



الجامعة الإسلامية - غزة
عمادة الدراسات العليا
كلية التجارة
قسم إدارة الأعمال

2007 م / 1428 هـ

نتيجة الحكم على أطروحة الماجستير

قبل البدء ..

بسم الله الرحمن الرحيم

﴿ يَرْفَعُ اللَّهُ الَّذِينَ آمَنُوا مِنْكُمْ وَالَّذِينَ
أُوتُوا الْعِلْمَ دَرَجَاتٍ وَاللَّهُ بِمَا تَعْمَلُونَ خَبِيرٌ ﴾

صدق الله العظيم

(11).



﴿ إِنَّ اللَّهَ يُحِبُّ إِذَا عَمَلَ أَحَدُكُمْ عَمَلًا أَنْ يَتَّقَنَهُ ﴾

صدق رسول الله ﷺ

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Abstract

The study aimed at recognizing the impact of internet advertisements on the stages of making decision of purchasing among the Palestinian university students . And also by recognizing the averages of the youth uses of the internet , the activities they are practicing , the products that they watch its advertisements , the importance of advertisements elements , the sites they prefer to watch and the differences that could be found among the respondents concerning the study hypothesis .

The study population consisted of the Palestinian universities' students in Gaza strip . The study was implemented on a satisfied sample from the students of the main Palestinian universities in Gaza Strip as the Islamic University , Al-Azhar University, Al-Aqsa University and Al-Quds Open University where it size was "382" item .

The researcher used the descriptive analytical methodology .the questionnaire has been used as an instrument to collect data.

The study conclusions were :

1. Internet advertisements influence heavily on most of the stages of taking the decision to purchase but despite that those users who buy through the internet are very few .
2. The university student's exposition to internet advertisements affects on the stages of taking decision to buy .
3. The average time of the period of the session that the student's spent on the internet affects on the stages of taking decision to buy.
4. There are many intrinsic differences among the youth in relation to the impact of internet advertisements on taking decision to buy according to age , the educational level and income where there are no radical differences among them in relation to gender and type of university .
5. A High percentage (71.7%) on internet users from the university student's use the internet daily and use it more than once a week , and mostly use the internet at 2 o'clock afternoon and 2 o'clock at morning and spend an hour or two hours or more than two hours in each session on the net .

The study recommended the following :

1. It's necessary to add the internet to the marketing mix of the companies in Gaza strip and not to neglect this tool to attract the youth .
2. Companies should try to connect it's electronic sites with the most used sites by the internet users in order to make it easy to be observed when looking for a specific subject.
3. The internet is considered as an important source of collecting information so companies should supply its electronic sites with

detailed information about the company and its products where the visitor knows all the information he looks for .

4. Companies in Gaza strip should take into consideration using facility, the speed of downloading when it designs the company web page , and that the design should suit both the needs and the taste of the targeted costumers and it is necessary to update the site continuously .
5. Companies should enhance its electronic advertisements in news sites which are the most observed and visited sites from internet users and also in the most famous web sites , and the educational and scientific sites that are considered as the most visited sites .

الإهداء

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شكر وعرفان

أتقدم ببالغ الشكر والتقدير لأستاذي الدكتور / رشدي وادي على النصائح الغالية والتوجيهات الهامة والمتابعة الحثيثة أثناء الدراسة والتي لولاها لما خرجت هذه الدراسة بهذا الشكل ..

كما أتقدم بالشكر الجزيل إلى أعضاء لجنة المناقشة الأستاذ الدكتور / يوسف عاشور ، والدكتور / ماجد الفرا على التوجيه والتدقيق والآراء والمقترحات التي كان لها أبلغ الأثر في إثراء الرسالة .

وكذلك أتقدم بالشكر الجزيل لكل الجهات والهيئات والأشخاص الذين ساعدوني في إتمام هذه الدراسة وإخراجها إلى النور على الوجه الأكمل .

والله الموفق إلى ما فيه الخير ، ،

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نضال عبد الله تايه

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131	()	(4/14)
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136		(5/4)
138		(5/5)
139		(5/6)

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174	t	(5/28)

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Internet

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.(Media Week Staff ,1997, pp: 8-16)

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2007 /

.(World Internet Usage,2007) . (243000)

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2005

24.238	59.383	83.621	1996
33.415	77.478	110.893	1997
52.852	114.419	167.271	1998
68.385	153.813	222.198	1999
84.187	188.024	272.211	2000
78.351	176.867	255.218	2001
77.124	164.770	241.894	2002
81.241	162.254	243.494	2003
90.699	180.759	271.458	2004
111.937	225.088	337.025	2005

(8): . 2007. :

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2005

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2005

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122.866	128.736	251.602	2002
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256.788	179.840	436.628	2004
272.440	295.144	567.584	2005

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: Web Sites

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.(2003) (Internet Explorer)

: Web Pages

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Home Page

.(Hoffman & Novak ,1996)

: Referring URL -

.(2003)

: Browser -

) Netscape , Internet Explorer

.(2006

: Caching -

Browser

Hoffman & Novak)

. (,1996

: Click Through -

.(Hoffman & Novak ,1996)

: IP Address -

.(2003)

: Domain Name -

IP Address

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: Cookie File -

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: Log File -

“ The Importance of Log Files “ ,)

.(http://www.h2mweb.com/logfiles.html.

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" What Drives " : (Monsuwe , etc. al.,2004) .5
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 Millword Brown Real Network " Music
 com.800 International
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**" Global advertising and the : (Kassaye,1997) .23
world wide web-includes biography"**

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"Advertising on the : (Briggs & Hollis,1997) .24
web : is there response before click through ?"

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"Banner Advertising : (Webreference,1997) .25
Location Effectiveness Study"

webreference .com

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(Internet Adv. Bureau & Millward Brown, 1997) .26
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%96	-
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: Ducoffe	-
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: Entertainment	-

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**" Banner Effectiveness : (Doubleclick,1996) .29
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"Click Here"

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**" The World Wide Web : (Berthon , et. al.,1996) .30
as an Advertising Medium "**

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**"Marketing in : (Hoffman & Novak,1996) .31
Hypermedia Computer-Mediated Environment:
Conceptual Foundation "**

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Navigation

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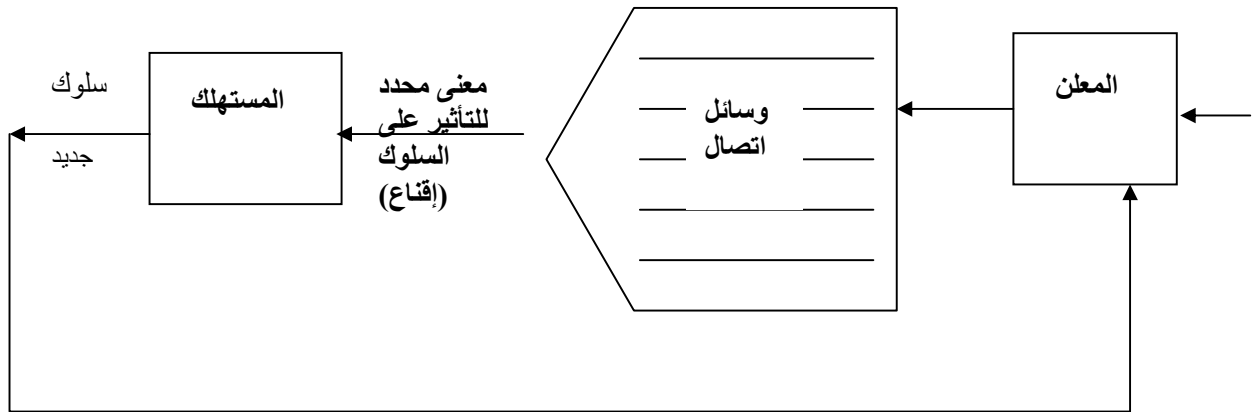
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: ظاهر محسن الغالبي ، وأحمد شكري العسكري ، " الإعلان: مدخل تطبيقي " ، (الأردن ، عمان ، دار وائل للنشر ، الطبعة الثانية

، 2006 ، ص 30)

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.(37 2003) 1990 300000 1969

The World Wide Web

Tim Benner-Lee 1992

.(46 2000) .

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:(World Internet Usage, 2007)

2007/9/30

(3/1)

	2007					2007-2000
	933,448,292	14.2 %	43,995,700	4.7 %	3.5 %	874.6 %
	3,712,527,624	56.5 %	459,476,825	12.4 %	36.9 %	302.0 %
	809,624,686	12.3 %	337,878,613	41.7 %	27.2%	221.5 %
	193,452,727	2.9 %	33,510,500	17.3 %	2.7 %	920.2 %
	334,538,018	5.1 %	234,788,864	70.2 %	18.9%	117.2 %
	556,606,627	8.5 %	115,759,709	20.8 %	9.3 %	540.7 %
	34,468,443	0.5 %	19,039,390	55.2 %	1.5 %	149.9 %
	6,574,666,417	100.0 %	1,244,449,601	18.9 %	100.0 %	244.7 %

“ World Internet Usage and Population Statistics “ , Source:
<http://internetworldstats.com/stats.htm>,30/9/2007

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(3/2)

	2007					2007-2000
	193,452,727	2.9 %	19,539,300	10.1 %	1.7 %	494.8 %
	6,381,213,690	97.1 %	1,153,570,625	18.1 %	98.3 %	222.5 %
	6,574,666,417	100.0 %	1,173,109,925	17.8 %	100.0 %	225.0 %

“ World Internet Usage and Population Statistics “ , Source:
<http://internetworldstats.com/stats.htm>,30/9/2007

(3/3)

	2007	2000	2007/6/30			2007-2000
	738,874	40,000	155,000	21.0 %	0.8 %	287.5 %
	70,431,905	250,000	7,600,000	10.8 %	38.9 %	2,940.0 %
	27,162,627	12,500	36,000	0.1 %	0.2 %	188.0 %
	7,237,384	1,270,000	3,700,000	51.1 %	18.9 %	191.3 %
*	72,478,498	450,000	6,000,000	8.3 %	13.6 %	1,233.3 %
	5,375,307	127,300	719,800	13.4 %	3.7 %	465.4 %
	2,730,603	150,000	700,000	25.6 %	3.6 %	366.7 %
	4,556,561	300,000	700,000	15.4 %	3.6 %	133.3 %
	2,452,234	90,000	285,000	11.6 %	1.5 %	216.7 %
	3,070,228	35,000	243,000	7.9 %	1.2 %	594.3 %
	824,355	30,000	219,000	26.6 %	1.1 %	630.0 %
	24,069,943	200,000	2,540,000	10.6 %	13.0 %	1,170.0 %
	19,514,386	30,000	1,100,000	5.6 %	5.6 %	3,566.7 %
	3,981,978	735,000	1,321,000	33.2 %	6.8 %	79.7 %
	21,306,342	15,000	220,500	1.0 %	1.1 %	1,370.0 %

Source : “ World Internet Usage and Population Statistics “ , <http://internetworldstats.com/stats.htm>,
30/6/2007

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Morgan Stanley

- (cable tv - -)

