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

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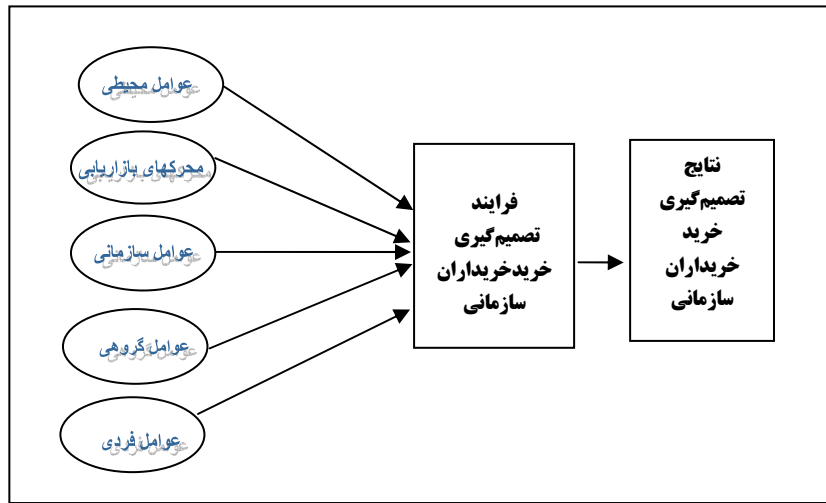
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شماره فرضیه	متغیر برینزا (متغیر مستقل)	متغیر درونزا (متغیر وابسته)	ضریب مسیر استاندارد شده	ضریب تبیین (R2)	مقدار T مشاهده شده	نتیجه آزمون
۱	عوامل محیطی	فرایند تصمیم گیری خرید	.۵۵	.۳۰	۳.۰۷	تأیید فرضیه H1
۲	عوامل محرکهای بازاریابی	فرایند تصمیم گیری خرید	.۶۹	.۴۸	۴.۳۲	تأیید فرضیه H1
۳	عوامل سازمانی	فرایند تصمیم گیری خرید	.۸۵	.۷۲	۵.۳۹	تأیید فرضیه H1
۴	عوامل گروهی	فرایند تصمیم گیری خرید	.۵۲	.۲۷	۲.۷۸	تأیید فرضیه H1
۵	عوامل فردی	فرایند تصمیم گیری خرید	.۵۳	.۲۸	۲.۸۶	تأیید فرضیه H1

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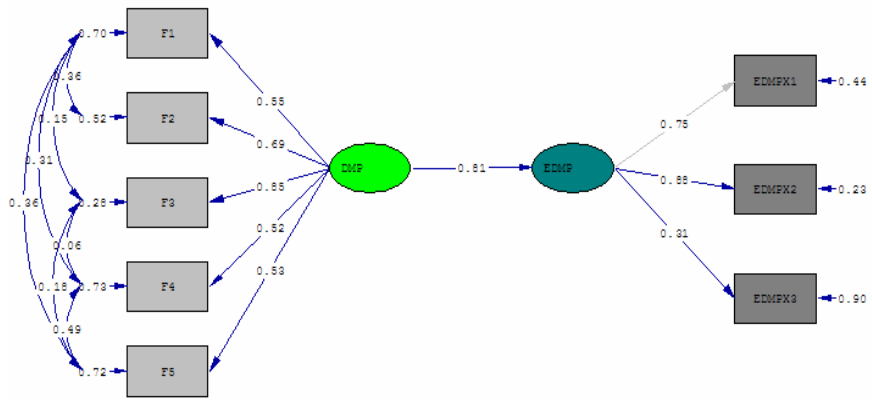
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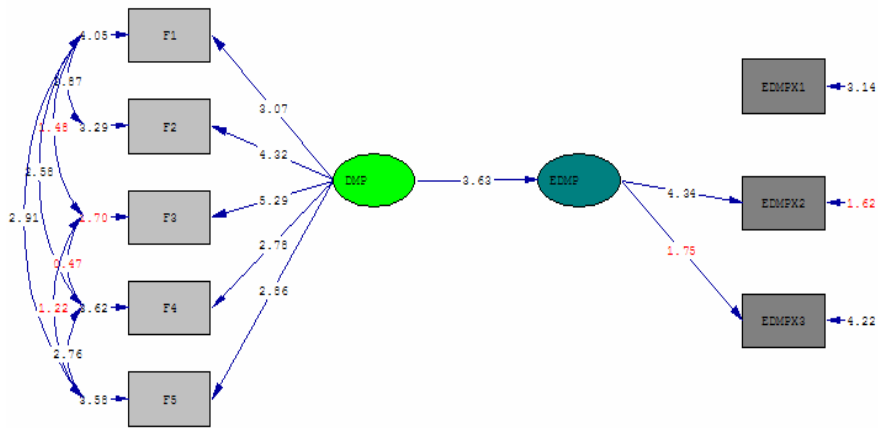
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Chi-Square=20.91, df=12, P-value=0.05167, RMSEA=0.08

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

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F3

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