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# **The study of the impact of effective factors on purchasing behavior of consumers in Rasht mega city**

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**Abstract** Awareness of desires and behavior of consumers in Rasht mega city - that is of the main aim of distribution and country" s aquaculture center- can help in marketing and production planning and eventually in capitation consumption. In countries that step in the path of development, the people food habit alterations happen faster and, in these cases, searching and pursuing is more prominent. In decision making, consumers are subordinated by their theoretical background and viewpoints, income, price and etc. This research, studies effective factors on intentions and purchasing behavior of fish consumers among citizens of Rasht mega city. Statistical society of this research consists of Rasht mega city residents. The research is functional in terms of type and is geodesic- explanatory in terms of style. In this research, we test theories with utilization of data 384 citizens of Rasht that is the result of distribution and gathering questionnaires. validity of questionnaire is the content validity and potential credit and stability is through Cronbach Alfa coefficient. The above research analyzes in 8 frames. The analysis is with using structural equation technic. The result of Rasht mega city citizens ideas says that understood risk, price, viewpoint, understood behavior control, trust, knowledge on the intention of fish purchasing has a meaningful and positive effect. Also, the intention of fish purchasing has a positive and meaningful impact on consumers behavior. key words: Purchase intention, behavior of consumer, constructional equation modeling

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