

Survey Effect Green marketing Strategic on Environmental Performance and Financial According to Effect Managerial Suport to Enviromental Practices and Enviromental Culture(Case study: small and medium enterprises producing food in Guilan)

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The total purpose of this study was Survey Effect Green marketing Strategic on Environmental Performance and Financial According to Effect Managerial Suport to Enviromental Practices and Enviromental Culture(Case study: small and medium enterprises producing food in Guilan), The research purpose is applications, data collection method is descriptive and Correlation. Data collection tool is questionnaire. The population studied in the present investigation is 150 food manufacturer SMEs in Guilan Province 103 companies were ed as sample by Cochran formula and using Non-probability available sampling. The data analysis showed that the 95% level Effect of Managerial Suport to Enviromental Practices and Enviromental Culture on Green marketing Strategic Also Managerial Suport to Enviromental Practices Effect of Enviromental Culture It was fixed Green marketing Strategic Effect on Environmental Performance and Financial and Finally Environmental Performance Effect on Financial Performance

Keywords : anagerial Suport to Enviromental Practices, Environmental Culture, Green marketing Strategic , Environmental Performance, Financial Performance

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