- 50

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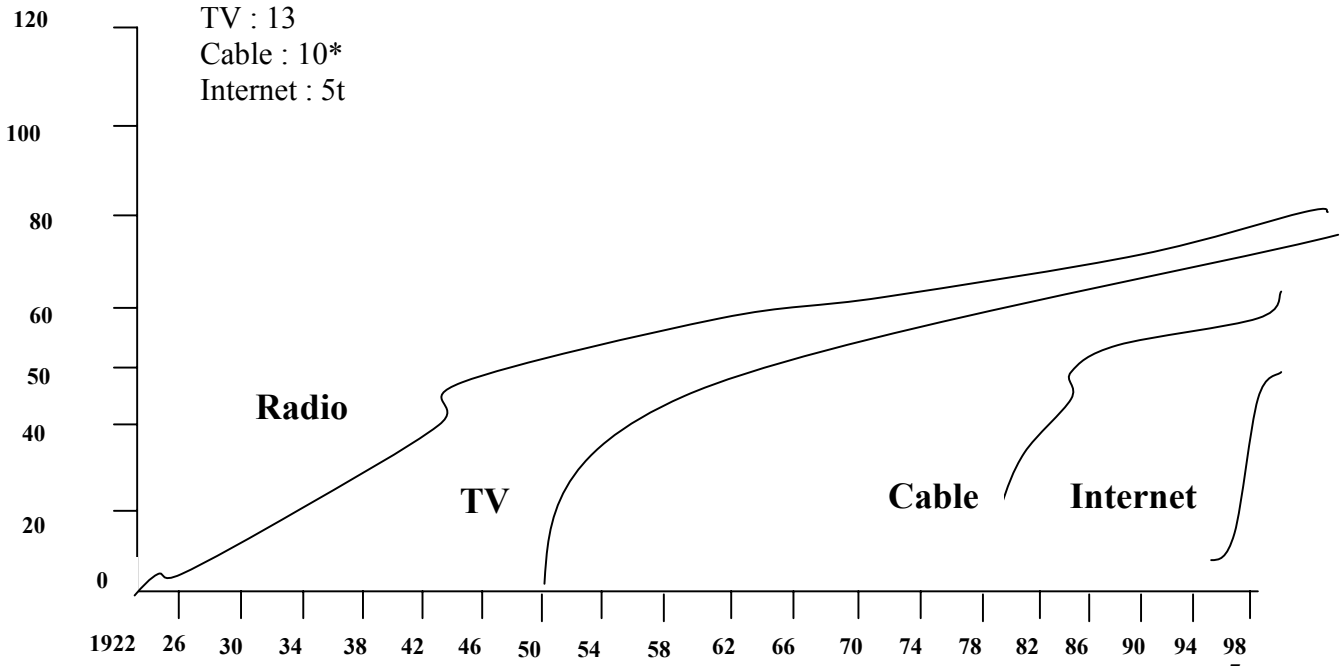
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cable TV

. (Hyland,2002.p.16) (3/2)

Years to Reach 50 MM Users

Radio : 38
TV : 13
Cable : 10*
Internet : 5t



Source : Tom Hyland " Why Internet Advertising " , Webvertising (SCN Education B. V:2002) p.16.

(3/2)

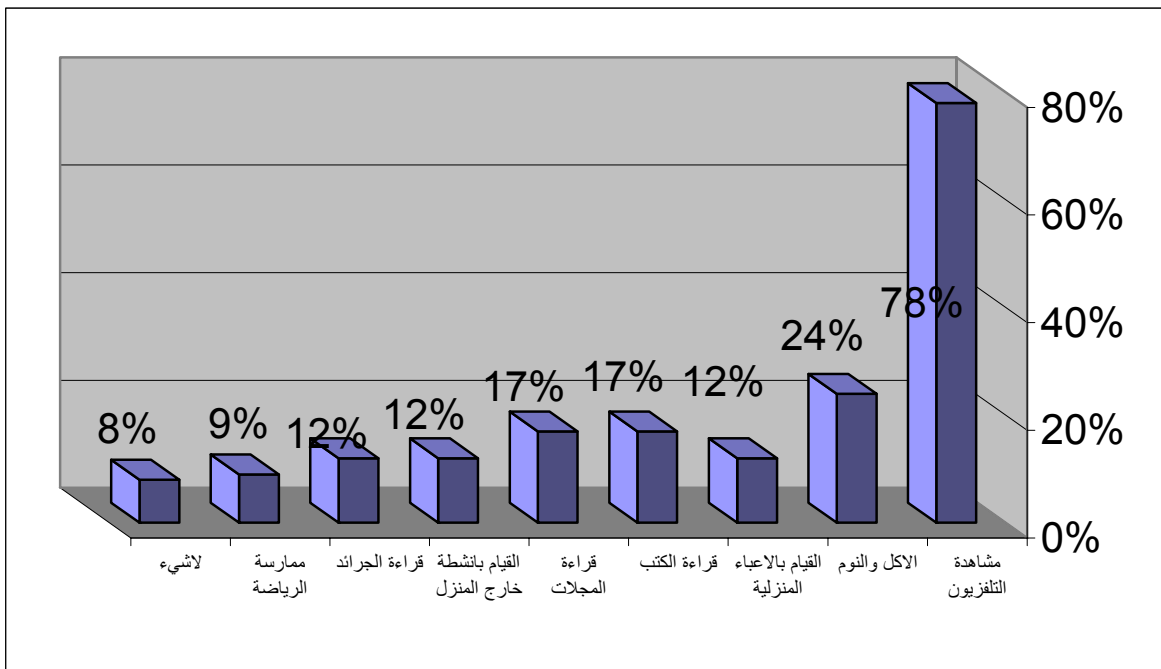
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Forrester 1997

Research Center

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.(Aren,1999,p.513) (3/3)



Source: William F. Arens , Contemporary Advertising (USA: McGraw Hill, 1999) p.513.

(3/3)

(3/4)

Jupiter

. (Laudon & Traver,2001,p.337) 2000

Media Matrix

(3/4)

%27	%93
%26	%79
%24	%78
%24	%59
%21	%57
%20	%57
%19	%49
%18	%49
%18	%48
%18	%43
%16	%35
%16	%34
%15	%32
%15	%31
%14	%31
%13	%31
%10	%31
%10	%29
%9	%28
%7	%27

Source: Kenneth C. Laudon And Carol Guercio Traver , E-commerce " Business –Technology – Society (Addison Wesley , 2001), p.337.

(3/4)

1999-1995

Rainie

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2000 and Packel

Laudon)

(& Traver,2001,p.338

%48 •

%15 (75000)

%32 •

(30000)

%15 %12 (30000)

%32 (29-18)

%36 •

.(64-50) %25 (49-30)

: Rainie and Packel

(3/5)

-	-	
%52	%53	
%48	%47	
%36	%36	29-18
%32	%33	40-30
%25	%24	64-50
%7	%7	65

%15	%12	30000
%25	%26	50000 – 30000
%28	%29	75000 – 50000
%32	%33	75000
%32	%27	
%68	%73	

Source: Kenneth C. Laudon And Carol Guercio Traver , E-commerce " Business –Technology – Society (Addison Wesley , 2001), p.338.

Laudon &)

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(Traver,2001,p.339

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: **Mass Media**

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(one –to-many)

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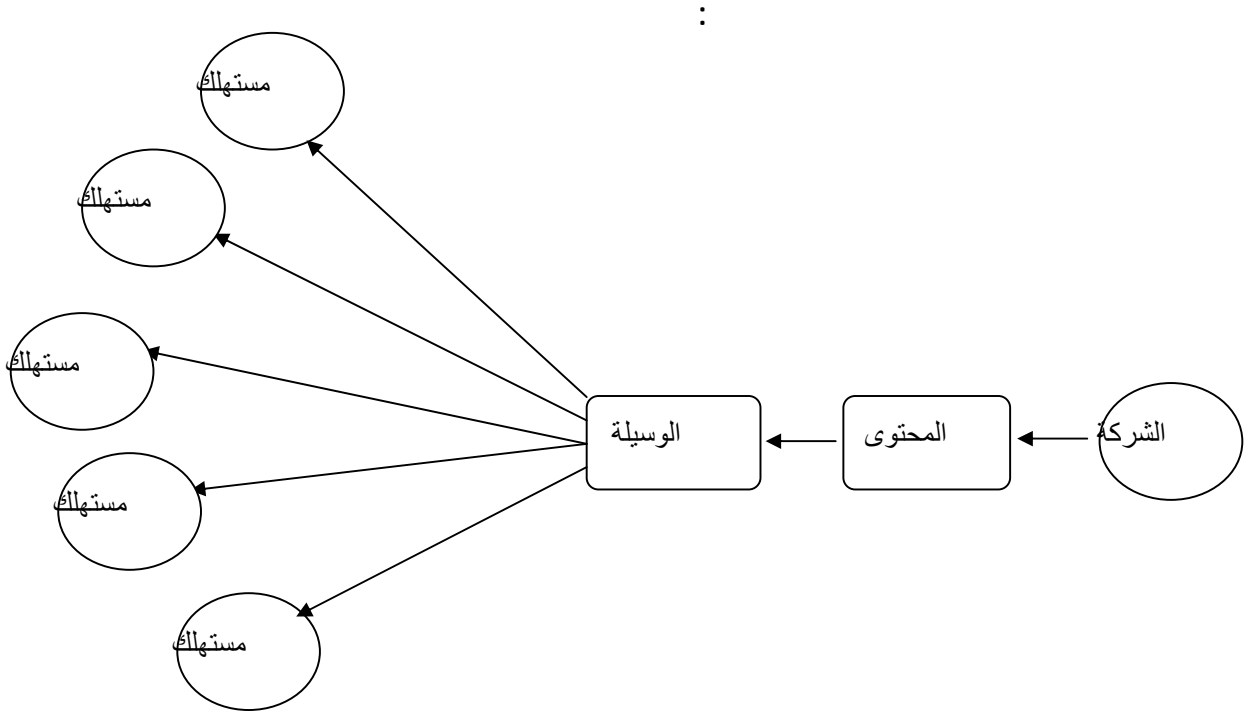
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Source: D. Hoffman & T. Novak, " Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations , " Journal Of Marketing (Vol.60.July,1996),p.51.

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Interactivity

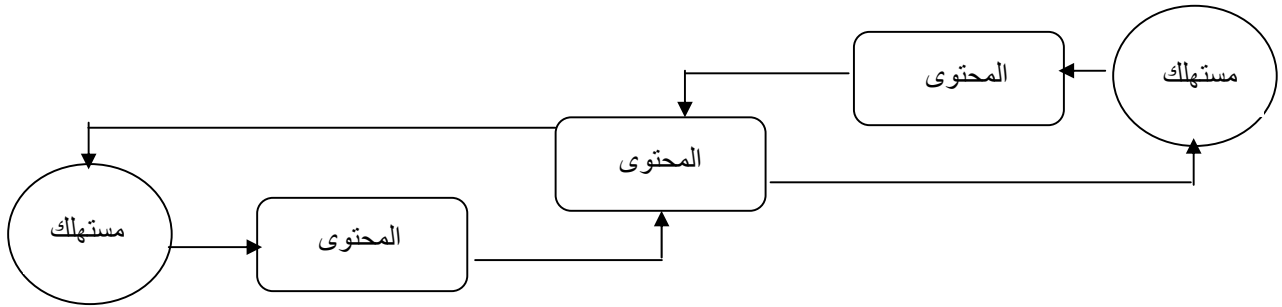
(many-to-many)

world of mouth

personal activity

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(3/5)



Source: D. Hoffman & T. Novak, " Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations , " Journal Of Marketing (Vol.60.July,1996),p.52.

