

عنوان مقاله:

The effects of green marketing strategies on consumer shopping value and purchase behavior

محل انتشار:

کنفرانس مدیریت و علوم رفتاری (سال: 1396)

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خلاصه مقاله:

Consumers concern with green issues is a worldwide subject that continuously changes their lifestyle into becoming more environmentally responsible. The aim of this study is analyzing the effects of green marketing strategies on consumer shopping value and purchase behavior of Iranian women toward cosmetic product. The results show that green marketing strategies have a positive effect on shopping decision and hedonic shopping value of consumer but .have a negative effect on utilitarian shopping value of consumer

کلمات کلیدی:

Green Marketing Strategies, Hedonic Value, Utilitarian Value, Actual purchase behavior

لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/715151>

