
**طراحی الگویی برای تبیین رفتار خریداران سازمانی در
خرید محصولات رایانه‌ای - سخت افزار**

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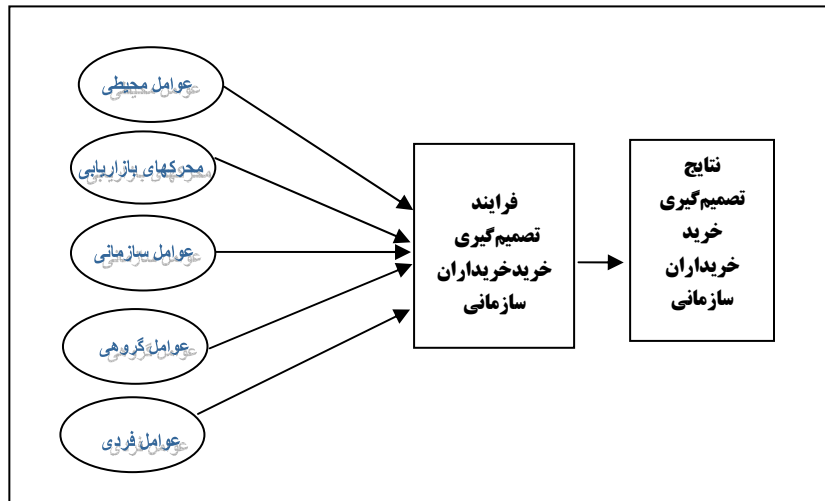
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Peter and Donnelly(2004) Wright(2004), Havaladar(2003) Czinkota ,et al(2000), Kotler(2003), Loudon(1993) Hutt and Speh(2001), Mahin(1999) Reeder, et al (1998), Moriss(1998) Hass(1995), Wilson(1993), Johnston and Lewin(1993), Dikson and McQuiston(1991) Hawes and Barnhouse(1987) Anderson and Chambers(1985) Crow and Linqvist(1985) Neisser(1986), Swan,et al(1984) Kisser and Rink(1980) Spekmon and Louis(1979) Robinson, et al(1976) Sheth(1973), Webster(1972)	-1	

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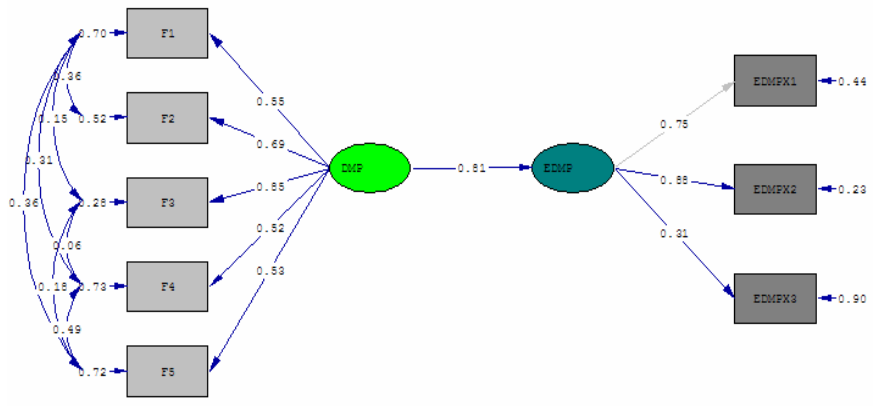
شماره فرضیه	متغیر برینزا (متغیر مستقل)	متغیر درونزا (متغیر وابسته)	ضریب مسیر استاندارد شده	ضریب تبیین (R2)	مقدار T مشاهده شده	نتیجه آزمون
۱	عوامل محیطی	فرایند تصمیم گیری خرید	.۵۵	.۳۰	۳.۰۷	تأیید فرضیه H1
۲	عوامل محرکهای بازاریابی	فرایند تصمیم گیری خرید	.۶۹	.۴۸	۴.۳۴	تأیید فرضیه H1
۳	عوامل سازمانی	فرایند تصمیم گیری خرید	.۸۵	.۷۴	۵.۴۹	تأیید فرضیه H1
۴	عوامل گروهی	فرایند تصمیم گیری خرید	.۵۴	.۴۷	۴.۷۸	تأیید فرضیه H1
۵	عوامل فردی	فرایند تصمیم گیری خرید	.۵۳	.۴۸	۴.۸۶	تأیید فرضیه H1

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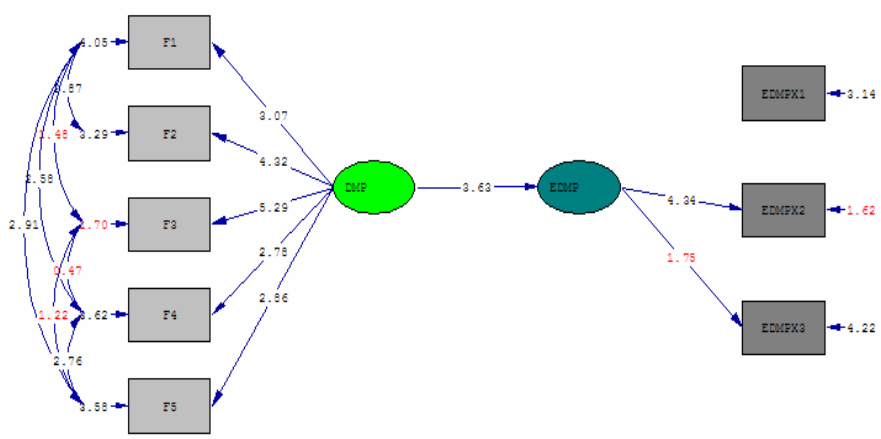
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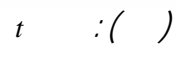
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Chi-Square=20.91, df=12, P-value=0.05167, RMSEA=0.08



Chi-Square=20.91, df=12, P-value=0.05167, RMSEA=0.08



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F5

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