

# **Investigating the Relationship between Consumer Innovation Mechanism and Green Consumption Behavior for Buying Solar Panels in Guilan Province**

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**Concerns about the environment in all aspects and areas have been observed in recent years. The fact that our limited resources are damaged and will continue to hamper the future of human life on the planet will have pushed officials and thinkers to think about it. The purpose of this study was to investigate the relationship between consumer innovation mechanism and green consumption behavior for purchasing solar panels in Guilan province. The statistical population of this research is solar panel users in Guilan province. The Cochran formula was used to calculate the statistical sample size. So the sample size is 420 people. The present research is based on the purpose of the applied type and in terms of data collection method, descriptive research and correlation type. The method of collecting the field information, the data gathering tool, the standard questionnaire and the method of data analysis, are used to model structural equations. The validity of the research was assessed using content validity through respected teachers and experts. The reliability of the research is determined by Cronbach's alpha method and it is confirmed that the alpha value is higher than 0.7% acceptable. After descriptive analysis of variables, factor analysis and path analysis were used to analyze the hypotheses. Using PLS software, path coefficients for variables were investigated and the operational model of the research was presented. The results of this study showed that consumption innovation, green attitude and greening intake were significantly related to consumption behavior of cobra, but the mental criteria of green consumption and perceived perceived behavior of green consumption did not affect green consumption behavior.**

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**Keywords : Keywords: Innovation, Green Attitude, Purchasing Intent, Solar Panel**

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