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# **Study the relation between Green Brand Positioning, Attitude towards Green Brand and Green Brand Knowledge on Green Purchase Intention (Case Study of Rasht Citizens)**

Bahram Ghasemdoust\*,

**Considering the important role of environmental and social issues for customers, it is important to consider what factors affect the process of buying green products among consumers. Accordingly, the purpose of this research is to study relation between green brand positioning, attitude towards green brand and green brand knowledge on green purchase intention (case study of Rasht citizens). The research method of present study is descriptive and correlational in which correlation between independent variables and dependent variable is shown, by using questionnaire tool. For this purpose, the Acer (2007) and Petrick et al (2005) questionnaires for green brand positioning, Petrik et al. (2005) for attitude towards green brand, Clare (1993) for green brand knowledge and finally Chan (2001) for green purchase intention have been used in this study. The population of the study was all consumers of green products in Rasht city. After estimating the sample size, 420 were ed among which 404 were participated. To calculate the sample size, the Cochran formula was used for unlimited communities. The method of sampling in this research was simple random sampling, which was based on citizens of Rasht using green products. After scoring questionnaires and calculating descriptive indices, PLS software was used for answering the research questions. The results of the analysis of hypothesis showed that there is no significant relationship between the green brand positioning and the green purchase intention, while the attitude towards green brand with the intention to green purchase intention is significant. The results also showed that green brand knowledge with green purchase intention and attitude toward green brand has a**

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**significant relationship. Finally, it became clear that green brand knowledge moderates the relationship between the green brand positioning and the green purchase intention.**

**Keywords : green products, green brand positioning, green purchase intention, attitude towards green brand, green brand knowledge**

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[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)