

عنوان مقاله:

Identifying Green Marketing Strategies and Studying Organic Producer's Awareness toward Green Marketing Mix Strategies in Iran

محل انتشار:

هشتمین کنفرانس بین المللی پژوهش در مدیریت، اقتصاد و توسعه (سال: 1399)

تعداد صفحات اصل مقاله: 8

نویسندگان:

Marziyeh Vahabi Sorood - *Department of Agricultural Management, Islamic Azad University Science and Research Branch, Tehran, Iran*

Amir Mohamadi Nejad - *Department of Agricultural Sciences and Food Industry, Islamic Azad University Science and Research Branch, Tehran, Iran*

Jafar Azizi - *Department of Agricultural Management, Islamic Azad University Science and Research Branch, Tehran, Iran*

خلاصه مقاله:

The main purpose of this descriptive-survey research is to identify green marketing strategies in Iran and also to investigate the level of awareness of organic agricultural producers in Iran about mixed marketing strategies. The statistical population of this study is all producers of organic products in Iran ($N=۸۳$) that all these units were considered as a research sample. Research tools include a questionnaire in three sections of general characteristics questions (۷ questions), green marketing strategies (۹ items) in three dimensions (organizational, environmental, and consumer) and a survey of producers' awareness of the green marketing mix (۱۶ items) in four dimensions (green product, green price, green place, and green promotion) was developed for organic agricultural producers. The validity of the questionnaire was proofed by face and content validity. Likewise, the reliability of the questionnaire was tested employing Cronbach's alpha. Data analysis was accomplished using SPSS۲۵ software at two levels of descriptive and inferential statistics. Mean and correlation coefficients were used to analyze the data. Findings revealed that the strategy of organic producers in Iran is more focused on its environmental aspect. The results also revealed that the majority of producers are highly aware of the green marketing mix. There is no positive and significant relationship between manufacturers' awareness of the green marketing mix and research variables. There was no significant difference between contextual variables and producers' awareness of the green marketing mix.

کلمات کلیدی:

Marketing Strategies, Green Marketing, Marketing Mix, Agricultural Organic Products, Awareness, Iran

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1136382>



