

Investigating the effect of the components of the theory of planned behavior on the youth purchase intention of green products in Guilan province

Milad Safarzadeh*, Dr. Shahram Guilaninia,

Abstract Today, environmental issues and environmental protection are one of the most important criteria consumers are considering when purchasing it. But over time and promoting the position of green marketing, more attention was paid to the behavior of green purchases and the factors that influenced it and more researchers looked at it. So the main purpose of this research is Investigating the effect of the components of the theory of planned behavior on the youth purchase intention of green products in Guilan province. The research method was correlation and the statistical population of the research was young people under 40 years old in Guilan province who use green products. The sampling method was also available cluster sampling method and non-probabilistic sampling method. The sample size was 388 customers. After collecting data by standard questionnaires, structural equation modeling techniques with partial least squares approach were used to evaluate the relationships between variables. In general, all data analysis was performed using SPSS and PLS software. The result of research hypotheses suggests the effect of environmental concern on consumers' intention to purchase green products, environmental concerns, environmental knowledge on the attitudes of consumers of green products; environmental knowledge and attitudes to consumers' intention to purchase green products; subjective norms and behavioral control Perceived the tendency to buy consumers of green products.

Keywords : Key Words: Green Shopping, Green Attitudes, Environmental Concerns, Environmental Knowledge, Subjective Norms

