

عنوان مقاله:

Investigating Consumer Green Purchase Intention: Value-Believe-Norm, Perceived Consumer Effectiveness and Perceived Market Influence

محل انتشار:

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خلاصه مقاله:

Unprecedented climate changes commence in mid of 20 century, and global warming is the undeniable proof for the environmental transition. Since the climate changes effected by human consumption patterns, therefore alternation in human consumption behaviour by changing in customer value, believe and the norm is essential. Value, believe, and norm (VBN) theory, is an environmental theory that states if individuals realize the destructive consequences of their behaviour on the environment, they will alternate to pro-environmental behaviour. VBN is composed of five variables value, ecological worldview, adverse consequences, ascribed responsibility, and personal norms. PCE and PMI direct effects concentrated on ascribed responsibility to investigate if the external factors of the perceived possibility effect on the market and other individual s conformity to pro-environmental activity could reinforce and motivate ascribed responsibility and respectively green purchase intention. The study sample of current research consists of 138 students and employees at the Amirkabir University of Technology in Tehran. The partial least squares approach was used to analyze and estimate the proposed model. VBN frameworks confirmed in our study, and it observed that PCE and PMI significant and positive effects on ascribed responsibility and motivate the consumer toward green buying behaviour.

کلمات کلیدی:

Value-belief-norm (VBN) theory, PCE, PMI, Green Marketing

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