

The impact of online information resources on the purchase intend according to brand attitudes (Case study: Cell phone customers in Rasht)

Mahbanoo Behroozi Vajari*, Mr. Peyman Alidoust Zoughi,

The choice of brand by the customer and his intention to purchase the brand is always one of the most attractive subjects in the field of consumer behavior. Therefore, the main purpose of the research is the impact of online information resources on the intention to purchase according to the brand attitudes of mobile phone customers in Rasht city. This research applied about the goal and descriptive about data collection. The statistical society is the research of all cell phone customers in Rasht city. Considering the fact that the number of specimens ed in order to have the best conditions are chosen to provide the appropriate information, this is why sampling method is also unpredictable and targeted type sampling. Data gathering method In this field research and data gathering tool, a questionnaire was used. In this research, the content validity was used to measure the validity of the content validity and also to determine the reliability of the Cronbach's alpha coefficient, which values for all variables of the model higher than 0/7. All analysis of the data collected through SPSS and Lisrel software. confirmatory factor analysis and structural equation modeling was used To investigate the hypothesis. The results of the research hypotheses showed that all the research hypotheses were confirmed.

Keywords : Key Words: Purchasing Intend, Online Information Resources, Mobile Phone, Rasht, Structural Equilibrium Modeling.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)