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Hypertext

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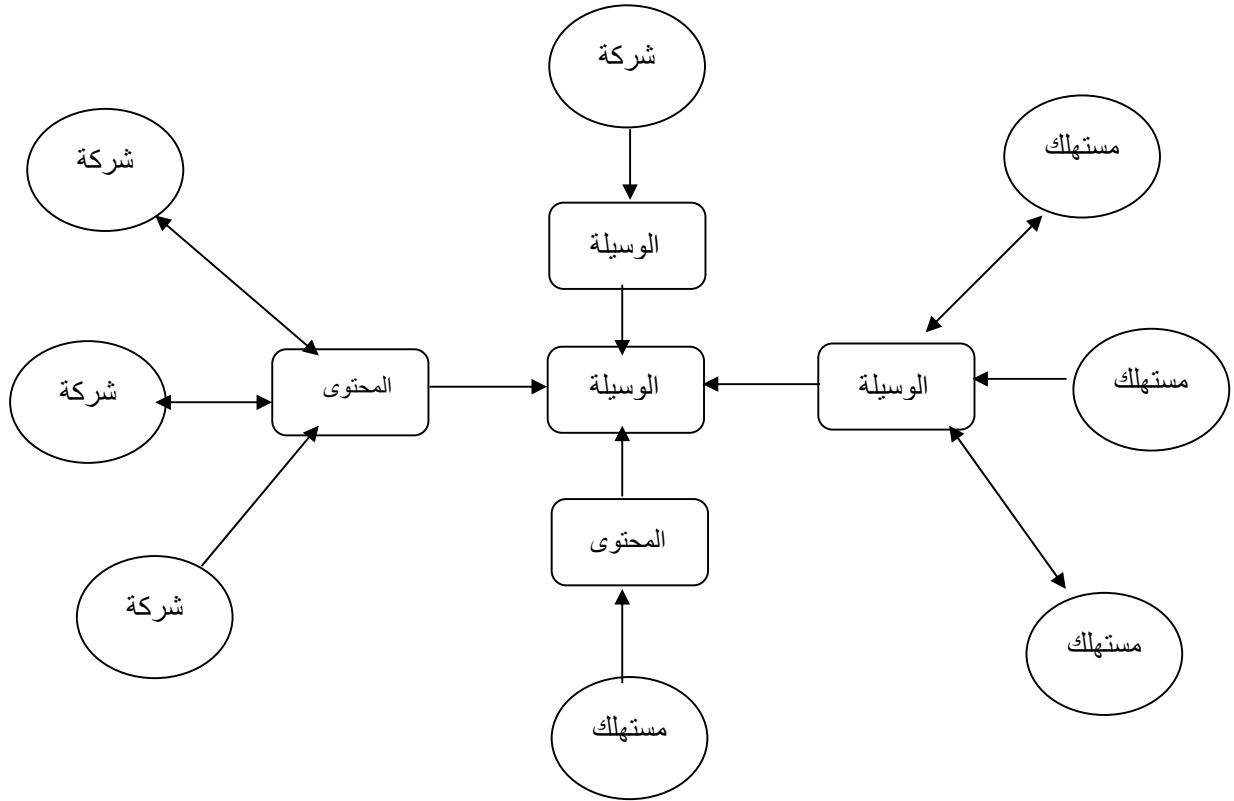
Machine Interactivity

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Source: D. Hoffman & T. Novak, " Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations , " Journal Of Marketing (Vol.60.July,1996),p.52.

(3/6)

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Web Hotwired 1994 Netscape 1994 Browser
 .(Hyland,2002,p.14) 1994

%2.8

5.4 2000

Jupiter Media Matrix

%7

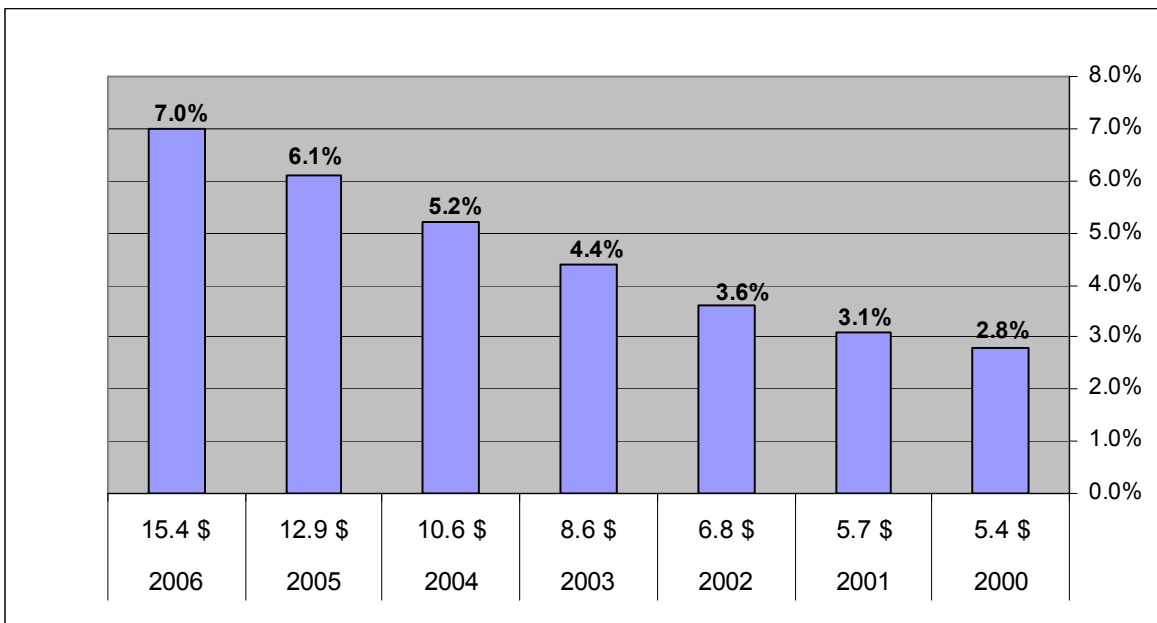
2006

15.4

.(Haubl & Trifts , 2000.p.5)

(3/7)

.(Laudon & Traver ,2001,p.414) 2006-2000



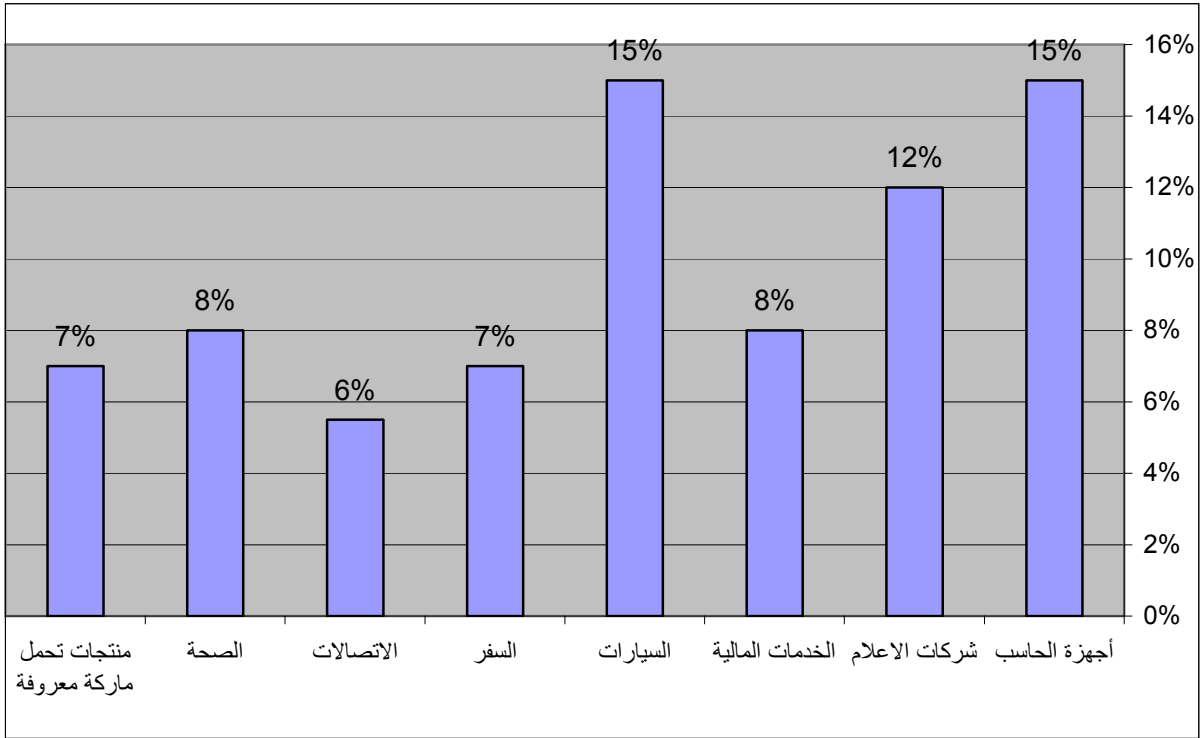
Source: Kenneth C. Laudon And Carol Guercio Traver , E-commerce " Business – Technology – Society (Addison Wesley , 2001), p.414.

(3/7)

2006-2000

(3/8)

.(Laudon & Traver ,2001,p.415) 2001 Jupiter Media Matrix



Source: Kenneth C. Laudon And Carol Guercio Traver , E-commerce " Business –Technology – Society (Addison Wesley , 2001), p.415.

(3/8)

%15

%12

:

E-Mail

.1

. Usenet

.2

. Web Browser : (www) .3
:
: E-Mail .1

.Spam

Yahoo,Hotmail,Juno

Juno

Hotmail

Juno

Listservs

%18

.(Pelsmacker, et. al.,2001,p.428)

50-15

. **Usenet**

.2

Usenet

Usenet

For

.(127

2000

Usenet

)Sale

Usenet

Usenet

. Word Of Mouth

: The World Wide Web .3

" "

24

:

(Hyper Text Markup Language) HTML -

(Hyper Text Transfer Protocol) HTTP -

Web Browser -

.(45 2000) Netscape, Internet Explorer

:

-

-

-

. (Davis,2000,p.9)

:

: **Website** .1

Store Front

Brochure

Brochure

.(Arens,1999,p.515)

:**Classified Advertising** .2

. Yahoo

:

()

()

()

()

.(217 2003)

Banner Advertising .3

.(Hoffman & Novak,1996.pp:3-4)

Target Advertising

Laudon &)

.(Taver,2001,p416

(Internet Advertising Bureau(IAB

:

468 60 Full Banner ()

234 60 Half Banner ()

()

.(Hyland,2002,p16) ()

:

Delivering Content .1

.2

	.3
Millward Brown International	
.(Chaffey et. al . ,2003,p334)	.4
Button Advertising	.4
)	
Netscape	.(217 2003
Pelsmacker et. al. , op . cit. ,)	
	. (P.428.
	:
	-
	-
.(weekly stat,1998)	-
Chatting	.5
Yahoo-Hotwired-Globe	

.(Pelsmacker et. al. , op . cit. , P.428.)

Sponsorship Ads .6

No Linking Stage

Integrated Stage

Super Bowl IBM
(Ziff & Aronson,1997,pp:49-53) 1996

Syndicatal Content .7

Full – Screen

(Arens,1999,p.516)

Advertorial . 8

Advertorial = Adv +Editorial

(Ziff & Aronson,1997,pp:49-53)

Push Technology

.9

Pull

,"push",)

. (pp:1-2.<http://aol.pewebopedia.com/TERM/P/Pointcast>

: **Pointcast**

()

1992

Background

()

Pointcast

Screen Saver

. Idle Time Of Computer

,"pointcast", pp:1-)

. (2.<http://aol.pewebopedia.com/TERM/P/Pointcast>

: Back Web ()

Icon

.(Ziff & Aronson,1997,pp:49-53)

: Interstitial ()

Laudon &) 10

.(Traver ,2001,p.418

%2 %1

1997

. (Arens,1999,p.517)

.10

Yahoo-Excite-Infoseek -

.Google

.(Arens,1999,p.511)

%7

.(Laudon & Traver ,2001,p.439)

:

()

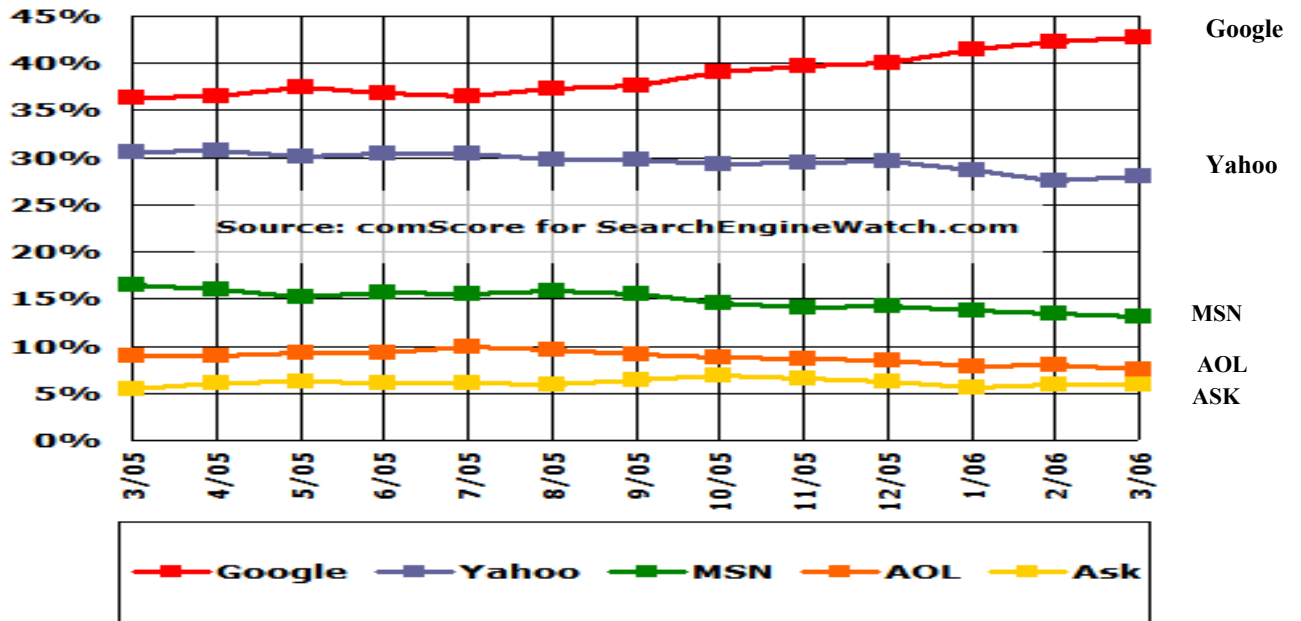
()

