

عنوان مقاله:

The Impact of Integrated Green Marketing on Sustainable Consumption with the Mediating Role of Green Purchasing Intent

محل انتشار:

اولین کنفرانس بین المللی مدیریت، مهندسی صنایع، حسابداری و اقتصاد در علوم انسانی (سال: 1403)

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خلاصه مقاله:

The aim of the present study was to investigate the impact of integrated green marketing on sustainable consumption through the intention to purchase green products. The statistical population of this research consists of consumers of green products in Tabriz city, where, based on the Cochran formula, 300 individuals were selected. Data were gathered using standardized questionnaires including the Green Purchasing Intent questionnaire by Hong et al. (2014), and the Lüchik Sustainable Consumption questionnaire (2011). Content validity, convergent validity, and discriminant validity of the questionnaires were confirmed by experts, calculating means and extracting variances respectively. Ultimately, the hypotheses of the research were examined using the Structural Equation Modeling (SEM) method through Smart PLS software, and it was identified that each dimension of product, price, place, and promotion in integrated green marketing has a significant positive effect on sustainable consumption through the intention to purchase green products by consumers. The findings indicated that the main hypothesis was supported by four sub-hypotheses; therefore, integrated green marketing on sustainable consumption with the mediating role of green product purchase intention has a significant positive impact.

کلمات کلیدی:

Green Marketing, Green Purchasing Intent, Sustainable Consumption

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