

## Chapter 3 Conceptual Framework

### 3.1 Construction of the Conceptual Model

Based on the discussion in the previous chapters, a conceptual model is proposed (Fig. 3.1) which represents the cognitive styles and the browsing performances and strategies of shopping websites users using computers and handheld devices.

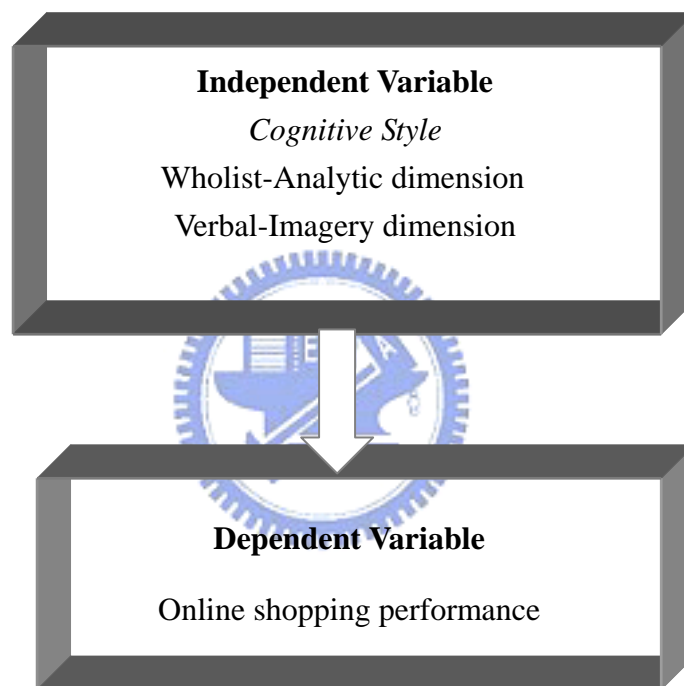


Figure 3.1 The conceptual framework of the research

## 3.2 Formulaion of Hypotheses

**H1 : The Wholist participants have better browsing performances for online shopping tasks using computers than the Analytic participants.**

H1.1 The Wholist participants perform faster for online shopping tasks using computers than the Analytic participants.

H1.2 The Wholist participants commit fewer errors for online shopping tasks using computers than the Analytic participants.

H1.3 The Wholist participants have lower number of total steps for online shopping tasks using computers than the Analytic participants.

H1.4 The Wholist participants are less disoriented for online shopping tasks using computers than the Analytic participants.

H1.5 The Wholist participants have less mental workload for online shopping tasks using computers than the Analytic participants.

H1.6 The Wholist participants are more satisfied for online shopping tasks using computers than the Analytic participants.

**Hypothesis 2. The Imager participants have better browsing performance for online shopping tasks using computers than the Verbal participants.**

H2.1 The Imager participants perform faster for online shopping tasks using computers than the Verbal participants.

H2.2 The Imager participants commit fewer errors for online shopping tasks using computers than the Verbal participants.

H2.3 *The Imager participants have a lower number of total steps for online shopping tasks using computers than the Verbal participants.*

H2.4 *The Imager participants are less disoriented for online shopping tasks using computers than the Verbal participants.*

H2.5 *The Imager participants will have less mental workload for online shopping tasks using computers than the Verbal participants.*

H2.6 *The Imager participants are more satisfied for online shopping tasks using computers than the Verbal participants.*

**H3 : The Wholist participants have better browsing performances for online shopping tasks using handheld devices than the Analytic participants.**

H3.1 *The Wholist participants perform faster for online shopping tasks using handheld devices than the Analytic participants.*

H3.2 *The Wholist participants commit fewer errors for online shopping tasks using handheld devices than the Analytic participants.*

H3.3 *The Wholist participants have lower number of total steps for online shopping tasks using handheld devices than the Analytic participants.*

H3.4 *The Wholist participants are less disoriented for online shopping tasks using handheld devices than the Analytic participants.*

H3.5 *The Wholist participants have less mental workload for online shopping tasks using handheld devices than the Analytic participants.*

H3.6 *The Wholist participants are more satisfied for online shopping tasks using handheld devices than the Analytic participants.*

**H4 : The Imager participants have better browsing performance for online shopping tasks using handheld devices than the Verbal participants.**

*H4.1 The Imager participants perform faster for online shopping tasks using handheld devices than the Verbal participants.*

*H4.2 The Imager participants commit fewer errors for online shopping tasks using handheld devices than the Verbal participants.*

*H4.3 The Imager participants have a lower number of total steps for online shopping tasks using handheld devices than the Verbal participants.*

*H4.4 The Imager participants are less disoriented for online shopping tasks using handheld devices than the Verbal participants.*

*H4.5 The Imager participants will have less mental workload for online shopping tasks using handheld devices than the Verbal participants.*

*H4.6 The Imager participants are more satisfied for online shopping tasks using handheld devices than the Verbal participants.*

