

عنوان مقاله:

Explaining effective factors on consumers willingness to pay more for buying green products based on the Value-Belief-Norm theory

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خلاصه مقاله:

This study aimed to investigate effective factors on consumers' willingness to buy green products that have a premium price compared with similar products in market. For this purpose, the value-belief-norm theory has been used and conceptual model has been developed accordingly. Required data for testing research model and hypotheses has been gathered through questionnaire survey between 300 citizens of Yazd province. Also, structural equation modeling and path analysis approach have been used for fitting the conceptual model. Findings showed that the value-belief-norm theory, with slight modifications, can predict and investigate consumers' willingness to pay more for green products. Research findings show that altruistic and biospheric values have a significant and positive role in consumers' attitude toward environment. Also, based on results of this study consumers attitude toward environment can increase their awareness about consequences and problems of environment. This increased awareness leads to ascription of responsibility and then personal norm toward preserving environment. Finally, pro-environmental personal norm increases consumers' willingness to buy green products even when they are premium priced compared with similar products.

کلمات کلیدی:

Green Consumer, Green Product, Willingness to Pay, Value-Belief-Norm Theory, Structural Equation Modeling

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