()

2005-3)

(3/8)

.(searchenginewatch,2006) (2006-3



Source : <http://searchenginewatch.com/showPage.html?page=2156431>

(3/9)

(2006-3 2005-3)

Google

. Ask Aol Msn Yahoo

:

Laudon &) : **Online Catalog** ()

. (Traver ,2001,p.424

Catalog

20-15

Public Relation ()

Publicity

.(Laudon & Traver ,2001,p.426)

: Affiliate Relationship ()

/

Toys RUs Amazon

Amazon

Toys

Amazon

RUs

Toys RUs

Toys RUs

Laudon & Traver)

.(,2001,p.422

:

: .1

%10 %5

.(29 1996)

. (Celeland & Camichael, 1997)

:(whitepalmp,1997)

(3/6)

	60*468
	60*234
	72*392
	240*120
	125*125
(1)	90*120
(2)	60*120
	33*88

Source : " Banners Design : Standard Banners Sizes",
<http://www.whitepalm.com/fourcorners/sizes.html>,p.1

1998

60×468

" the Banner) .

90×120 125×125

.(Advertising Report " ,1998

.(" the Banner Design " , 1998)

: .2

:

- .Web Site -
- . Web Page -
- . Banner Location in The Page -

:

"

"

Home Page

. (" Banner Design : Infoseek tips " , <http://www.whitepalm.com>.)

.("about Banner Advertising", 1999)

Yahoo-Infoseek

" "

"

"

.(" Media Buying Tips" , <http://www.whitepalm.com>.)

" Banner Effectiveness Tips " ,)

Double Click

.(<http://www.doubleclick.net>.)

Webreference

) "

.(Banner Ad Location Effectiveness Study " , <http://www.webreference.com>

: .3

Double Click .(Marx ,1996,1)

" Banner)

.(Effectiveness Tips " , <http://www.doubleclick.net>.

.("about Banner Advertising", 1999)

: .4

. Scanner

: .5

%40 %15

:

.(Marx,1996,2)

" Banner Design :” Wisdom)

.(& Experience " , <http://www.whitepalm.com>.

%18

:

.6

I/PRO

.(” Banner Effectiveness " , 2004.)

.(Marx, ,1996,2) Enter – Press Here – Go – Click Here :

:

:

:

•

Advertising Related Test

Product

. Related Test

. Posttesting

Pretesting

:

•

Frequency

Reach

:

: Exposure Measures

:

:

.1

Log File

:

.2

(Ziff & Aronson , 1997,p.77)

:

Site Level

-

Page Level

-

Advertising Level

-

:

: Behavior Measures

•

: Log

: Weekly Visit

-

: Page View

-

: Advertising View

-

: Conceptual Measures

•

Hoffman &)

.(Novak , 1996,pp:13-14

:

.

.

:

: Behavior Measures

•

Interactivity Measures

Click Through

:

-

.
-
%96

%4

: Conceptual Measures •

Hoffman & Novak)

(, 1996,p.14

(Laudon & Traver,2001,p.429) :

. Impression Period -

(click Through) -

(Hits) -

(Hits)

(Hits)

(Hits)

(Page View) -

(Web Frame)

	(Stickness)	-
		E-Bay
	:	
	Stickness	Google
	(Unique Visitors)	-
		(Loyalty) -
		(Reach) -
	%10	
		Amazon
25	(Recency)	-
	25	
	(Acquisition Rate)	-

	(Conversion Rate)	-
	(Attrition Rate)	-
	Abandonment)	-
		(Rate
2001	Jupiter Media Matrix	
		%80
	Retention)	-
		(Rate
	(Laudon & Traver,2001,p.429)	:
	:	
	:	-
	Interactive Medium	.1
	Enormous Audience	.2
	Immediate Response	.3
	Highly Selective Targeting	.4

	.5
	.6
Tracing	.7
	.8
	-
Untested	.1
	.2
	.3

.4

Security and Privacy

.5

.6

:

:

:

"

. (Hanna & Wozniak,2001,p.2) "

:

Input Stage

-

Process Stage

-

Schiffiman &) Output Stage

-

. (Kanuk,2003,p.557

:

.1

Marketing Input

-

Socio-cultural

-

Internal

.2

Influences

:

:

:

(1

: (2

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(3

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(

Purchase Behavior

(1

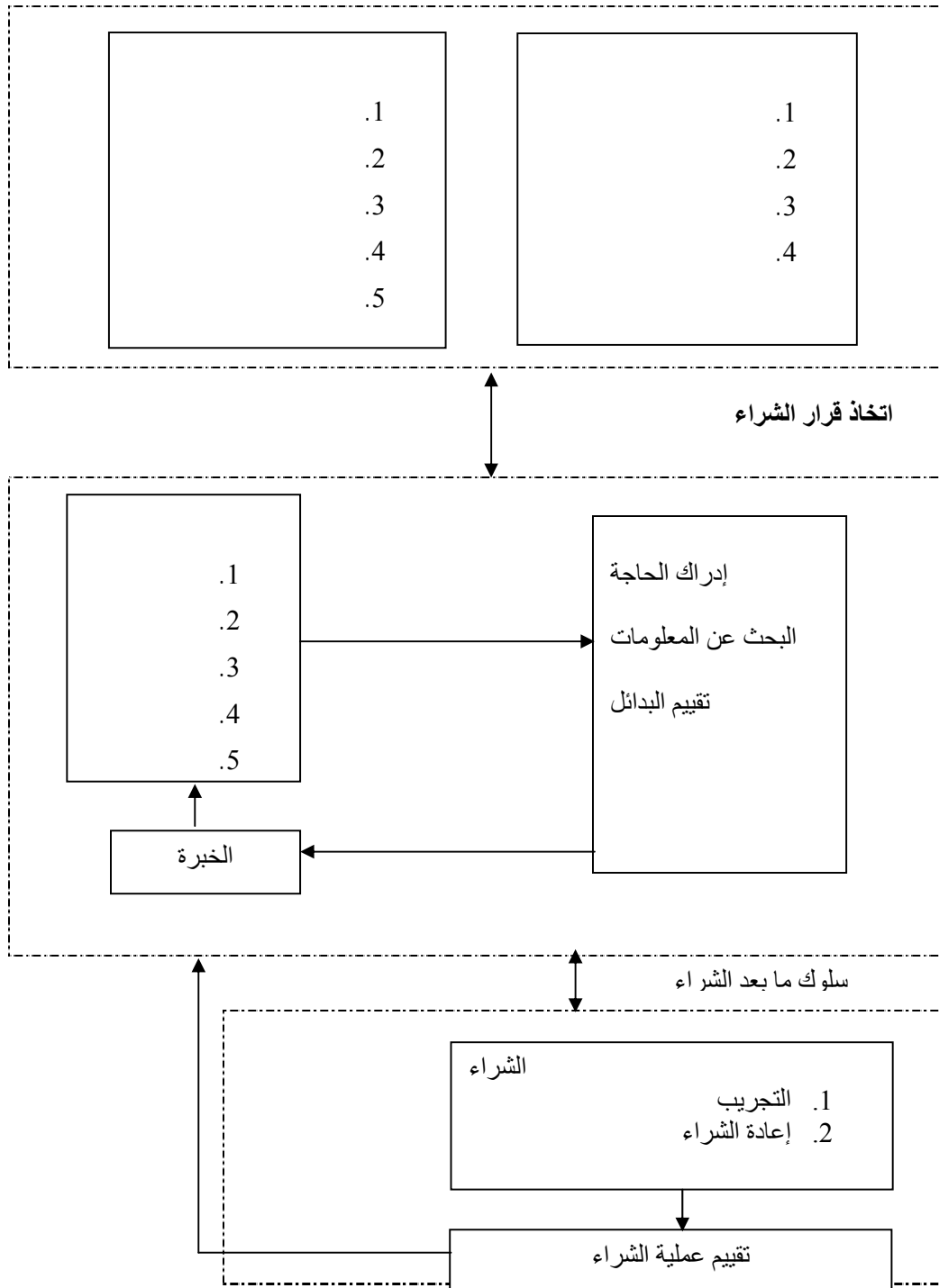
Trail

(2

(3/10)

:(Schiffman & Kanuk,2003,p.557)

المؤثرات الخارجية



Source : Leon G. Schiffman and Leslie Lazer Kanuk, **Consumer Behavior** , (Prentice-Hall International INC,2003),p.557.

3/10

:

:

(Offline Consumer Behavior)

Input Stage	.1
Process Stage	.2
Output Stage	.3

:

:

.1

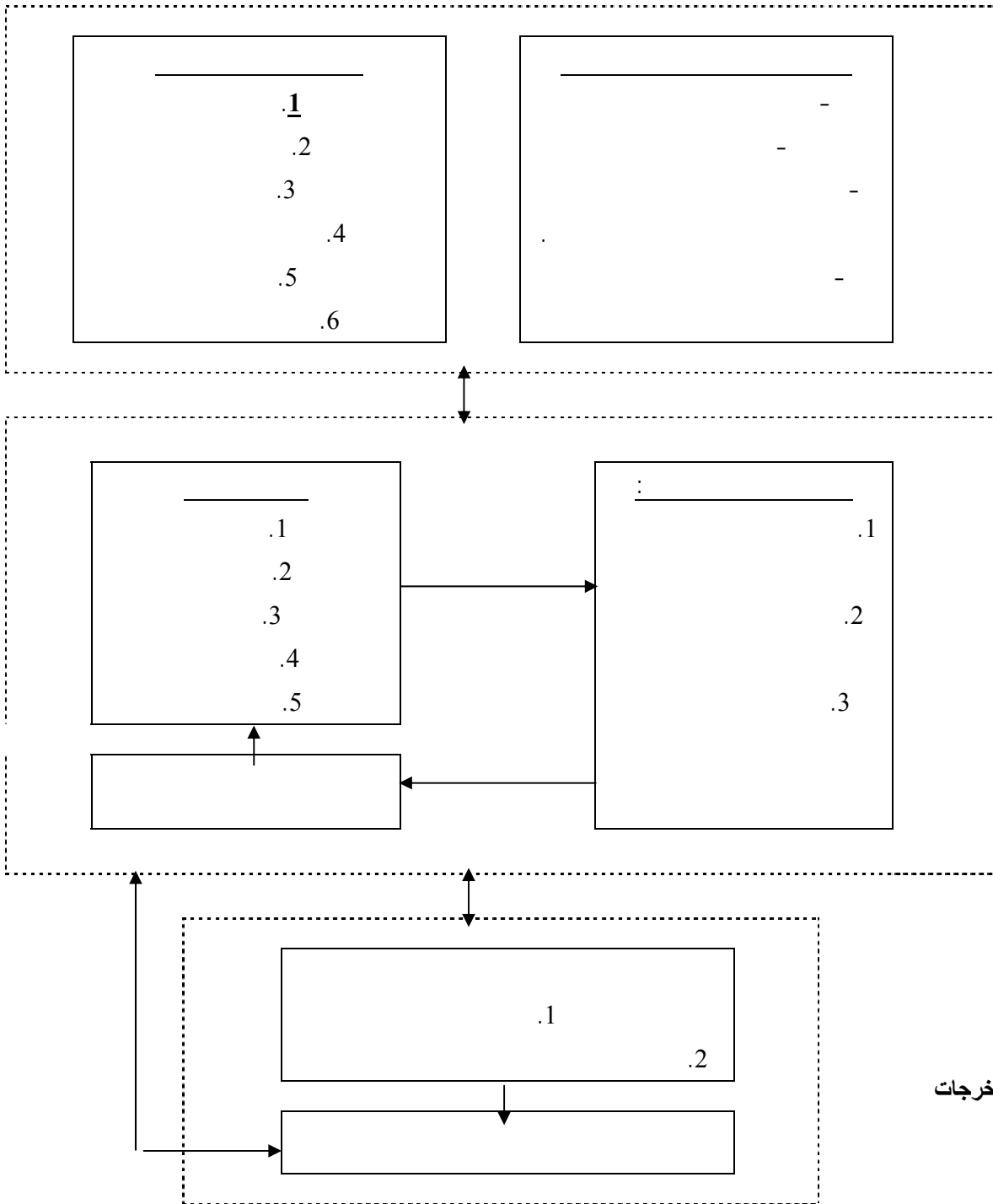
The Web Site Marketing Efforts ()

Socio-Cultural Influences ()

				.2
	:			
	:			-
				-
				-
- - - -)				(
	:		:	.3
			: Purchase	-
			Post – Purchase	-

3/11

. (Smith & Rupp,2003,p.420)



Source : Alan D. Smith and William T. Rupp, " Strategic Online Custom Decisier on Making " ,
 Online Information Review (USA: mcb University Press , V27, N6, 2003),p.420.

