

The effect of environmental consciousness of the plan to buy green products In Gilan

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Abstract: Increasing of concern public awareness of health and environmental protection, this has led to the consumers in the purchase of environmental problems to consider. At the same time the increasing importance of environmental issues and the concept of social responsibility among consumers, Identify factors influencing the intention to purchase green products by consumers is necessary. According to the intention of buying as a good predictor of behavior is known The aim of this study was to investigate the impact of environmental awareness in Guilan province is planning to buy green products. The required data research through structured questionnaires were distributed among 454 cases of citizens who used green products to non-comprehensive approach in the unlimited possibility of accidents in Guilan province were collected using structural equation modeling techniques and software were analyzed SPSS 21. The results show that factors such as green brands, marketing communications activities, attitudes regarding further marketing communications, The effectiveness of environmental knowledge and understanding of consumer purchase intention Green affect him.

Keywords : Keywords: Environmental awareness, Purchasing, Consumer, Environmental knowledge, Green products

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