

LIST OF FIGURES

Figure 1.1 Lazada Logo	1
Figure 1.2 Lazada Interest	5
Figure 1.3 Lazada Visitor	7
Figure 2.1 Conceptual Framework	34
Figure 3.1 Lazada Population.....	40
Figure 3.1 Continuum Line	47
Figure 4.1 Continuum Line Social External Factors	53
Figure 4.2 Continuum Line Purchasing Decision	53
Figure 4.3 Normality Test Results Normal Probability Histogram	55