3/11

Laudon &) 3/12 :
(Traver ,2001,p344

: .1

" " " "
(432 2001)

Webpage

Background

(Stevenson, et al.,2000,p.29)

click stream Behavior () .2

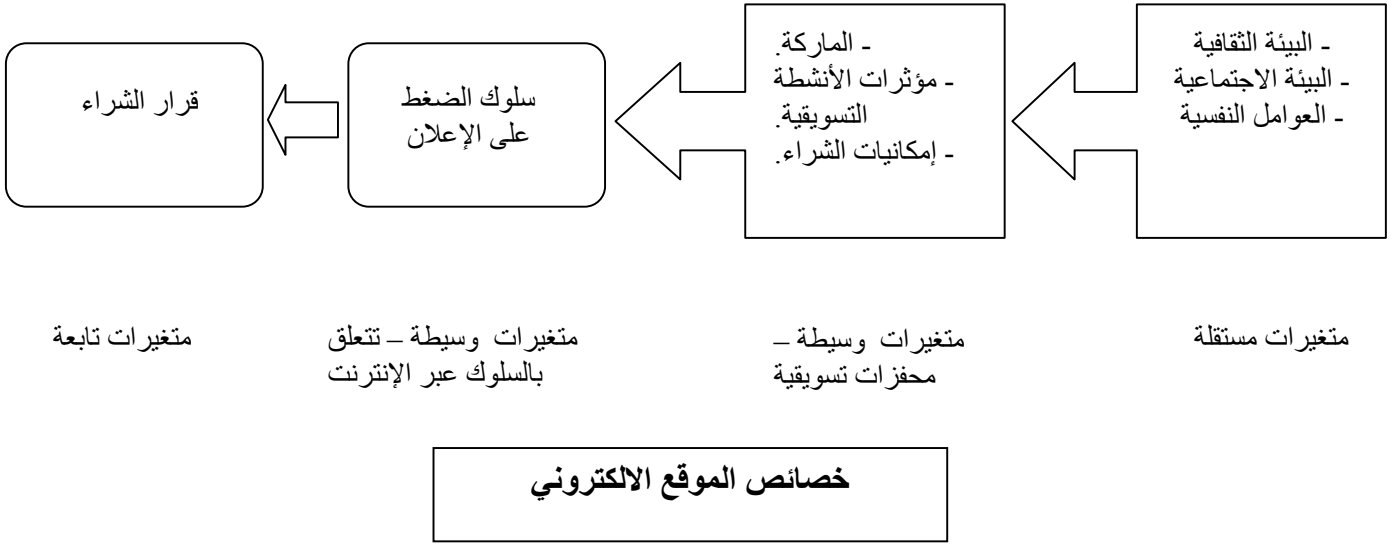
click through .

1996 Milliwad Brown

Briggs &)

(Stipp,2002,p.99

(Laudon & Traver ,2001,p.432)



Source Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.344.

3/12

Milliward Brown

(Laudon & Traver ,2001,p.432)

:

Click Through Rate " "

" "	
% 5 - 1	
%2	
% 10	Superstitials
%30 - %10	
%1.5	
%10 - %3	

Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.432.

Click Through " "

1998 Breitenbach & VanDoren

Generate awareness

.1

Cd Dell Amazon :
Autobytel Now

Position Features , benefits & Brand .2

Lead Generation .3

Assist Purchase Decision .4

Facilitate Purchase .5

Chaffey , et) ()
.(al.,2003,p.283

(Browsing & Purchasing Behavior)
. (Chaffey , et al.,2003,p.285)2001

%16	%39		%10	%24	
%14	%24		%12	%25	
%7	%19		%5	%12	
%11	%18		%11	%28	
%3	%8		%6	%12	
%26	%46		%11	%22	
%17	%32		%4	%13	
%4	%13		%8	%17	
%11	%19		%3	%10	
%30	%74		%11	%28	

Source : Dave Chaffey et al., Internet marketing : strategy , implementation and practice (England : Pearson Education Limited , 2003),p.285.

Support Product use & Retain

**.6
Business**

:

Value-Added-Services -

Feed Back -

-

) -

.(Chaffey , et al.,2003,p.285

1998 Breitenbach & Van Doren

:

(Two-Way Dialogue with The Customer) -

. (Discussion Forum) -

Chaffey , et) (Complementary Services) -

. (al.,2003,p.285

50

(3/13)

:(Chaffey , et al.,2003,p.283)



Source : Dave Chaffey et al., Internet marketing : strategy , implementation and practice (England : Pearson Education Limited , 2003),p.283.

:(Laudon & Traver,2001,p345)

3/9

-	-	-	-	-	
-	-	-	-	-	
	-				
-	-	-	-	-	
	-	-	-		
		-			
		-			
		-			

Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.345.

Lewis & Lewis

:

1997

Directed information seekers

.1

Undirected Information Seekers

.2

Surfers " "

Directed Buyer

.3

Bargain Hunters

.4

Entertainment

.5

)

.(Chaffey , et al.,2003,p.281

2001 Kothari

(-)

:

The Expert .1

The Wonderer .2

The Adventurer .3

The Investigator .4

(Chaffey , et al.,2003,p.282)

Hamillton and NetRating and Booz Allen

:

: Quickies -

: Just The Facts -

: Single Mission -

: Do It Again -

Loitering -

Information Please -

Surfing -

(Laudon & Traver,2001,p.348)

Information

Loitering

Surfing Session

Please

. (Laudon & Traver,2001,p.348)

: 3/10

3/10

Seven Types of Online Sessions

			()	
%90	%90	0.25	1	
%47	%88	0.5	9	
%85	%11	1.5	10	
%87	%95	2	14	
%87	%90	2	33	
%41	%14	1	37	
%26	%14	1	70	

Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.348.

Site Familiarity

Category Concentration

10

3

5

:

:

" "

AIDA

:

Response Hierarchy Models

:
: **Cognitive** -
: **Affective Level** -
: **Action/Behavior Level** -

. (Pelsmacker, et al. ,2001,p.61)

:

: **AIDA** (1)

. (Zilkmund & D' Amico ,2002,p.409)

Lavidge : **Hierarchy of Effect** (2)

& Steiner

Etzel et. al .)

.(,1997,p.265

: (3

: (4

: **Howard & Sheth** (5

Online Information Processing (6

2000 Hofacker

.(Bruner and Kumar,2000,p.40)

.(Chaffey , et al.,2003,p.330)

3/11

		Exposure
		Attention
		Perception
		Acceptance
		Retention

Source : Dave Chaffey et al., Internet marketing : strategy , implementation and practice (England : Pearson Education Limited , 2003),p.330.

Smith &)

: (Taylor,2003,p.97

3/12

Ek Strong 1925		-		AIDA
L & S 1961		- -	-	Hierarchy of Effect
E M Roger 1961	-	-		
R H Colly 1961			-	Dagmar
H & S 1969		-	-	Howard & Sheth
Hofacker 2000			- -	

Source : PR Smith and Jonathan Taylor , Marketing Communications (3ed Edition; London:Kogan
Page Limited , 2003),p.97.

AIDA

:

:(Kleindl,2000,p.61)

: **Attention**

Business Card

1995 %10

1998 %90

Yahoo, Excite

Amazon

Amazon

"Hits"

%6

.(Kleindl,2000,p.62)

3/13

:(Duncan,2002,p.432)

3/13

57	
38	
35	
28	Word Of Mouth
25	
14	
11	
11	
9	
7	
2	
2	

Source: Tom Duncan, IMC (USA:Mc Grow-Hill Companies , 2002) , p.432.

.
: **Interest**

Home Page

"Navigation"

.(Kleindl,2000,p.64)

: **Desire**

. Inferential

.(FAQ)

Server

:

-

-

-

URL

(Push & Personalization)

Yahoo –) Home Page

(Altavista – Microsoft Network Netscape)

Amazon

Web casting

"Cookies"

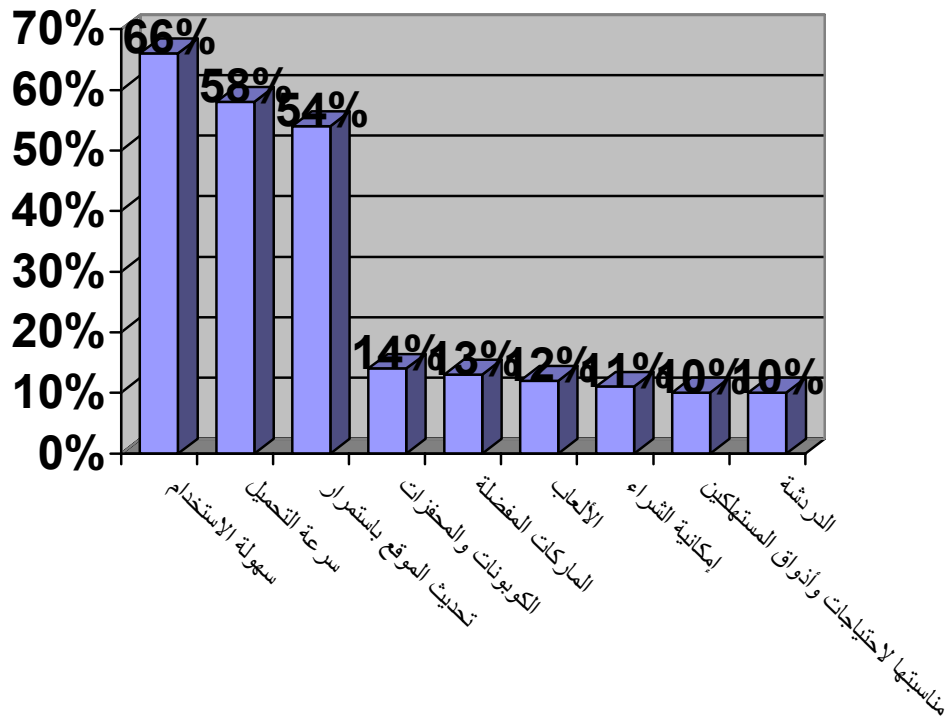
Point cast

: **Action**

AIDA

(Kleindl,2000,p.70)

(3/14)



Source : Brad Alan Kleindl, Strategic Electronic Marketing Managing E-Business (USA:South-Western college Publishing , 2000),p.70.

Disney

%50 1998

.(Kleindl,2000,p.60)

3/14

	AIDA	
-		
-		
-		
-		
-		
-		

Source : Brad Alan Kleindl, Strategic Electronic Marketing Managing E-Business (USA:South-Western college Publishing , 2000),p.60.

