
The Effective Factors on the Consumer Conscious Behavior to Environment According to the Mediating Role of Behavioral Intention (Case Study: Students of Islamic Azad University of Rasht Branch)

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As environmental problems around the world got more serious, many questions and ambiguities about the way people live are arising. As these ambiguities arise, humans have come to know that they need a new strategy to deal with environmental and consumerism challenges. According to the above, the main purpose of this research was to evaluate the factors affecting ecologically conscious consumer behavior, according to the mediating role of behavioral intention. The research is descriptive, its purpose is practical, and its data collection is fieldwork. The tool of data collection in this research is standardized questionnaire. To evaluate the measurement of variables, the five-point spectrum and the distance scale are used. Questionnaire validity is approved by experts through CFA method and its reliability using Cronbach's alpha. Statistical population of this research is all the students of Islamic Azad University of Rasht, and the number of them was about 12000 students. Sampling method is done by Cochran formula, 392 students were studied as final samples. In order to test hypotheses, structural equation modeling is used. The results showed that attitude towards the environment, subjective norm, and perceived consumer effectiveness, affects the students' behavioral intention. Also behavioral intention as the mediating role, affects the influence of attitude towards the environment, the influence of subjective norm, and the influence of perceived consumer effectiveness towards environment.

Keywords : Ecologically conscious consumer behavior , Attitude towards environment , subjective norm , behavioral intention , perceived consumer effectiveness.

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