

عنوان مقاله:

Identifying and Prioritizing the Key Factors Influencing Customer Decision Making in Buying Organizational Software
(A survey about HAMKARAN Co)

محل انتشار:

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خلاصه مقاله:

Expansion of adopting information systems, specially packed software, facilitate managing the organizational process, hence, identification the factors influence customer buying decision is vital for software providers. This mixed method study tried to identify the factors affecting decision making of buying new organizational software, classify and rank them beside. In-depth interviews with ۱۰ customers of Hamkaran system that had the potential of buying new software have been done and content analysis of these interviews revealed some factors in five categories that became the base of questionnaire design. This study is applied in view of aim, and is descriptive-survey in view of entity. Sample of ۱۷۷ customers of System Group Co. have been chosen for the study. Kruskal-Wallis test and T test of normality showed all factors to be effective. Then the factors have been prioritized using Frideman test which are as follows: buyer`s internal organizational factors, product feature, factors related to sellers organization, factors related to process and selling promotion, market and environmental factors

کلمات کلیدی:

Decision making, BYB Buying, Organizational Software, Consumer behavior

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