

عنوان مقاله:

(Studying the Role of Green Marketing Mix on Consumers Purchasing Decision (Case Study: Setak Food Industries

محل انتشار:

دهمین کنفرانس بین المللی حسابداری و مدیریت و هفتمین کنفرانس کارآفرینی و نوآوری های باز (سال: 1396)

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خلاصه مقاله:

The main purpose of this research is to study the mixed role of green marketing on consumers purchasing decision (Case Study: Setak Food Industries). The present research is practical in terms of purpose and is a descriptive-survey research. The statistical society of the research is comprised of 147 consumers of the products of Setak Food Industries , which, considering Cochran formula, it was calculated for an unlimited society. Furthermore, made questionnaire was used for data gathering. Face validity of the questionnaire was confirmed by the specialists and professionals of the research case . In order to make sure of the reliability of the research tool, pre-test was conducted which the calculated Cronbach s alpha for the main scales of the questionnaire was obtained more than 0.08. Analysis of the data utilizing SPSSwin21 software was conducted within the frame of descriptive statistics , correlation test and multiple linear regression. The findings of the research indicated that four components of green marketing mix at Setak Food Industries, in order of the extent of influence on the structure of consumers purchasing decision, were comprised of green price, green product, green promotion and green distribution. The results of the research also indicated that marketing mix have had a positive and significant effect on consumers purchasing .decision for Setak Food Industries

کلمات کلیدی:

Green Marketing Mix, Purchasing Decision, Green Price, Green Product, Green Promotion, Green Distribution

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