
The Impact Of Green Marketing ,Social responsibility and The Factors Of Theory Of Planned Behavior On Intention To Buy (Case Study: Green Products Customers Of Guilan Proviencie)

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Abstract The present research is aimed at the effect of green marketing, social responsibility and the theory of planned behavior on the intention to buy green consumer products. The research method is type-descriptive and correlation is a method based on the method. The statistical population of the study is consumers of green products in Guilan province. sampling method is Non-probabilistic. The sample size is 397 people. The data gathering tool in the present study was a questionnaire with 24 questions. To assess the validity of the questionnaire, experts were used. Cronbach's alpha coefficient was used in order To determine the reliability coefficient, for analyzing data and testing hypotheses using SPSS and PPL software. The results of the research hypothesis test show that: Green Marketing Affects Social Responsibility. Green marketing affects the intention to buy green products. Green marketing affects the image of the product. Social responsibility affects product image. Social responsibility affects the intention to buy green products. The product image affects the intention to buy green products. Attitudes affect the intention to buy green products. Subjective norms have an effect on the intention to buy green products. **Keywords:** Green Marketing, Social Responsibility, Theory of Planned Behavior, Purchasing.

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