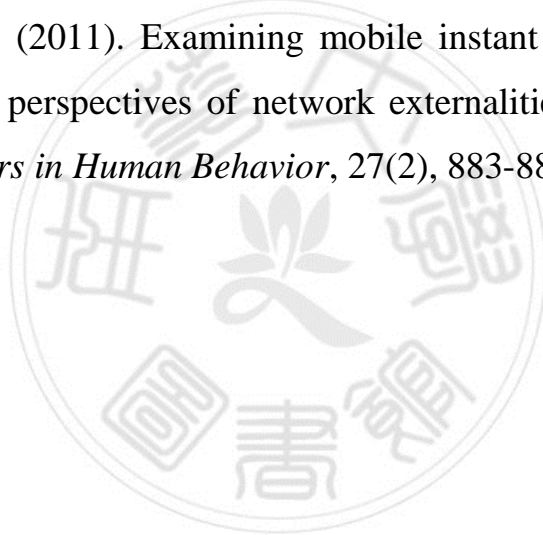
APPENDIX

QUESTIONNAIRE

Section 1. Application Awareness

	Levels of Agreement						
Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - >						
Application Awareness							
1. I can recognize the app among other competing brands	1	2	3	4	5	6	7
2. I am aware of the application	1	2	3	4	5	6	7
3. Some characteristics of the application come to my mind quickly	1	2	3	4	5	6	7
4. I can quickly recall the symbol or logo of the application	1	2	3	4	5	6	7
5. I have no difficulty in imagining the app in my mind	1	2	3	4	5	6	7

Section 2. Online Customer Reviews

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - >						
Online Customer Reviews							
1. I often read other online reviews to know what this app make good impressions on others	1	2	3	4	5	6	7
2. To make sure I choose the right app, I often read other customer's online review	1	2	3	4	5	6	7
3. I often consult other customer's online reviews to help choose an attractive app	1	2	3	4	5	6	7
4. I frequently gather information from customer's online reviews before I choose the app	1	2	3	4	5	6	7
5. When I use the app, customer's online reviews make confident in using to the app	1	2	3	4	5	6	7

Section 3. Brand Image

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - - >						
Brand Image							
1. The app has a distinctive identity	1	2	3	4	5	6	7
2. The app stands out from its competitors	1	2	3	4	5	6	7
3. The app is a first-class, high-quality brand	1	2	3	4	5	6	7
4. The app has a high reputation for being good	1	2	3	4	5	6	7
5. This app is reputed to perform well	1	2	3	4	5	6	7

Section 4. Perceived Ease of Use

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - >						
Perceived Ease of Use							
1. The app are not complicated	1	2	3	4	5	6	7
2. It is easy to download and save contents of the app	1	2	3	4	5	6	7
3. The app does not take a lot of work	1	2	3	4	5	6	7
4. The app does not require a lot of effort	1	2	3	4	5	6	7
5. I find it easy to understand the app	1	2	3	4	5	6	7

Section 5. Perceived Usefulness

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - >						
Perceived Usefulness							
1. Using the app would improve my reading performance	1	2	3	4	5	6	7
2. Using the app would make it easier to understand the content	1	2	3	4	5	6	7
3. Using the app would increase my reading productivity	1	2	3	4	5	6	7
4. Using the app will allow me to accomplish reading task quickly	1	2	3	4	5	6	7
5. Using the app would enhance my effectiveness in reading	1	2	3	4	5	6	7

Section 6. Attitude toward Using

	Levels of Agreement						
Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - - >						
Attitude toward Using							
1. I like participating in the app	1	2	3	4	5	6	7
2. I feel good about participating in the app	1	2	3	4	5	6	7
3. My attitude towards the app is favorable	1	2	3	4	5	6	7
4. Reading through the app is a wise idea	1	2	3	4	5	6	7
5. I would be interested in reading content that using the app	1	2	3	4	5	6	7

Section 7. Application Adoption

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - >						
Application Adoption							
1. I intend to use the app in the near future (i.e. next 3 months)	1	2	3	4	5	6	7
2. It is likely that I will use the app in the near future (i.e. next 3 months)	1	2	3	4	5	6	7
3. I expect to use the app in the near future (i.e. next 3 months)	1	2	3	4	5	6	7
4. I plan to use the app in the next months in the near future (i.e. next 3 months)	1	2	3	4	5	6	7
5. Given the chance, I intend to read online magazine by the app (i.e. next 3 months)	1	2	3	4	5	6	7

Section 8. Brand Loyalty

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - >						
Brand Loyalty							
1. To me this is the best app adapted	1	2	3	4	5	6	7
2. I feel more attached to this particular app over other apps adapted	1	2	3	4	5	6	7
3. I pay more attention to this particular app over other apps	1	2	3	4	5	6	7
4. I am more interested in this particular app over other apps	1	2	3	4	5	6	7
5. If this app is not available in the store when I need it, I will buy it somewhere else/later	1	2	3	4	5	6	7

