

LIST OF FIGURES

| | |
|---|----|
| FIGURE 1.1 | |
| Company Logo..... | 1 |
| FIGURE 1.2 | |
| Southeast Asian Gaming Market..... | 3 |
| FIGURE 1.3 | |
| The Most Important Gaming Platforms in 2016 | 4 |
| FIGURE 1.4 | |
| PlayStation Store Statistics..... | 6 |
| FIGURE 1.5 | |
| Display Advertising and Traffic Share..... | 7 |
| FIGURE 2.1 | |
| Model of Consumer Behavior..... | 14 |
| FIGURE 2.2 | |
| Consumer Decision-Process Model..... | 15 |
| FIGURE 2.3 | |
| Online Consumer Behavior..... | 17 |
| FIGURE 2.4 | |
| Saha and Zhao (2005) Conceptual Framework..... | 22 |
| FIGURE 2.5 | |
| Conceptual Framework..... | 23 |
| FIGURE 3.1 | |
| Research Steps..... | 28 |
| FIGURE 4.1 | |
| Continuum Line..... | 42 |
| FIGURE 4.2 | |
| Normal P-P Plot | 48 |
| FIGURE 4.3 | |
| Scatter Plot..... | 50 |