TABLE OF CONTENTS

ABSTRACT	II
TABLE OF CONTENTS	III
LIST OF FIGURES	VI
LIST OF TABLES	VII
LIST OF ACRONYMS	VIII
CHAPTER 1. INTRODUCTION	1
1.1. Rationale of research	1
1.2. Research questions	4
1.3. Research objectives	4
1.4. Research objects and scope	5
1.5. Research methodology	5
1.6. Research structure	5
CHAPTER 2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT	7
2.1. Theoretical framework	7
2.1.1. Stimulus-organism-response framework	7
2.1.2. Application of S-O-R model	8
2.2. Definitions	10
2.2.1. UGC videos	10
2.2.2. Perceived credibility	11
2.2.3. Perceived diagnosticity	11
2.2.4. Mental Imagery	12
2.2.5. Online purchase intention	13
2.3. Hypothesis development	13
2.3.1. Impact of UGC videos on online purchase intention.	14
2.3.2. Mediating effect of perceived credibility	15
2.3.3. Mediating effect of perceived diagnosticity	16

2.3.4. Mediating effect of mental imagery	18
2.3.5. Research model	19
CHAPTER 3. RESEARCH METHODOLOGY	20
3.1. Research process	20
3.2. Qualitative research	21
3.2.1. UGC videos measurement scale	21
3.2.2. Perceived credibility measurement scale	21
3.2.3. Perceived diagnosticity measurement scale	22
3.2.4. Mental imagery measurement scale	23
3.2.5. Online purchase intention measurement scale	23
Online purchase intentions' measurement scale	23
3.3. Quantitative research	24
3.3.1. Research sample	24
3.3.2. Data Analysis Methods	24
CHAPTER 4. RESEARCH RESULT	28
4.1. Descriptive statistics	28
4.2. Measurement model evaluation	31
4.2.1. Measurement items quality	31
4.2.2. The assessment of scale reliability	32
4.2.3. Convergent validity test	33
4.2.4. Discriminant validity tests	33
4.2.5. Multicollinearity test	34
4.3. Structural model evaluation and hypothesis testing:	36
4.4. Testing for gender differences	39
4.5. Discussion	39
CHAPTER 5. CONCLUSION AND IMPLICATIONS	42

	5.1. Implications	42
	5.1.1. Theoretical implications	42
	5.1.2. Practical implications	42
	5.2. Limitations and future research	44
	5.3. Conclusion	45
R	REFERENCES	47
Д	APPENDIX	63