

Prediction of Green Product Consumption using the Theory of Planned behavior and Logical Action (Case Study: Insurers of Moallem Insurance in Guilan Province)

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The main purpose of this study was to determine the effect of environmental concern, consumer attitude towards green products, subjective norm and perceived behavioral control on the intention to purchase green products. The research method was descriptive-correlational. The research population consisted of all customers of green products in Rasht, which was ed through a suitable sampling method of 370 customers. To collect data, environmental concern, consumer attitude towards green products, subjective norm, perceived behavioral control and intention to purchase green products scales were used. Using structural equation modeling in Amos software version 24 research hypotheses Analyzed. As the results showed, the environmental concern (beta coefficient: 0.298), perceived behavioral control (beta coefficient: 0.194), attitude toward green products (beta coefficient: 0.200) and subjective norm (beta coefficient: 0.256) has a significant and direct effect on the intention to buy green products by customers. In the next one, environmental concern has a significant and direct effect on perceived behavioral control (beta coefficient: 0.378), attitude toward green products (beta coefficient: 0.343) and subjective norm (beta coefficient: 0.394). moreover, environmental concern, perceived behavioral control, attitude towards the green product and the subjective norms could predict 42% of the variance of the intention to buy green products. Environmental concern has been able to predict 14% of the perceived behavioral behavior variance of customers. Environmental concern has been able to predict 12% of the variance in attitudes towards customers' green products. Environmental concern has been able to predict 16% of the variance of the customer's subjective

norm.

Keywords : Environmental concern, Consumer attitude towards green products, Subjective norm, perceived behavioral control, intention to purchase green products.

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