

Investigating the Moderating Role of Consumer Innovation on the Relationship between Identity and Social Influence with Intent to Purchase Organic Agricultural Products (Case Study: Consumers of Organic Rice Products in Guilan Province)

Fatemeh Abdolazadeh*,

Today, organic products have found their place among other products, so that demand for such products is on the rise. The purpose of this study was to investigate the role of consumer innovation moderator on the relationship between identity and social influence with the intention of buying organic agricultural products. The statistical population of this study is organic rice consumers 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 the research showed that social identity, perceived value and green energy innovation have a significant relationship with purchase intention,

but social influence does not affect buying intention.

Keywords : Keywords: Organic products, Intent to buy, Innovation, Rice

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)