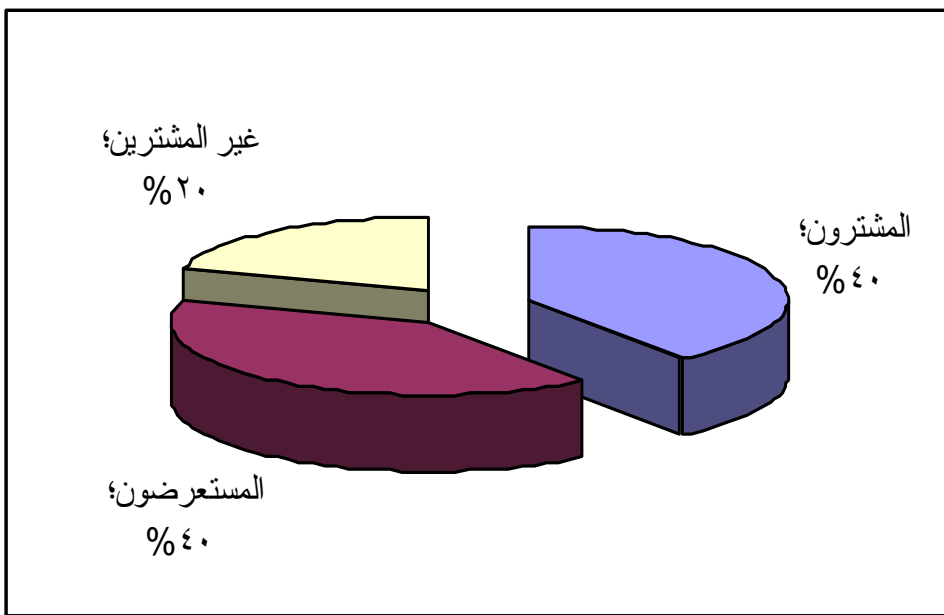
:

%40 (3/15)

%40

Laudon & Traver ,)" "

. (2001,p.349



Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.349.

3/15

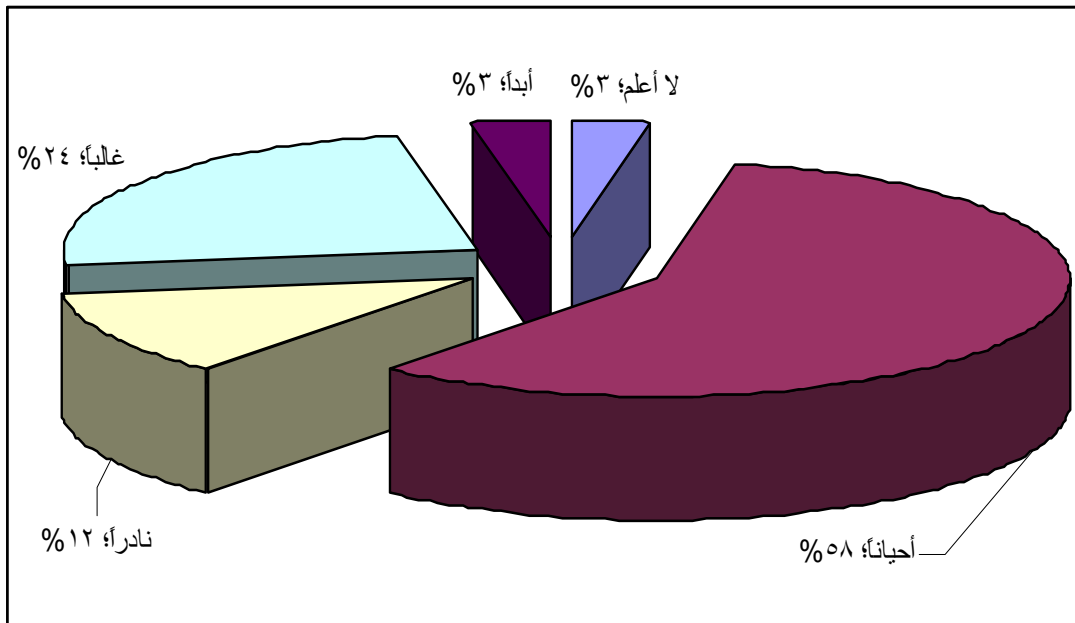
%80

" "

%80

Jupiter Media Matrix

: (Laudon & Traver , 2001,p.349) (3/16)



Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.348.

3/16

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(1

CD now Barents & Noble Amazon

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(2

(3

Limited Gap

Mass Customize

(4

Edmunds

Autonation

(5

CNN

The New York Times The Wall Street Journal

(6

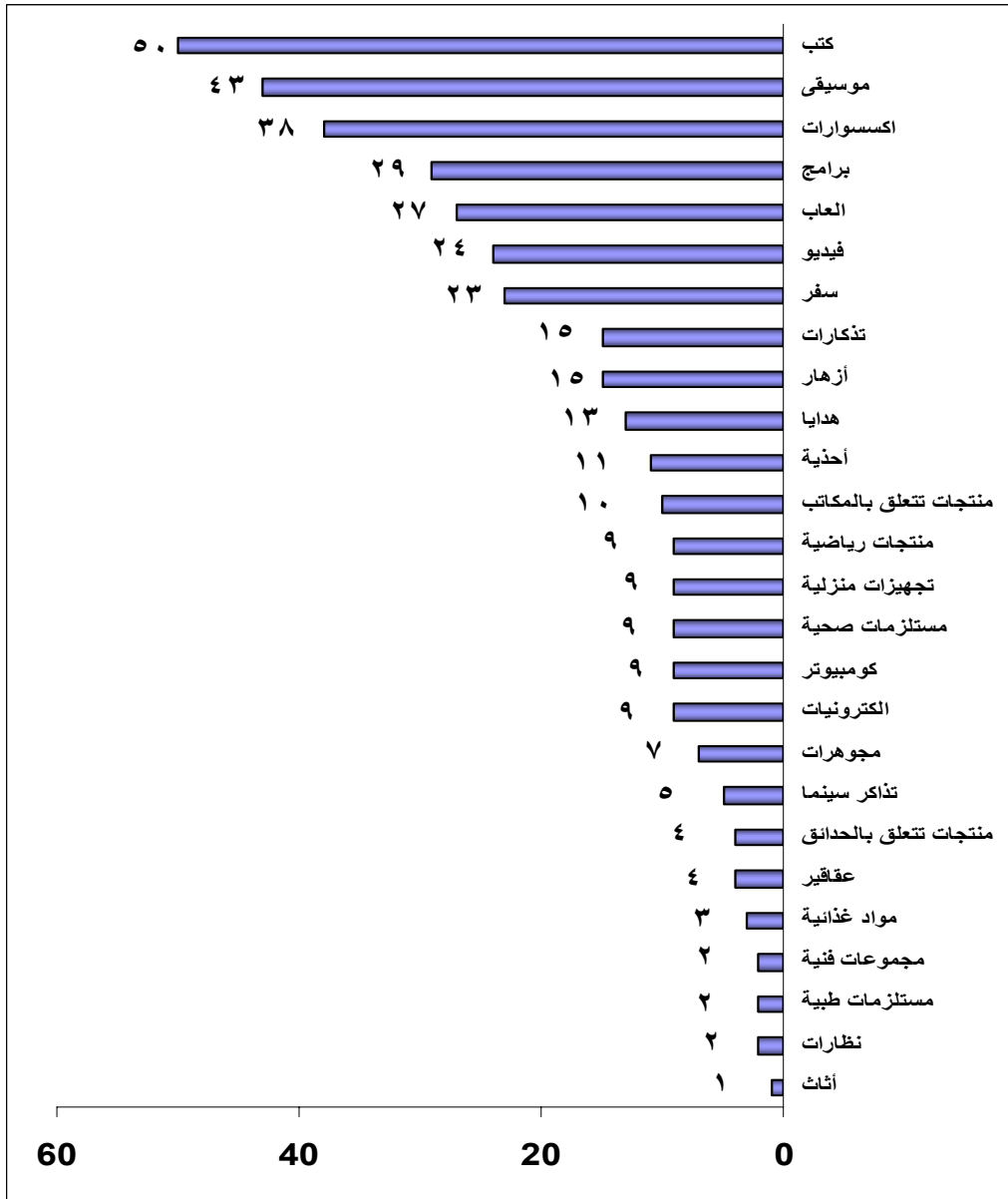
one source E-trade

.(236 2001)

Laudon & Traver ,)

(3/17)

: (2001,p.350



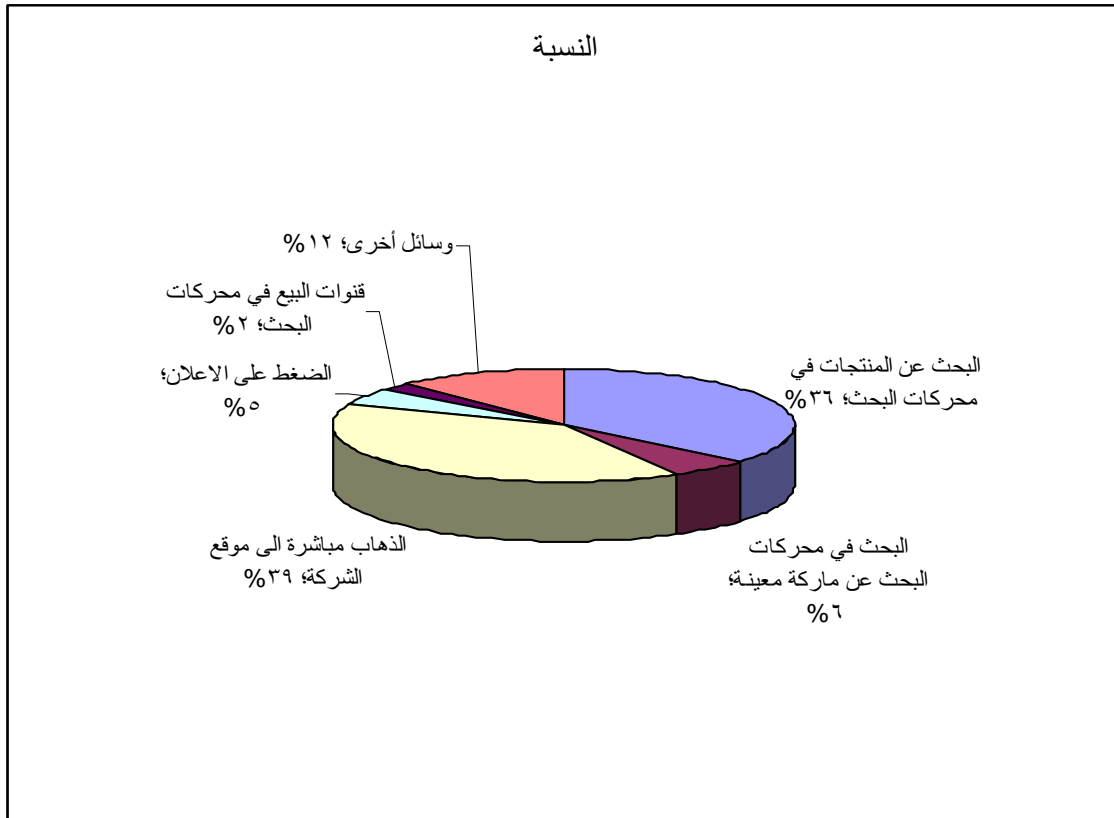
Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.350.

