

Investigating the Effect of Trust Moderation of Green productions on the Relationship Between Consumer Values and Environmental Concerns and Intention to Purchase of Green Products (case study :Students of Islamic Azad University, Rasht)

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The purpose of this study was to investigate the effect of the moderation of trust in green products on the relationship between consumer values and environmental concerns. The research was applied in terms of its purpose and in terms of research method, it was a descriptive survey type. The statistical population of the study consisted of citizens of Rasht, which used at least one green product as juvenile jujube or age group. 384 individuals were ed as probable (random). The data were collected using a questionnaire. Reliability was confirmed by Cronbach's alpha coefficient and its validity was confirmed using content and structure validity. Structural equation method was used to analyze the data. The results showed that consumer values have a high impact on environmental concerns. Among the dimensions of consumer values, according to conditional values, cognitive and social values have the greatest impact on environmental concerns and the impact of functional and emotional values on environmental concerns has not been confirmed. The results also showed that confidence has a moderating role in the relationship between consumer values and environmental concerns. Trust modifies the relationship between functional values, emotional values, cognitive values, and environmental concerns, but its role as a moderator of the relationship between social values and conditional values is not confirmed.

Keywords : Confidence in green products, consumer values, environmental concerns, functional values, emotional values, cognitive values, social values and conditional values

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