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(Face validity)

(Pilot study)

(Reliability)

.(Castelletti & Soncini, 2005)

(Dungumaro & Madulu, 2003)

(Ashraf et al.,
2007)

(Behzadi Nasab et al., 2006)

(Fairweather, 1999)
(2007) Robinson

(Jorabloo et al., 2006; Khadari,
2006)

(2006) Lamba (Stacey, 1999)

(Meinzen-Dick et al., 2004)

(1986) Robertson (Lin & Shao, 2000)

Najafi .
(1999)

(2006) Hartley

(Buford et al., 2002)

McMillion

(1981)

(1971) Mendenhall et al.

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6 . Multi-stage stratified random sampling
7 . Face validity
8 . Reliability

1 . Duty bound
2 . Mixers
3 . Trader
4 . Publicity seeker
5 . Self-improver

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(1981) McMillion

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(1983) Bangura .

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(1981) McMillion
(1981) McMillion

Quagraine et al.,(2007) .

- 1. Marketing contracting
- 2. Transaction
- 3. Economic constraints

(ANOVA)

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(ANOVA)

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McMillion

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(ANOVA)

(2005) May .

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(2000) Taghavi .

R² /

(2006) Hartley

$$Y = 11.94 + 0.57 X_1 + 0.259 X_2 + 0.136 X_3 + 0.210 X_4$$

Y =

X₁ =

X₂ =

X₃ =

X₄ =

-λ

Sig. t	t	β	B
/	/	/	(Constant)
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F = 10.064 Sig. F = 0.0001 R = 0.382 R² = 0.146
Adjusted R² = 0.131

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1. Stepwise

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(2003) Yercan .

(2000) Lise

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