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(1998) bagley & watnik

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(Schiffman & Kanuk, 2004, p:253)

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.p:234) 2007 (Salomon .

(216 1999 ) .



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( [www.syria-post.net](http://www.syria-post.net) )

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128	38	90	
200	80	120	
328	118	210	

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5	4	3	2	1	
1	2	3	4	5	

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0.01	0.000	21	10.242	2.860	43.00	12		
				3.311	29.82	11		
0.05	0.018	21	2.562	3.289	15.50	12		
				2.370	12.27	11		

0.01	0.000	21	11.622	2.570	39.67	12		
				3.419	25.09	11		
0.01	0.000	21	4.595	3.720	21.75	12		
				3.390	14.91	11		
0.01	0.001	21	3.948	1.311	13.08	12		
				2.611	9.73	11		
0.01	0.000	21	21.135	4.328	132.00	12		
				4.792	91.82	11		

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0.712	0.712	0.773	0.788	
0.558	0.559	0.582	0.796	
0.810	0.814	0.764	0.785	
0.544	0.543	0.618	0.787	
0.619	0.640	0.554	0.762	
0.831	0.831	0.845	0.896	

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5.085	70.36%	35.18	328	
2.586	60.45%	12.09	328	
5.581	67.24%	33.62	328	
4.167	66.50%	19.95	328	
2.177	75.93%	11.39	328	
14.387	68.02%	112.23	328	

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.(%68.02)

(1998) bagley & watnik

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%		%		%		%		%		1
16.9%	20	18.1%	38	42.2%	54	3.1%	4	17.7	58	
72.9%	86	61.0%	128	102.3%	131	64.8%	83	65.2	214	
10.2%	12	21.0%	44	11.7%	15	32.0%	41	17.1	56	
100.0%	118	100.0%	210	156.3%	200	100.0%	128	100.0	328	

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(%65)

(17.1)

(%7.17)

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%		%	
59.15%	194	40.85%	134
65.24%	214	34.76%	114
84.76%	278	15.24%	50
62.20%	204	37.80%	124
69.51%	228	30.49%	100
81.71%	268	18.29%	60
65.24%	214	34.76%	114
85.98%	282	14.02%	46
91.16%	299	8.84%	29
86.59%	284	13.41%	44

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(%8.48)

(%40.85)

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%		%		%		%	
59.00%	118	41.00%	82	59.38%	76	40.63%	52
65.50%	131	34.50%	69	64.84%	83	35.16%	45
80.00%	160	20.00%	40	92.19%	118	7.81%	10
73.00%	146	27.00%	54	45.31%	58	54.69%	70
81.00%	162	19.00%	38	51.56%	66	48.44%	62
86.50%	173	13.50%	27	74.22%	95	25.78%	33
64.50%	129	35.50%	71	66.41%	85	33.59%	43
86.00%	172	14.00%	28	85.94%	110	14.06%	18
89.00%	178	11.00%	22	94.53%	121	5.47%	7
85.00%	170	15.00%	30	89.06%	114	10.94%	14

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%		%		%		%		
35.59%	42	64.41%	76	72.38%	152	27.62%	58	
55.93%	66	44.07%	52	70.48%	148	29.52%	62	
69.49%	82	30.51%	36	93.33%	196	6.67%	14	
72.88%	86	27.12%	32	43.81%	92	56.19%	118	
78.81%	93	21.19%	25	52.38%	110	47.62%	100	
66.10%	78	33.90%	40	74.29%	156	25.71%	54	
				50.48%	106	49.52%	104	

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(%56.19)

.(%6.67)

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1	%76.65	
2	%56.46	
4	%43.60	
5	%36.65	
3	%34.43	
6	%33.92	
7	%29.82	
9	%28.82	
8	%27.2	
10	%17.43	

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1	%71.70	
2	%70.72	
3	%70.67	
4	%69.14	
5	%66.36	
6	%63.66	
7	%61.60	
8	%58.42	
9	%53.24	
10	%51.82	
11	%42.21	
12	%41.04	
13	%35.60	
14	%16.60	

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	0.667	326	0.431	5.553	35.33	128		
				4.774	35.08	200		
	0.129	326	1.522	2.771	11.82	128		
				2.453	12.27	200		
	0.552	326	0.596	5.650	33.85	128		
				5.546	33.48	200		
	0.053	326	1.943	4.139	20.51	128		
				4.157	19.60	200		
	0.532	326	0.626	2.424	11.48	128		
				2.008	11.33	200		
	0.445	326	0.765	15.129	112.99	128		
				13.908	111.75	200		

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	0.806	326	0.245	4.792	35.23	210		
				5.589	35.08	118		
	0.194	326	1.301	2.586	11.95	210		
				2.579	12.34	118		
	0.702	326	0.383	5.631	33.53	210		
				5.512	33.78	118		
	0.788	326	0.269	4.153	19.90	210		
				4.210	20.03	118		
0.05	0.011	326	2.561	2.134	11.62	210		
				2.203	10.98	118		
	0.991	326	0.011	14.303	112.24	210		
				14.597	112.22	118		

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	0.222	116	1.229	5.570	36.00	38		
				5.580	34.65	80		
0.01	0.000	116	4.053	2.377	11.03	38		
				2.447	12.96	80		
0.01	0.003	116	3.007	4.956	35.92	38		
				5.499	32.76	80		
0.01	0.000	116	4.417	3.878	22.34	38		
				3.928	18.94	80		
	0.555	116	0.592	2.343	11.16	38		
				2.144	10.90	80		
0.05	0.030	116	2.203	13.017	116.45	38		
				14.950	110.21	80		

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	0.631	208	0.481	5.552	35.04	90		
				4.150	35.37	120		
	0.325	208	0.986	2.868	12.16	90		
				2.354	11.80	120		
	0.216	208	1.240	5.722	32.98	90		
				5.549	33.95	120		
	0.606	208	0.517	4.019	19.73	90		
				4.262	20.03	120		
	0.985	208	0.019	2.457	11.62	90		
				1.866	11.62	120		
	0.538	208	0.617	15.777	111.53	90		
				13.132	112.77	120		

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