Section 9. Social Influence

Please take a short look on the questions below related with your company's service-dominant orientation, and then **CIRCLE** the level of agreement on each of the items below based on your opinion.	Levels of Agreement						
	Strongly Disagree	Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Agree	Strongly Agree
	< - - - - - - - - - - - - - >						
Social Influence							
1. People who are important to me think that I should use the app	1	2	3	4	5	6	7
2. People who are familiar with me think that I should use the app	1	2	3	4	5	6	7
3. Most people surrounding with me use the app	1	2	3	4	5	6	7
4. People who influence my behavior think that I should use the app	1	2	3	4	5	6	7
5. My friends think that I should use the app	1	2	3	4	5	6	7

Section 10. Personal Information

We sincerely appreciate your time and efforts to answer the following questions. Your answer will be treated in strict confidence. For our information, would you please indicate the following questions:					
1. Gender	Male	Female			
2. Age	Below 25	26 – 35	36 – 45	Over 45	
3. Nationality	Short answer:…………………………………………………… …………………………..				
4. Income (USD/month)	Below 300	300 – 600	600 – 900	900 – 1200	Over 1200
5. Have you ever used journalism application before?	Short answer:………Yes/No…………………………………………				
6. The reason makes you want to continue using mobile applications for journalism purpose	Short answer:……………………………………………………………… ………………… ……………………………………………………………………… …………………………				

APPENDIX

Vietnamese Questionnaire

Section 1. Nhận thức

Hãy nhìn qua vào câu hỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng ý	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - - >						
Nhận thức							
1. Tôi có thể nhận ra được ứng dụng trong số những ứng dụng khác	1	2	3	4	5	6	7
2. Tôi nhận thức được cách sử dụng ứng dụng	1	2	3	4	5	6	7
3. Một số đặc điểm của ứng dụng xuất hiện nhanh chóng trong suy nghĩ của tôi	1	2	3	4	5	6	7
4. Tôi có thể nhớ nhanh chóng biểu tượng và logo của ứng dụng	1	2	3	4	5	6	7
5. Tôi cảm thấy không khó khăn khi hình dung ra ứng dụng	1	2	3	4	5	6	7

Section 2. Nhận xét trực tuyến của khách hàng

Hãy nhìn qua vào câu hỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Nhận xét trực tuyến của khách hàng							
1. Tôi thường xuyên tham khảo ý kiến online của những khách hàng khác để biết họ ấn tượng như thế nào về ứng dụng này	1	2	3	4	5	6	7
2. Để đảm bảo ứng dụng này là sự lựa chọn đúng đắn, tôi thường tham khảo những nhận xét online của khách hàng	1	2	3	4	5	6	7
3. Tôi thường xuyên tham khảo những đánh giá online của khách hàng để giúp tôi chọn một ứng dụng hấp dẫn	1	2	3	4	5	6	7
4. Tôi thường xuyên thu thập thông tin từ những đánh giá online của khách hàng trướckhi tôi chọn một ứng dụng	1	2	3	4	5	6	7
5. Khi đi sử dụng ứng dụng này, những đánh giá online giúp tôi tự tin hơn cho quyết định của mình.	1	2	3	4	5	6	7

Section 3. Hình ảnh thương hiệu

Hãy nhìn qua vào câu hỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Hình ảnh thương hiệu							
1. Ứng dụng có đặc điểm phân biệt	1	2	3	4	5	6	7
2. Ứng dụng nổi bật so với các đối thủ cạnh tranh	1	2	3	4	5	6	7
3. Ứng dụng là một thương hiệu hạng nhất, chất lượng cao	1	2	3	4	5	6	7
4. Ứng dụng có uy tín cao về chất lượng	1	2	3	4	5	6	7
5. Ứng dụng có uy tín cao về việc hoạt động tốt	1	2	3	4	5	6	7

Section 4. Dễ sử dụng

Hãy nhìn qua vào câu h ỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - >						
Dễ sử dụng							
1. Ứng dụng không phức tạp	1	2	3	4	5	6	7
2. Dễ dàng tải xuống và lưu lại nội dung của ứng dụng	1	2	3	4	5	6	7
3. Ứng dụng không mất nhiều thao tác	1	2	3	4	5	6	7
4. Ứng dụng không đòi hỏi nhiều nỗ lực	1	2	3	4	5	6	7
5. Tôi thấy ứng dụng dễ hiểu	1	2	3	4	5	6	7

