

# The Impact of Globalization to Contractors' Organizational Purchase Behavior in Steel Industry

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## ABSTRACT

This study was designed to explore the globalization of the six variables in the geographic center of the strategy, marketing strategy, globalization, organizational structure, personnel leadership vision, the world's culture, management procedures on the iron and steel industry contractor organizations the impact of buying behavior, and what relevance between variables. And based on research results of practical recommendations. Contractors for the iron and steel industry in the study. The research findings show: the organizational structure of globalization, the contractor of the impact of organizational buying behavior; global culture contractor organizations the impact of buying behavior; management procedures of the contractor organizations, the impact of buying behavior; but the marketing strategy, vision of the leadership staff of the contractor organization the relationship between buying behavior was not obvious.

Keywords : globalization、organizational buying behavior、iron and steel industry contractors

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