
Impact of Cultural values on Green Purchasing Behavior (A Case Study: Consumers of organic products in the city of Rasht)

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Increasing public awareness and concern about health and environmental protection has led consumers to consider environmental issues in their purchases. The total purpose of this study is to examine the impact of cultural values on green purchasing behavior about the purchase of organic products in the city of Rasht. The research purpose is applications and data collection method is descriptive and correlation and its tool is a questionnaire. The sampling method is non-random. The population studied in the present investigation is consumers of organic products in the city of Rasht that their number is unlimited. So the Cochran formula was used for an unlimited population. Initially, 30 primary questionnaires were distributed and according to the Cochran formula, the minimum sample size was 413 people. Then 520 questionnaires were distributed among respondents by available sampling method that 418 questionnaires were used in the final analysis. Finally, the questionnaires were gathered and the data were analyzed using SPSS 22 and smart pls 2 software. Analyzing the data revealed that collectivism and long-term orientation have a positive impact on the environmental attitude and the subjective norm, and have a negative impact on perceived behavioral control. As well as environmental attitude and subjective norm have a positive impact on purchase intention, and perceived behavioral control has a negative impact on purchase intention.

Keywords : Cultural values, Green purchase behavior, Organic, purchase intention

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