

Explaining the purchase intention of Rasht food industries products customers with emphasis on awareness of green marketing

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Abstract Today, the environment has become an increasingly critical issue for all segments of the population, both in the customer's place and in the producer's place. In recent years, Iran needs to develop and promote the marketing of products that are more environmentally friendly, due to the resource and energy consumption crisis. Environmental contaminations that result human production and human consumption are among the issues frequently identified by organizations active in this field as a threat to humankind. In the meantime, some industries have taken steps to reduce environmental degradation by adopting measures, but they have not completely succeeded in influencing their intent and intentions through their actions. The main objective of this research, is Explaining Purchase intention of buying customers in the Rasht products of the food industry companies with emphasis on green marketing awareness. This research applied about the goal and descriptive about data collection and is correlation about the method. The statistical population of the survey is customers who use food products produced in manufacturing companies in Rasht. Sampling method is available cluster and non-probabilistic sampling. To analyze the data obtained the distribution of the questionnaire, a structural equation modeling technique with partial least squares approach has been used. In general, all data analysis was performed by SPSS and PLS software. The results of the research hypotheses indicate that consumers' awareness of green marketing on corporate social responsibility and product image, social accountability on the image of the product, the image of the products of the company on the reputation of the company and the intention and intention of customers, the reputation of the company on the intention of customers. On the other hand, the customers' awareness of green marketing through product images was confirmed by

customers' intent and intention to purchase products the food industry companies of Rasht.

Keywords : KeyWords: Intent, Green Marketing, Customer Awareness, Corporate Reputation, Food Industry.

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