

عنوان مقاله:

How Marketing of Influential People can Affect Consumers' Purchase Intention with the Mediating Role of Consumers' Ease of Decision Making

محل انتشار:

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تعداد صفحات اصل مقاله: 7

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خلاصه مقاله:

This study aims at investigating the effect of marketing of influential people on consumers' purchasing willingness with the mediating role of consumer decision-making ease. The present study applied purpose and descriptive-correlational by implementation of a questionnaire to collect data. Through random sampling the statistical population are selected from among users of Instagram and social network, based on Morgan table method. The collected data were analyzed by WarpPLS structural equation software. The results of path analysis showed that the marketing of influential people has a positive and significant effect on consumers' intention to buy and ease of consumer decision-making. Ease of consumer decision-making plays a mediating role between the marketing of influential people and .the intention of consumers to buy

کلمات کلیدی:

Marketing of Influential People, Intention to Buy, Ease of Decision Making

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