

# **Surveying the Effect of Product Features and Quality of relationship on Customer perceptions and Intention of accepting new products (Case study: Industry of E-Products)**

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**Present research aims to Surveying the Effect of Product Features and Quality of relationship on Customer perceptions and Intention of accepting new products. This study, is descriptive Based on Methodology and is functional, based on aim and in terms of data collection is field study. The tools of Data collection is questionnaire which contains 28 questions to measure the research variables. To measuring the variables, the whole 5-point Likert was used. Validity of questionnaire was confirmed by professors and experts comments and also CFA method, and reliability of questionnaire was confirmed using Cronbach alpha. The population of the study is all Customers of electronic Products in Rasht. Using a Cochran formula 422 subjects were investigated as final sample of study. To test the hypothesis, methods of structural equation modeling was used. The results showed that Product Features has a significant effect on Perceived Value and Perceived Risk. Also result show that Relationship quality has a significant effect on Perceived Value and Perceived Risk. On the other hand, Perceived Value and Perceived Risk has a significant effect on Buying intention.**

**Keywords : Keywords: Product Features, Relationship quality, Perceived Value, Perceived Risk**

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