3/17

%80

Laudon &) (3/18)

:(Traver , 2001,p.351

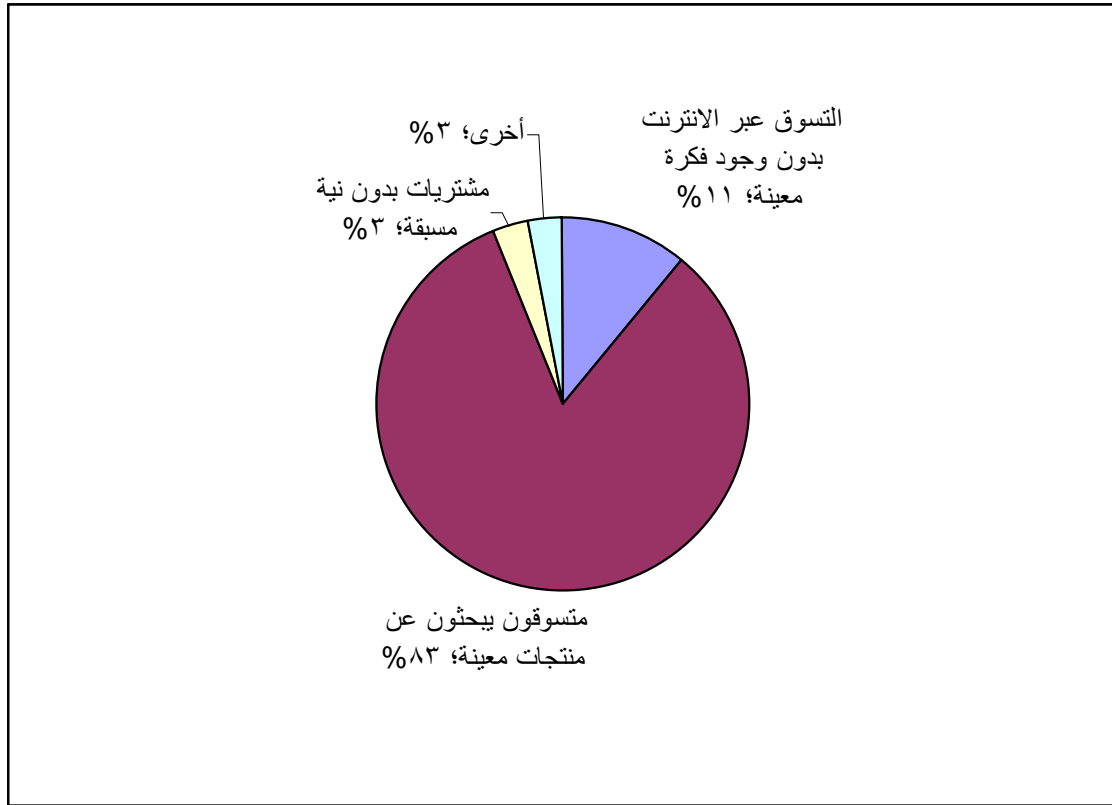


Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.350.

3/18

%80

:(Laudon & Traver , 2001,p.352) (3/19)



Source : Kenneth C. Laudon and Carol Guercio Traver , E Commerce : business – Technology – Society (Addison Wesley,2001),p.352.

3/19

Shopping For Fun

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.(2003)

(Questionnaire)

(stastical package for social science) SPSS

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-

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-

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2007/2006

(4/1)

2007/2006

16947	10311	6636		1
8732	3492	5240		2
11450	7400	4050		3
12629	4245	8384		4
49758	25448	24310		

:

:

382

83.7

320

16

%

304

)

: (139 1994

(-1)

$$382 \quad 381.21 = \frac{\dots}{\dots} =$$

$$\frac{2}{2(.)} + \frac{(-1)}{1}$$

:

:

:

: 1

.

: .

.(0.5)

.(0.05)

. %95

1.96

"382"

:

(4/2)

130	% 34	16947		1
67	%18	8732		2
88	% 23	11450		3
97	%25	12629		4
382	%100	49758		

3

)
 . 19
 5
 5
 25
 6

.1

.2

.(

(4/1) %49.3 %50.7 (4/3)

(%2) (1138)

. 4/3

(4/3)

50.7	154	
49.3	150	
100.0	304	

%23

(4/4)

:

%77

.

(4/4)

23.0	70	
77.0	234	
100.0	304	

%84.2 (4/5)

%7.6

%7.6

%0.7

500 100 %66.1 (4/7)
 %10.2 1500 %15.8
 %7.9 1000 501
 . 1500 1001

(4/7)

66.1	201	500 100
10.2	31	1000 501
7.9	24	1500 1001
15.8	48	1500
100.0	304	

:

:

:

:

.1

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()

(8)

(6)

(4)

(6-4)

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30

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(4/8)

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0.05

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r

(0.05)

0.361

28

(4/8)

(

)

0.021	0.426		1
0.007	0.483		2
0.040	0.391		3
0.006	0.500		4
0.013	0.448		5

0.000	0.706		6
0.001	0.572	google , yahoo, " " msn	7
0.000	0.717		8
0.003	0.524		9
0.000	0.665		10
0.000	0.785		11
0.000	0.658		12
0.009	0.469		13
0.016	0.442		14
0.002	0.569		15
0.001	0.588		16
0.000	0.705		17
0.000	0.638		18
0.001	0.578		19

0.002	0.565		20
0.007	0.479		21
0.007	0.492		22
0.001	0.567		23
0.020	0.424		24
0.007	0.485		25

0.361

28

0.05

r

:"

"

)

(4/9)

(

0.05

r

r

(0.05)

0.361

28

(4/9)

(

)

0.000	0.708		1

0.000	0.681		2
0.000	0.719		3
0.000	0.812		4
0.024	0.425		5
0.000	0.631		6
0.000	0.651		7
0.001	0.591		8
0.000	0.839		9
0.000	0.782		10
0.000	0.776		11
0.000	0.647		12

0.000	0.730		13
0.001	0.577		14
0.000	0.693		15
0.000	0.710		16
0.015	0.462		17
0.001	0.601		18
0.000	0.673		19

0.361

28

0.05

r

:

"

)

(4/10)

(

r

r

(0.05)

0.361

28

0.05

(4/10)

)

(

0.001	0.654		1
0.000	0.761		2
0.000	0.775		3
0.014	0.507		4
0.102	0.342		5
0.014	0.505		6
0.000	0.64		7
0.000	0.756		8
0.000	0.845		9
0.000	0.732		10
0.017	0.493		11
0.000	0.636		12
0.000	0.754		13
0.033	0.466		14
0.000	0.684		15
0.001	0.618		16
0.000	0.748		17
0.000	0.707		18
0.000	0.772		19
0.000	0.745		20

0.361

28

0.05

r

) : " (4/11)

r ((0.05)
 0.361 28 0.05

(4/11)
)

(

0.000	0.685		1
0.000	0.640		2
0.000	0.774		3
0.000	0.802		4
0.000	0.826		5
0.000	0.695		6
0.010	0.505	click here	7

0.361 28 0.05 r

:

(4/12)

(13)

(0.05)

(4/12)

0.000	0.850	()
0.000	0.782	()
0.000	0.773	()
0.000	0.816	()

0.361 28 0.05 r

:Reliability

:Split-Half Coefficient .1

Spearman-Brown)

: (Coefficient

(4/13)

$$\frac{r^2}{r+1} =$$

(4/13)

()

0.000	0.922704	0.8565	25	()
0.000	0.949469	0.9038	19	()

0.000	0.848987	0.7376	21	()
0.000	0.879552	0.7850	8	()

0.361

28

0.05

r

:Cronbach's Alpha

.2

(4/14)

(4/14)

()

0.9105	25	()
0.9509	19	()
0.8860	21	()
0.8468	8	()

:

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SPSS

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.4

. (Sample K-S

. One sample T test	.5
. Independent Samples T test	.6
. One Way ANOVA	.7
.	.8



((1- Sample K-S) -) :

(5/1)

(sig. > 0.05) 0.05

(5/1)

(One-Sample Kolmogorov-Smirnov t- test)

	Z			
0.962	0.503	25		
0.798	0.646	19		
0.734	0.686	44		

:

:

.1

%28.3

%29.3 (5/2)

%26.3

%16.1

(%71.7)

(1998)

(5/2)

28.3	86	
16.1	49	
26.3	80	
29.3	89	
100.0	304	

.2

%40.1 (5/3)

%31.6

%5.3

%23.0

(%71.7)

:

:

(5/3)

23.0	70	
40.1	122	
31.6	96	
5.3	16	
100.0	304	

.3

%42.8 (5/4)

%26.3

%16.1

%14.8

(%69.1)

(5/4)

16.1	49	
14.8	45	-
42.8	130	-
26.3	80	
100.0	304	

			.4
		(5/5)	
	:		
	. (13.52)		.1
	. (12.90)		.2
	. (11.47)		.3
	. (9.10)		.4
	. (8.38)		.5
	. (6.38)		.6
	. (5.50)		.7
	. (5.14)		.8
	. (4.94)		.9
	. (4.42)		.10
	. (4.37)	Chatting	.11
	. (4.32)		.12
	. (3.60)		.13
	. (3.19)		.14
	. (2.78)		.15
	. (0.00)		.16

Jupiter

2000 Media Matrix

(2000) Sultan & Henriches

(1998) Leong

(5/5)

1	13.52	263	
2	12.90	251	
3	11.47	223	
4	9.10	177	
5	8.38	163	
6	6.38	124	
7	5.50	107	
8	5.14	100	
9	4.94	96	
10	4.42	86	
11	4.37	85	Chatting
12	4.32	84	
13	3.60	70	
14	3.19	62	
15	2.78	54	
16	0.00	0	
	100.00	1945	

.5

(5/6)

. (26.06) •
. (20.94) •
. (19.27) •
. (13.77) •
. (12.29) •
. (7.67)

(5/6)

1	26.06	265	
2	20.94	213	
3	19.27	196	
4	13.77	140	
5	12.29	125	
6	7.67	78	
	100.00	1017	

(5/7)

(2000) Phau & Poon

(1997) Peterson, et al.

(5/7)

1	77.02	3.85	
2	69.92	3.50	
3	66.44	3.32	
4	65.79	3.29	
5	64.37	3.22	
6	63.91	3.20	
7	63.28	3.16	
8	59.85	2.99	

9	59.45	2.97	
10	56.92	2.85	
11	55.26	2.76	
12	52.97	2.65	
13	52.92	2.65	
14	50.58	2.53	
15	48.35	2.42	
16	47.61	2.38	
17	45.68	2.28	
18	44.85	2.24	
19	44.23	2.21	
20	35.91	1.80	

.7

(5/8)

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. (2.16)

.(2.43)

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(2000)

(1997) Internet Adv. Bureau & Millward Brown

(1997) Briggs & Hollis

(5/8)

1	2.16	()
2	2.43	
3	3.37	()
3	3.37	
4	3.78	
5	4.21	()

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(5/9)

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. (83.33)

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. (83.08)

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. (82.85)

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. (75.29)

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click here

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. (74.87)

. (73.60)

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. (72.53)

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(1997) Doubleclick

(1997) Webreference

(2000)

(1999) Hairong & Bukovak

(5/9)

		(5)	
1	83.33	4.17	
2	83.08	4.15	
3	82.85	4.14	
4	75.29	3.76	
5	74.87	3.74	click here
6	73.60	3.68	
7	72.53	3.63	

.9

(5/10)

	. (2.67)	•
	. (3.51)	•
	. (4.45)	•
	. (4.46)	•
	. (4.87)	•
	. (4.90)	•
(5.13)		•
	. (5.35)	•
	. (6.69)	•
	. (6.95)	•

(2004) Monsuwe

Costantinides

(2004)

Forrester Research

2000

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(5/10)

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2	
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(One Sample T test) T :

t

1.96 t t

0.05) "0.05" "303"

(% 60

1.96 t t

0.05) "0.05" "303"

0.05 (% 60

:

.1

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:

1/1

(5/11)

"%60"

0.05

"%60"

72.28

0.05

(5)

(62.04)

(0.109)

(1997) Internet Adv. Bureau and Millward Brown

(5/11)

		T				
3	0.000	11.778	73.96	3.70		1
2	0.000	14.232	74.08	3.70		2
1	0.000	11.988	77.60	3.88		3
4	0.000	9.385	73.29	3.66		4
6	0.109	1.609	62.04	3.10		5
5	0.000	7.577	71.75	3.59		6
	0.000	18.435	72.28	3.61		

1.96 =0.05

303

t

1/2

(10)) "%60" (5/12)
" 0.05
((11)
" google , yahoo, msn

"%60" 69.21
0.05
(61.45) (10)
(0.338)

T (58.03) (11)

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(2003) Jayawardhena, et. al.

