Explannation of mental involvement in the product category purchase behavior of organic products (Case study : Customers organic products Rasht)

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The environment has become increasingly important among all social classes, either in customer or in producer's status in today's world. According to statistics, the growth of the organic food market has been uninterrupted despite the global recession. The main reason for buying organic products by consumers is their expectation about the health and safety of these products. On the other hand, providing organic food has many benefits in respect of health and the environment; however, the demand for non-organic food is growing in proportion to organic food and these products have a larger market share that requires creating awareness in customers and their trust in organic products. Considering the importance of Product Class Involvement in the marketing literature and consumer behavior in order to purchase organic products, the researcher has tried in the present research to study the relationship between these two variables. Accordingly, the present research studies the explanation of Product Class Involvement in the customers' organic products purchasing behavior in Rasht city. The model of this research was designed according to Andris model (2007). The present study is an applied research in terms of the purpose and a descriptive survey in terms of data collection method. The study's statistical population is consisted of citizens, consumers of goods and buyers of organic products Azgil Kala store. Hence, a questionnaire containing 21 questions was prepared and finally, the analysis was conducted on 361 collected questionnaires. Sequential logistic regression by SPSS software was used in order to analyze. Finally, some suggestions based on the research results as well as suggestions for future research were proposed

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