

Handicraft Products: identify the factors that affecting the buying decision of costumers view Gilan's textile costumers: The Issue in Study

Seyedeh Zahra Hemmati Saravani*,

Handicrafts have a traditional value and a symbol of the native ethnicity of each region and in every culture; it is a fundamental indicator of the authentication and spiritual and historical credibility of nations which is rooted in history and determines the future direction. Handicrafts, as an important source of value added and economic efficiency, maintain their position. In addition to having artistic value, it covers a wide range of goods. Hence, the use of marketing in the sense of a managerial philosophy is important for it. Purchasing decision is one of the main marketing topics influenced by various cultural, social, personal and psychological factors and as purchasing units and exchange processes, it is tangible and measurable. The purpose of this study was to identify the factors affecting the decision to buy handicrafts a customer perspective with traditional case study of Guilan. A total of 412 questionnaires were collected the statistical population ,in the descriptive section, with the help of indicators such as percent of frequency, mean, standard deviation and variance, in the inferential part, hypothesis testing and determining the effect of variables structural equation modeling (SEM) with partial least squares approach was investigated using SMARTPLS3 software. The results suggest that factor such as the opinions of family and friends, the appearance of the product and the position of the people in the decision to purchase handicrafts is effective.

Keywords : Buying decision, handicraft, customer view

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