عنوان مقاله:

Green Marketing Functions in Building Corporate Image in the Chain Store

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خلاصه مقاله:

The main purpose of this research is to examine the role of consumer awareness of green marketing in corporate image and consumer purchase intention. The statistical population includes all the consumers who make purchases from the grocery store chains, such as Khooneh be Khooneh, in Babol city. Of this population, based on the Morgan's table, a sample of ۳۸۴ persons was formed, the individual members of which were selected using simple random sampling. The actual data were collected by questionnaires. Using factor analysis and structural equation modeling (SEM) in SPSS and SmartPLS software, the assumed relationships between the variables were tested. The findings indicated that consumer awareness of corporate green marketing and social responsibility, product image, and company reputation (corporate image) had a positive and significant relationship with consumer purchase intention.

کلمات کلیدی:

green marketing functions, Corporate image, Chain Store

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