(1998) Leong

(5/12)

		T				
3	0.000	7.721	70.03	3.50	" google , yahoo, msn	7
1	0.000	17.095	81.55	4.08		8
2	0.000	11.312	74.61	3.73		9
4	0.338	0.959	61.45	3.07		10
5	0.172	- 1.368	58.03	2.90		11
	0.000	12.784	69.21	3.46		

1.96 =0.05

303

t

1/3

(5/13)

"%60"

0.05

"%60"

69.69

0.05

(5/13)

		T				
5	0.004	2.864	63.51	3.18		12
3	0.000	11.001	71.25	3.56		13

4	0.000	8.125	68.26	3.41		14
2	0.000	20.288	73.14	3.66		15
1	0.000	13.981	73.75	3.69		16
	0.000	16.396	69.68	3.48		

1.96 =0.05

303

t

1/4

(5/14)

((20)

)

"%60"

0.05

"%60"

62.06

0.05

-) T

(50.75)

(20)

(6.971

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(2004) Monsuwe,et. al.

(2004) Constantinides

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(5/14)

		T				
3	0.038	2.084	62.56	3.13		17
1	0.000	12.004	73.15	3.66		18
2	0.027	2.218	63.05	3.15		19
4	0.000	6.971-	50.75	2.54		20
	0.006	2.796	62.06	3.10		

1.96 =0.05

303

t

1/5

(5/15)

(23)

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"%60"

0.05

((24)

(-2.944) T (56.60) (23)

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(61.84) (24)

(0.085)

(63.23)

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0.05

"%60"

(2003) Smith & Rupp

(5/15)

		T				
2	0.000	4.423	65.13	3.26		21
3	0.010	2.609	62.97	3.15		22
5	0.004	- 2.944	56.60	2.83		23
4	0.085	1.729	61.84	3.09		24
1	0.000	8.942	70.00	3.50		25
	0.000	3.974	63.23	3.16		

1.96 =0.05

303

t

(67.69)

0.05

%60

"

(1996) Berthon et al.

"

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.2

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2/1

(5/16)

"%60"

0.05

"%60"

77.49

0.05

Millward Brown International

(2002)

(5/16)

		T				
2	0.000	16.660	77.15	3.86		1
1	0.000	23.495	83.31	4.17		2
3	0.000	8.289	72.10	3.60		3
	0.000	20.151	77.49	3.87		

1.96 =0.05

303

t

2/2

(5/17)

"%60"

0.05

"%60"

76.04

0.05

(1998)

(5/17)

		T				
3	0.000	11.647	73.88	3.69		4
1	0.000	24.100	84.51	4.23		5
2	0.000	18.357	78.61	3.93		6
4	0.000	6.096	67.63	3.38		7
	0.000	20.588	76.04	3.80		

1.96 =0.05

303

t

2/3

(30)

"%60"

0.05

"%60"

72.12

0.05

(2002) Goldsmith, et. al.

Sultan &

(2000) Henriches

(5/18)

		T				
4	0.000	3.554	65.70	3.28		8

3	0.000	11.126	71.52	3.58		9
2	0.000	11.971	75.03	3.75		10
1	0.000	13.107	76.23	3.81		11
	0.000	13.446	72.12	3.61		

1.96 =0.05

303

t

2/4

(5/19)

((15)

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"%60"

0.05

"%60"

64.29

0.05

T (50.75) (15)

(-6.378)

(20)

Avery, et.al.

(1998)

(5/19)

		T				
3	0.000	3.915	65.53	3.28		12
1	0.000	10.044	70.21	3.51		13
2	0.000	7.250	68.46	3.42		14
4	0.000	-6.378	50.75	2.54		15
	0.000	4.743	64.29	3.21		

1.96 =0.05

303

t

(5/20)

"%60"

0.05

"%60"

70.76

0.05

(2003) Smith & Rupp

(5/20)

		T				
2	0.000	7.957	70.27	3.51		16

3	0.000	7.640	69.83	3.49		17
1	0.000	11.381	73.42	3.67		18
4	0.000	8.013	69.40	3.47		19
	0.000	12.583	70.76	3.54		

1.96 =0.05

303

t

(71.83)

0.05

%60

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(1998)

(2001) Teo

(1999)

(2003) Wolin & Korgaonkar

(5/21)

t

	t					
0.186	1.324-	0.42035	3.3510	154		
		0.47746	3.4194	150		
0.372	0.895	0.44614	3.6218	154		
		0.71062	3.5604	148		
0.833	0.210-	0.40258	3.4694	154		
		0.49939	3.4803	150		

1.96

0.05

(303)

t

(0.05)

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(5/22)

F 0.05

F

(0.05)

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(1998)

(1999)

(1999) Eastlick & Lotz

(2002)

(2001) Teo

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(5/22)

(One Way ANOVA)

	" F"					
0.000	16.664	2.921	3	8.764		
		0.175	300	52.592		
			303	61.356		
0.000	6.085	2.020	3	6.059		
		0.332	300	98.911		
			303	104.970		
0.000	13.527	2.461	3	7.383		
		0.182	300	54.582		
			303	61.965		

2.63

0.05

(2,303)

F

(5/23)

(0.05)

(5/23)

		*0.6333-		
	*0.6703	0.0371		
0.1745	0.8448	0.2116		
		*0.5227-		
	0.4165	0.1062-		
0.3852	0.8016	0.2789		
		*0.5845-		
	*0.5608	0.0237-		
0.2624	0.8232	0.2387		

(0.05)

3/3

22 18)

32

32 28

28 23

(5/24)

F 0.05 ()

F

F 0.05

F

(0.05)

28 28 23 22 18)

. (32 32

(1998)

(2000) Littlefield, et al.

(2003) Wu

(2001) Teo

(5/24)

(One Way ANOVA)

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(32 32 28 28 23 22 18

	" F"					
0.000	7.167	1.368	3	4.103		

	" F"					
		0.191	300	57.252		
			303	61.356		
0.345	1.109	0.386	3	1.159		
		0.348	300	103.811		
			303	104.970		
0.006	4.272	0.846	3	2.539		
		0.198	300	59.426		
			303	61.965		
	2.63	0.05		(2*303)		F

(5/25)

28 " (0.05)

. 22 18

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18

"

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32

(2003) Brown,et. al.

(5/25)

28 32	23 28	18 22		
		0.1754-	23 28	
	0.2118-	0.3872* -	28 32	
0.2392	0.0274	0.1480-	32	
		0.1523-	23 28	
	0.1242-	0.2765* -	28 32	
0.1201	0.0041-	0.1564-	32	

(0.05)

3/4

500 100)

1500

1500

1001

1000

501

(

(5/26)

F 0.05 ()

F

F

F

0.05

(0.05)
 501 500 100)
 . 1500 1500 1001 1000
 (2002)

(2003) Wu

(5/26)

(One Way ANOVA)

)

1500 1001 1000 501 500 100
 (1500

	" F"					
0.034	2.923	0.581	3	1.743		
		0.199	300	59.613		
			303	61.356		
0.461	0.863	0.301	3	0.904		
		0.349	300	104.066		
			303	104.970		
0.117	1.983	0.402	3	1.205		
		0.203	300	60.760		
			303	61.965		

2.63

0.05

(300 3)

F

(5/27)

" (0.05)

" 1500 1001 " " 1500

" "

(5/27)

1001 1500	501 1000	100 500		
		0.0287-	501 1000	
	0.1268	0.0982	1001 1500	
0.2847* -	0.1579-	0.1865-	1500	

(0.05)

3/5

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(5/28)

t

t

0.05

t

(0.05)

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(5/28)

t

	t					
0.272	-	0.47999	3.3563	152		
	1.100	0.41752	3.4131	152		
0.083	-	0.63484	3.5324	152		
	1.739	0.53902	3.6502	152		
0.101	-	0.49470	3.4323	152		
	1.644	0.40249	3.5173	152		

1.96

0.05

(303)

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(62.04) (5)

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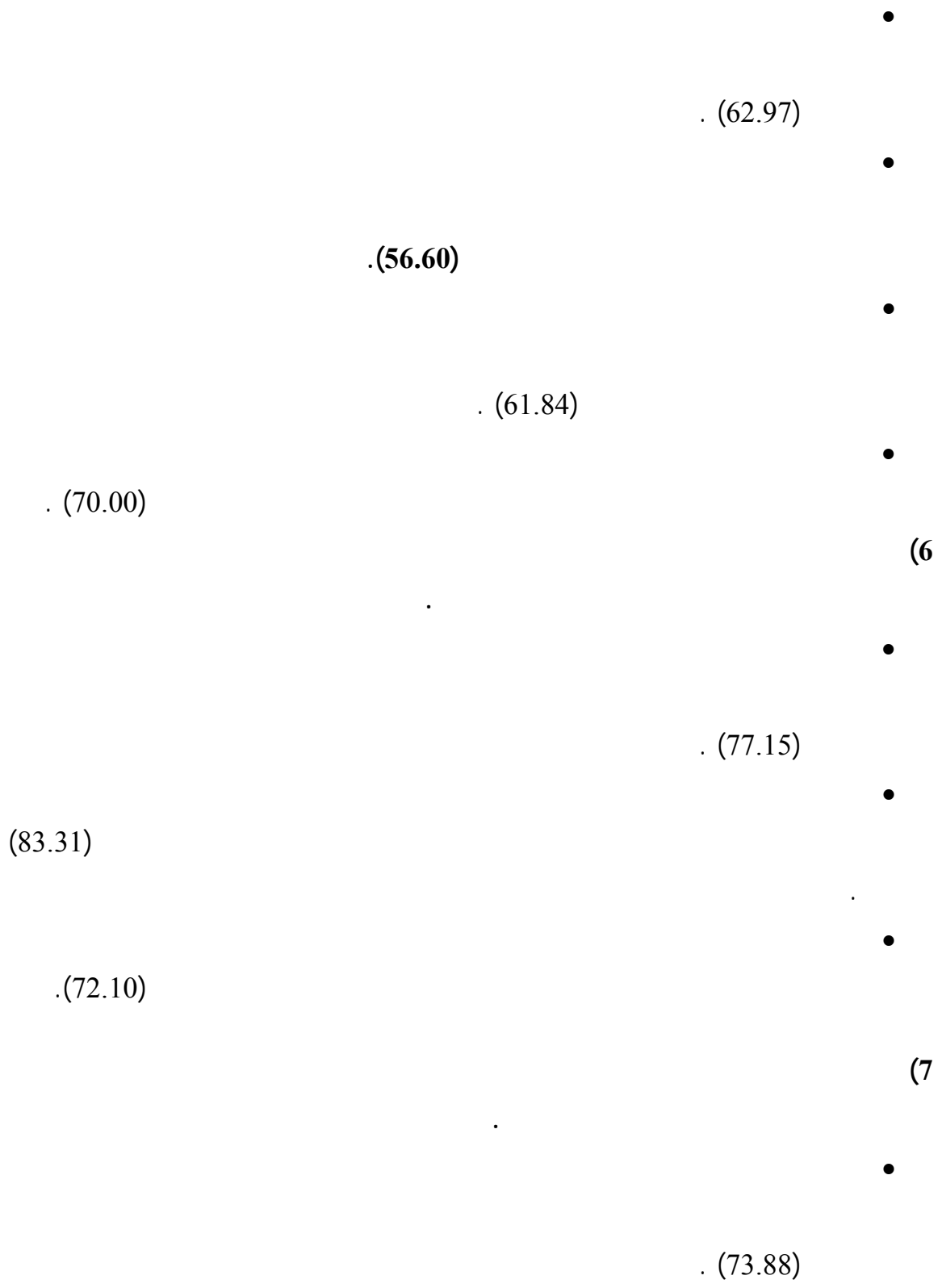
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http://www.qou.edu/homePage/arabic/aboutQOU/statistics/statis2005_2006_1.pdf

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الجامعة الإسلامية - غزة
عمادة الدراسات العليا
ماجستير إدارة الأعمال MBA

استبانة

..

تحية طيبة وبعد ،،

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"تأثير إعلانات الانترنت على مراحل اتخاذ قرار الشراء عند الشباب الجامعي الفلسطيني "

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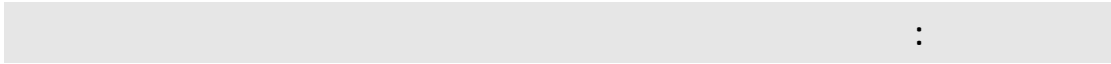
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