

## عنوان مقاله:

Analyzing the Effective Factor on the Behavior of Buying Environmental Products

## محل انتشار:

نخستین کنفرانس ملی تحقیق و توسعه در مدیریت و اقتصاد مقاومتی (سال: 1397)

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## خلاصه مقاله:

The purpose of this study is analyzing some factors that have major effect on the behavior of shopping some products which have harmony with natural environment and at least these factors will be arranged in different levels. As the younger s had a good potential for purpose markets, younger that have between 15 to 25 years old in Tehran considered as a statistical society. This study has been done according the questionnaires. Information was collection by an estimated sample in some stores in Tehran. The collected information was analyzed by regression method. the result of the study show that user's in Tehran has great knowledge about environmental products and from among the social effects factors, environmental vision, environmental concern, believing the importance of environmental problems, believing the social responsibilities 'believing the effects of environmental behavior, people's concerns about personal thinking are important factors which effects the green shopping in younger s. producers and sellers of this product can use the results of this research to approve their market share and design marketing strategies to .simultaneously profitability both customers and market

## کلمات کلیدی:

Strategies for Green Marketing, Green Products, User's Behavior

## لینک ثابت مقاله در پایگاه سیویلیکا:

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