Section 5. Mong đợi hữu ích

Hãy nhìn qua vào câu hỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Mong đợi hữu ích							
1. Sử dụng ứng dụng sẽ cải thiện hiệu suất đọc báo của tôi	1	2	3	4	5	6	7
2. Sử dụng ứng dụng sẽ làm cho tôi dễ dàng hiểu nội dung	1	2	3	4	5	6	7
3. Sử dụng ứng dụng sẽ làm tăng năng suất đọc của báo của tôi	1	2	3	4	5	6	7
4. Sử dụng ứng dụng sẽ cho phép tôi hoàn thành việc đọc báo một cách nhanh chóng hơn	1	2	3	4	5	6	7
5. Sử dụng ứng dụng sẽ nâng cao hiệu quả của tôi trong việc đọc báo	1	2	3	4	5	6	7

Section 6. Thái độ

Hãy nhìn qua vào câu hỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Thái độ							
1. Tôi thích tham gia vào ứng dụng này	1	2	3	4	5	6	7
2. Tôi cảm thấy tốt về việc tham gia ứng dụng này	1	2	3	4	5	6	7
3. Tôi có thái độ thiện cảm đối với ứng dụng này	1	2	3	4	5	6	7
4. Đọc báo thông qua ứng dụng này là một ý tưởng đúng đắn	1	2	3	4	5	6	7
5. Tôi hẳn sẽ thấy rất thú vị khi đọc báo qua ứng dụng này	1	2	3	4	5	6	7

Section 7. Chấp nhận

Hãy nhìn qua vào câu hỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Chấp nhận							
1. Tôi dự định sẽ sử dụng ứng dụng trong tương lai gần (khoảng 3 tháng tới)	1	2	3	4	5	6	7
2. Tôi dự định sẽ sử dụng ứng dụng trong tương lai gần (khoảng 3 tháng tới)	1	2	3	4	5	6	7
3. Tôi mong đợi sử dụng ứng dụng trong tương lai gần (khoảng 3 tháng tới)	1	2	3	4	5	6	7
4. Tôi lên kế hoạch sử dụng ứng dụng trong tương lai gần (khoảng 3 tháng tới)	1	2	3	4	5	6	7
5. Có cơ hội, tôi dự định đọc tạp chí trực tuyến bằng ứng dụng (khoảng 3 tháng tới)	1	2	3	4	5	6	7

Section 8. Lòng trung thành

Hãy nhìn qua vào câu h ỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Lòng trung thành							
1. Với tôi đây là ứng dụng tốt nhất để thích nghi	1	2	3	4	5	6	7
2. Tôi cảm thấy gắn bó hơn với ứng dụng này so với các ứng dụng khác	1	2	3	4	5	6	7
3. Tôi chú ý hơn đến ứng dụng này so với các ứng dụng khác	1	2	3	4	5	6	7
4. Tôi quan tâm nhiều hơn đến ứng dụng này so với các ứng dụng khác	1	2	3	4	5	6	7
5. Nếu ứng dụng này không có sẵn trong cửa hàng khi tôi cần, tôi sẽ mua nó ở một nơi khác hoặc sau đó	1	2	3	4	5	6	7

Section 9. Ảnh hưởng xã hội

Hãy nhìn qua vào câu h ỏi bên dưới rồi **KHOANH TRÒN** vào mức độ đồng ý đối với mỗi câu hỏi dựa trên ý kiến bản thân.	Mức độ đồng ý						
	Rất không đồng ý	Không đồng ý	Phần nào không đồng	Không ý kiến	Phần nào đồng ý	Đồng ý	Rất đồng ý
	< - - - - - - - - - - - >						
Ảnh hưởng xã hội							
1. Những người quan trọng với tôi khuyên rằng tôi nên sử dụng ứng dụng	1	2	3	4	5	6	7
2. Những người quen thuộc với tôi khuyên rằng tôi nên sử dụng ứng dụng	1	2	3	4	5	6	7
3. Hầu hết mọi người xung quanh tôi sử dụng ứng dụng	1	2	3	4	5	6	7
4. Những người có ảnh hưởng đến hành vi của tôi khuyên rằng tôi nên sử dụng ứng dụng	1	2	3	4	5	6	7
5. Bạn bè tôi khuyên tôi nên sử dụng ứng dụng	1	2	3	4	5	6	7

Section 10. Thông tin cá nhân

Chúng tôi chân thành cảm ơn và hiểu rõ giá trị thời giờ và công sức của bạn để trả lời câu hỏi sau. Câu trả lời của bạn sẽ được giữ hết sức bí mật. Xin bạn làm ơn trả lời câu hỏi sau về thong tin cá nhân :					
1. Giới tính	Nam	Nữ			
2. Tuổi	Dưới 25	26 – 35	36 – 45	Trên 45	
3. Quốc tịch	Trả lời ngắn:………..				
4. Thu nhập (USD/tháng)	Dưới 300	300 – 600	600 – 900	900 – 1200	Trên 1200
4. Bạn có từng sử dụng ứng dụng đọc báo?	Trả lời ngắn:……Có/Không………				
5. Lý do khiến bạn tiếp tục sử dụng ứng dụng điện thoại cho mục đích du lịch	Trả lời ngắn:…………………………………………… …………………………………………………………… ……				

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