

Explaining factors influencing on purchasing decisions for green products in Guilan province

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In recent years, the study of the literature on consumer green behavior has focused on the market. Although environmental awareness is seen in consumer behavior. But their buying behavior over green products is still not understood. Therefore, the purpose of this article is to study the factors affecting the decision to buy green poultry consumers in Guilan province. This research is of applied and research type and causal research. The statistical population of the study is all consumers and people who enter the stores that supply it in Guilan province to and consume green poultry and the sample number is considered by the unrestricted statistical community and by the Cochran formula, the unlimited society is considered 266 people. The sampling method is Non-probability Convenience. Validity of the questionnaire was reviewed and approved by a panel of professors. After confirming the questionnaire by the respected professor, in order to the reliability of the questionnaire, Cronbach's alpha of the variables of the model obtained and given that all values of the model are higher than 0.7, Therefore, the reliability of the questionnaire was confirmed. The data gathering tool is a questionnaire in this research. Structural equation modeling was used to analyze the data and information collected using PLS software. The results of the hypotheses examined show that between protecting environmental protection, environmentally responsible, green product experience, friendly environmental performance of companies, and social attractiveness on the intention to purchase a green product in the statistical society of chicken buyers and sellers Green in the province of Guilan has a direct and meaningful relationship.

Keywords : green purchasing intention, consumer behavior, green poultry, consumer buying decision

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