



School of social science

Master of Business Administration (MBA)

Postgraduate Dissertation

The Impact of Mobile Applications on Consumer Purchase
Intentions in Greece

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Patras, Greece, May 2025

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1.3 Chapter outline

The dissertation includes five chapters with the following content:

Chapter 2 – Literature review: in this section the author presents the academic literature that is relevant with consumer behavior, purchase intentions determinants, etc. Additionally, previous studies are analyzed relevant with the topic under discussion.

Chapter 3 – Research methodology: the third chapter presents the research process that was followed for gathering primary data. The quantitative approach was used.

Chapter 4 - Analysis of findings: the fourth chapter presents the statistical analysis of the data that was performed with SPSS.

Chapter 5 – Conclusions: lastly, in the fifth chapter the author sketches the conclusions of the dissertation. This section includes also research limitations and suggestions for further research.

