

عنوان مقاله:

Conceptualizing Environmentalism Values Embodied in Green Marketing Strategy

محل انتشار:

دومین کنفرانس بین المللی مدیریت و حسابداری (سال: 1396)

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خلاصه مقاله:

Green marketing strategy is essentially a way promoting environmental core values of the industries, aimed taking advantage of the social intentions toward the organization responsiveness. However, understanding the consumer's environmentalism values could lead an organization to engage in sustainable operations and cater their specific target market. This positivist inquiry grounded on DTPP theory and hypothesized organizations marketing leverage that possibly enhance consumer's environmentalism values. Data were collected from stratified chosen participants; and the analyzing result of partial least squares method provided marketing strategies foresight, aims enhancing complying with environmental sustainability production

کلمات کلیدی:

Sustainable Consumption, Marketing Mix Strategies, Consumer's Environmentalism Values, Sustainable Production, Green Production

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