

Investigating the Impact of Corporate Social Responsibility and Environmental Orientation on Marketing Performance with Considering the Mediating Role of Strategic, Technical and Internal Green Marketing Orientations

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The purpose of this study was to investigate the impact of corporate social responsibility and environmental orientation on marketing performance with considering the mediating role of strategic, technical and internal green marketing orientations. For this purpose, 102 questionnaires were distributed among middle managers and heads of all food and beverage industries in Guilan province. Of these, 97 questionnaires were collected by simple sampling method. To collect data, library tools and field questionnaire were used. Validity of the questionnaire was confirmed by a supervisor and its reliability was assessed by Cronbach's alpha. Data were analyzed using structural equation modeling using SPSS-25 and PLS-3 software. The results of the research show that there is a meaningful relationship between social responsibility and marketing performance considering the role of mediator of strategic, technical and internal marketing trends. It was also found that there is a significant relationship between environmental orientation and marketing performance with regard to the role of mediator of strategic, technical and domestic marketing trends. The results can be used to improve the marketing performance of the judiciary and drinking companies, as well as to encourage these companies to pay particular attention to environmental issues.

Keywords : marketing performance, social responsibility, environmental orientation,

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