

عنوان مقاله:

The Effect of Green Marketing and Social Responsibility on Improving Brand Value

محل انتشار:

هفتمین کنفرانس ملی کاربردهای حسابداری و مدیریت (سال: 1397)

تعداد صفحات اصل مقاله: 16

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خلاصه مقاله:

Increasing consumer awareness and their sensitivity to the environment has led companies to think of other issues other than differentiation to improve their brand. A brand that is committed to the stakeholders (customers, employees and society). Green marketing is a strategy through which companies are thinking about green products, products that, in addition to providing consumer value, seek to reduce environmental costs. Social responsibility is also another step through which companies seek to compensate for the costs to society and the environment. Certainly, companies that are thinking of improving brand value will pay special attention to these two strategies. This research is descriptive in a survey type and in terms of applied purpose. The statistical population of the research is the managers and experts responsible for various marketing and sales departments of Tabarok Company. Data were analyzed using SPSS software and regression tests and correlation analysis was performed and the research hypotheses were approved. In this study, it was found that green marketing, by modifying production practices as well as social responsibility based on community consideration and environmental standardization, could also help improve brand values.

کلمات کلیدی:

Green marketing , Social responsibility , Improving brand value

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