

The effect of social capital for sustainable environmental consumer behavior citizens of Rasht

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Those consumers who are concerned about the environment, buy goods and services that have a less positive or negative effect on the environment. Environmental consumer behavior includes efforts in energy conservation and refusal to buy products with improper packaging. Hence, the current study was investigated the effect of sustainable social capital on environmental consumer behavior in Rasht. The population of this study consisted of the customers of the geographic regions of the province of Gilan who have used the products-based environmental at least once. 384 individuals were ed using Morgan table as sample. It is a descriptive-analytical in terms of research design and an applied study regarding purpose. The questionnaire (Marigold et all, 2015) was used for data collection. In order to analyze the data was used Kolomogrov-Smirnov test and to determine the type of data distribution were used the structural equation modeling approach and overall fit path analysis model. The hypotheses were analyzed by SPSS21 and Smart.PLS.2 softwares. The results indicated that the social capital has a positive and significant impact on the knowledge of environmental issues, environmentalist attitudes, environmental compatibility, environmentally friendly behaviors. As well as, the results demonstrated that there is a positive and significat relationship between the knowledge of environmental issues and environmentally friendly behaviors and environmental compatibility, and environmentalist attitudes and environmentally friendly behaviors and environmental compatibility as well. The results also reflected that environmental compatibility has no positive and significat relationship effect on environmentally friendly behaviors. Finally, based on the results, is presented suggestions for managers and experts in in geographic regions of the province of Gilan.

Keywords : Social Capital, Consumer Behavior, Environmental Consumer Behavior

