

# **Exploring Green Purchase Intention Using Theory of Planned Behavior With Moderating Role of Country of Origin and Price Sensitivity. (The Studied Case: Green Skincare Products of Cinere).**

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**Abstract** This study was conducted on the geographical area of Guilan province in 1396 and the population of the study includes consumers of Cinere products in Rasht. Moreover, the present sample consists of 217 consumers of these products in Rasht that were examined by Convenience Sampling. The Kolmogorov- Smirnov test was used to examine whether the data distribution was normal or not and since the data distribution was not normal, Structural Equation Modeling and Smart PIs 3.2.6 software were used for analyzing data and studying hypothesis testing. The findings have shown that theory of planned behavior variables, i.e. attitude, subjective norm and perceived behavioral control affected green products purchase intention. Moreover, price sensitivity and country of origin of brand moderators is influential on the effectiveness of theory of planned behavior variables on green purchase intention.

**Keywords :** Keywords: theory of planned behavior, attitude, subjective norm, perceived behavioral control, price sensitivity, country of origin of brand, green products purchase intention

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