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# **The factors affecting the mental image and purchase decision of customers in virtual network of Telegram**

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**The objective of this study is to examine the factors affecting the mental image and purchase decision of customers in virtual network of Telegram. Method of this study in term of objective is applied and in term of implementation is a descriptive-survey and finally method of data collecting is field. Questionnaire is considered as tools of data collection. Customers in virtual network of Telegram are considered as statistical population. Samples size has obtained 57 customers using Cochran formula. Sampling method in this study has been non-probability sampling and convenience. To test their hypotheses in inferential statistic are used structural equation by PLS software. Results obtained of hypotheses testing show that reliability affects positive image of customer and also positive image of customer affects purchase decision. But impact of system quality and information quality on positive image of customer dont confirmed.**

**Keywords : Keywords: Information Quality, System Quality, Reliability, Customer Positive Image, Purchase Decision**

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