

## عنوان مقاله:

The effect of psychological factors on the purchase behavior of green cars

## محل انتشار:

ششمین کنفرانس بین المللی اقتصاد، مدیریت و علوم مهندسی (سال: 1394)

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## خلاصه مقاله:

In recent years, business environment of industries, particularly the automotive industry, has witnessed great changes. Increasing progress in science and technology, changes and developments in the production and supply of products and services and evolutions resulted from globalization caused enterprises focus more on how to deal with the opportunities and threats. Meantime, it is not difficult to see how technological advances have accelerated environmental degradation. To deal with the threats of environment, in addition to producing products that have less harm to the environment, the sensitivity of buyers to buy these products to protect the environment is required; since car ownership is increasingly growing in spite of raising its ancillary costs. Therefore, It should be said that the increasing purchase of environmentally friendly cars - which in this study are referred to as the green cars - has a great potential to reduce the negative effects of the use of personal cars. Thus, the aim of this study is to examine the influence of psychological variables including social norm, general environmental attitudes, brand loyalty, purchase intention and etc..... on the purchase behavior of green cars. Method of this research is descriptive - survey study and the main instrument for data collection is questionnaire which was distributed among the owners of Samand, 207, Thunder 90, Rana and 206SD. sample size is 385. to analyze data, descriptive and inferential statistics, structural equation modeling and SPSS and LISREL software were used. Findings of this study indicate that, of the 13 hypotheses tested, five hypotheses were supported: the social norm impacts on integrated norm and perceived behavior control impacts on purchase intention. On the other hand, a certain attitude impact on purchase intention. A certain attitude impacts on integrated norm. Finally, loyalty affects purchasing behavior

## کلمات کلیدی:

Innovation, green products, environmental performance, and economic performance

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