

FLORIDA STATE UNIVERSITY  
COLLEGE OF INFORMATION AND COMMUNICATION

WHY DO PEOPLE SPEND MONEY ON MOBILE GAMES?  
USING THE UTAUT MODEL TO EXPLAIN PURCHASE INTENTION AND EXAMINING  
THE INFLUENCE OF CULTURE.

By  
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A Thesis submitted to the  
School of Communication  
in partial fulfillment of the  
requirements for the degree of  
Master of Arts

2020

Meng Tian defended this thesis on April 10, 2020.

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