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1. Web Site
2. Online
3. Brand

[Simeon, 2001, 299]

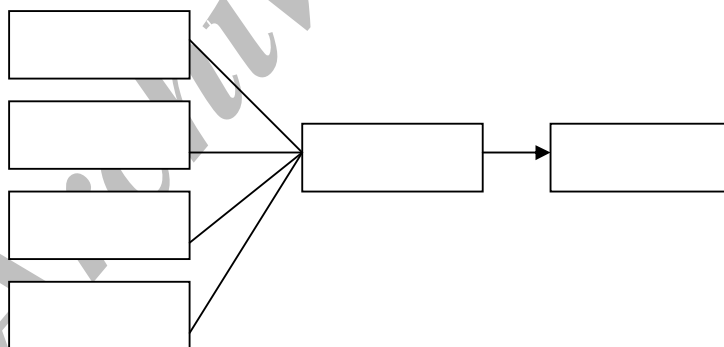
[Breen, 1999, 86]

[Clark, 1997, 95]

Archive of SID

Randall,]

. [1997, 156



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(Source: Gemmeruse *et al.*, 2004, 179)

Randall,]

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.[Randall, 1997, 15].

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					✓	Buchanan & Lukaszewski[3]	1
					✓	Lewis[8]	2
✓	✓			✓	✓	Janal[7]	3
✓			✓		✓	Strauss & Frost[14]	4
			✓		✓	Mc Henry[9]	5
			✓			Flanders & Willis,[6]	6
✓			✓			Williamson[15]	7
			✓			Aaker[1]	8
✓						Breen[2]	9
	✓		✓		✓	Robert Liljenwall[17]	10
			✓		✓	Edwin Lau[18]	11
			✓		✓	Michael Daehn[19]	12
✓			✓			Stefano Marzano[20]	13
			✓			John Marsh[21]	14
			✓			Charlie Tarzian[22]	15
			✓	✓	✓	Joanna Ledgerwood[23]	16
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[Lewis, 1999, 92]

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[Janal, 1998, 64]

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- 1 . Target Audience
 - 2 . Be Early
 - 3 . Be Memorable

. [Flanders & Willis , 1996 , 146]

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Mc]

. [Henry, 1999, 115

:²

. [Janal, 1998, 112]

-
1. Create a Personality
 2. Building Top-of-Mind Awareness

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.[Breen, 1999, 75]

[Williamson, 1999].

.[Shannon , 1999 , 142].

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Delone and Mclean, 2003,]

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- 1- Long-Term Relationship
 - 2. End-User Satisfaction Computing

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. [McKinney *et al* , 2002 , 301]

.²

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. [Ibid]

.³

: . [Ibid , 302]

.⁴

: . [Ibid]

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: . [Ibid].

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- 1. Relevance
 - 2. Timeliness
 - 3. Reliability
 - 4. Scope
 - 5. Usefulness

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[Ibid , 303]

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[Ibid, 304]

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[Ibid]

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- 1 . Accessibility
 - 2 . Usability
 - 3 . Interactivity
 - 4 . Navigation

[Buchanan & Lukaszewski , 1997, 217]

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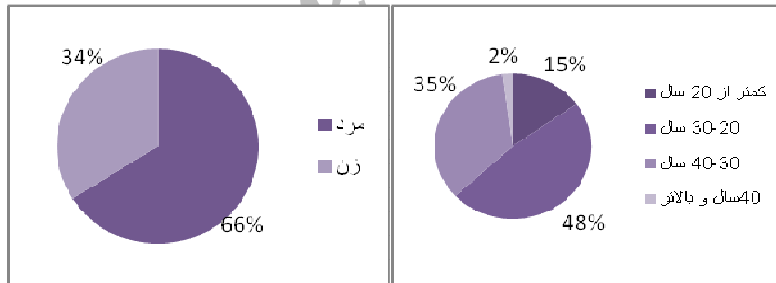
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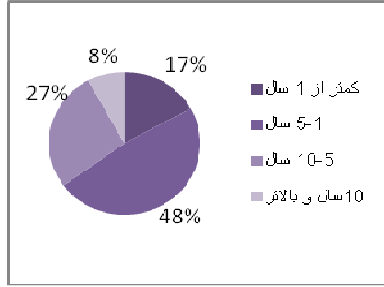


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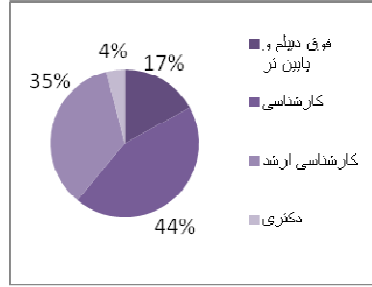
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Excel SPSS

) 0/028 " P-Value" 0/186 (γ)

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$\alpha = 0/05$ f $P - Value = 0/025$

H_0 0/05

Archive of SID

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0/186	1/000		
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140	140		
1/000	0/186		
.	0/028		
140	140		

0/002 P-Value 0/257 (γ)

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α=0/05 f P-Value=0/002

H 0/05

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0/257	1/000		
0/002	--		
140	140		
1/000	0/257		

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140	140	

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(-0/3369) (t = -6/747)

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%95		-		t	
-0/2382	-0/4356	-0/3369	139	-6/747	

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(-2/0619) (t = -31/359)

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%5

Archive of SID

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%95		-		t	
-1/9319	-2/1919	-2/0619	139	-31/359	

(-0/6119)

(t = -12/881)

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1: Word of Mouth

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Archive of SID

1. Word of Mouse

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1. Offline

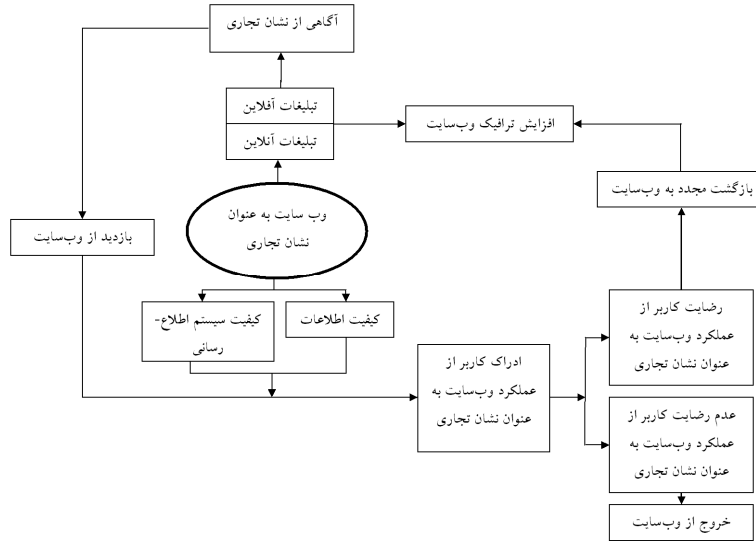
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"yahoo", "Google "

1. Sponsor Results

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- " " (1379) -1
- " " (1384) -2
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