

GREEN MARKETING

SCOPE

Green marketing refers to the practice of developing and advertising products based on their real or perceived environmental sustainability.

Examples of green marketing include advertising the reduced emissions associated with a product's manufacturing process, or the use of post-consumer recycled materials for a product's packaging. Some companies also may market themselves as being environmentally conscious companies by donating a portion of their sales proceeds to environmental initiatives, such as tree planting.

When a company's green marketing activities are not substantiated by significant investments or operational changes, they may be criticized for false or misleading advertising. This practice is also sometimes referred to as greenwashing. [Source: *investopedia.com*]

Businesses benefit from green marketing wherein general trends of transparency, connectivity, and increased awareness of sustainability issues add to the overall value of marketing messages. Sustainability-oriented goods and services are becoming expected and demanded in a world more openly involved with environmental concerns. Trends accentuating sustainability as a valued business strategy may also expose companies accused of "greenwashing", or attempting to make themselves appear green while not conforming to green standards. For these companies that participate in green-washing, consumer backlash is the best deterrent. Businesses should incorporate actual green programming, rather than compromise brand value and consumer confidence. Currently, green marketing can be an excellent opportunity to gain market footholds and expand your consumer base. In the future, green marketing will be a necessary aspect of the business world. Exemplary of green marketing and sustainable business concepts, Whole Foods Market has enjoyed double-digit growth in an otherwise flat grocery market.

As an end result, sustainability and green trends are not flashes in the pan. They are palpable and have the wherewithal to withstand shifting consumer interests. Most importantly, green marketing and the incorporation of sustainability within a business model allows for market adaptation and effective capturing of the consumer audience. [Source: *duq.edu*]



Eco-standards, product labelling and green consumerism (2011)

Bostrom, Magnus, Mikael Klintman

CO-CA HF 5413 .B67 2011

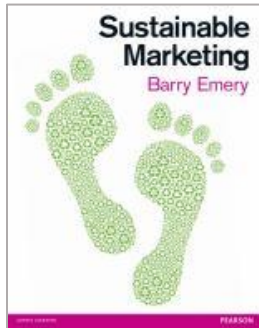
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This book explores green and politically engaged consumersim, asking the question: does green labelling offer ways toward a greener and more democratic society?

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Sustainable marketing (2012)

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Sustainable Marketing' collects chapters on: marketing in the ethical environment, consumer behaviour, changing behaviour, segmentation, pricing, supply and distribution, among many other topics.

Is green marketing an oxymoron: a holistic viewpoint (2021)

Izagirre-Olaizola, Julen

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Understanding environmental awareness through green marketing: an empirical study using Q Methodology (2021)

Lajevardi, Samane, Mohammad Javad Bakhtiarty, and Banafshe Hesari

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Effects of green marketing on green purchase intentions (2019)

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Studying the effect of green marketing mix on market share increase (2013)

Abzari, Mehdi [and three others]

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Green marketing strategies: an examination of stakeholders and the opportunities they present (2011)

Cronin, J. Joseph, Jr. [and four others]

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A green inventory model with the effect of carbon taxation (2022)

Paul, Asim [and four others]

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A Study on women consumers' attitudes towards green marketing (2020)

Santhosh, V., Raghavendra Babu

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"Green Pack" in function of green marketing as a form of social responsibility in Serbia (2013)

Raletic, Sasa, Dragana Beljanski

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Effects of green marketing strategy on firm financial performance. The moderating role of government policy (2019)

Eneizan, Bilal M. [and four others]

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The impact of reusable tableware packaging combined with environmental propaganda on consumer behaviour in online retail (2022)

Gu, Chao [and others]

PLoS ONE (Vol. 17, Issue 3)

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Green marketing-its application, scope and future in India (2017)

Mohanty, Vikashita, Sasmita Nayak

Indian Journal of Scientific Research

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Customer trust through green corporate image, green marketing strategy, and social responsibility: a case study (2019)

Widyastuti, Sri [and three others]

European Research Studies, vol. 22, issue 2

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The Challenges of green marketing communication: effective communication to environmentally conscious but skeptical consumers (2020)

Carmen Grebmer, Carmen, Sarah Diefenbach

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Green marketing and sustainable development--experiences from Republic of Serbia (2012)

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Lane, Eric L.

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Green marketing management (2012)

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The effect of green partnerships on firm value (2017)

Sadovnikova, Anna, Ashish Pujari

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Green product awareness effect on green purchase intentions of university students': an emerging market's perspective (2021)

Ansu-Mensah, Peter

Future Business Journal, vol. 7, issue 1

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Greenwashing no more: the case for stronger regulation of environmental marketing (2020)

Rotman, Robin M., Chloe J. Gossett, And Hope D. Goldman

Administrative Law Review, vol. 72, issue 3

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Communicating green marketing appeals effectively: the role of consumers' motivational orientation to promotion versus prevention (2012)

Hsuan-Hsuan Ku

Journal of Advertising, vol. 41, issue 4

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Nature's keepers? Constructing women's environmentalism in green marketing (2015)

Okopny, Cara

Reconstruction: Studies in Contemporary Culture, vol. 15, issue 3

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An application of brand personality to green consumers: a thematic analysis (2016)

Acharya, Anitha, Manish Gupta

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The Influence of green brand affect on green purchase intentions: the mediation effects of green brand associations and green brand attitude (2020)

Yu-Shan Chen [and three others]

International Journal of Environmental Research and Public Health, vol. 17, issue 11

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An analysis of the green response of consumers to the environmentally friendly behaviour of corporations (2015)

Kordshouli, Habibollah Ranaei, Abolghasem Ebrahimi, Ahmad Allahyari Bouzanjani

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The Effect of green supply chain management practices and competitive advantage on financial performance (2022)

Hilal, Fadhel

International Journal of Business, vol. 27, issue 1

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The Role of eco-friendly edible insect restaurants in the field of sustainable tourism (2020)

Hwang, Jinsoo, Hyunjoon Kim, Ja Young Choe

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Effect of marketing information on purchase intention for proenvironmental products in China (2018)

Yang Li

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Encouraging green purchase behaviours of Hong Kong consumers (2015)

Mark, Ng, Monica Law

Asian Journal of Business Research, vol. 5, issue 2

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Examining the role of environmental corporate social responsibility in building green corporate image and green competitive advantage (2021)

Alam, S. M. Shafiul, K. M. Zahidul Islam

International Journal of Corporate Social Responsibility, vol. 6, issue 1

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Green eco-seals and advertising persuasion (2012)

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Defining green: the next paradigm in management (2012)

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Factors affecting skepticism toward green advertising (2012)

do Paco, Arminda Maria Finisterra, Rosa Reis
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Coffee-infused coke? Yes please! (2019)

Maamoun, Ahmed
Global Journal of Business Pedagogy, vol. 3, issue 2
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Green business practices for software development companies: an explorative text analysis of business sustainability reports (2015)

Sambhanthan, Arunasalam, Vidyasagar Potdar
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Green employee empowerment and green physical evidence: the green service strategy to enhance firm performance (2017)

Tiong, Ying Ying [and three others]
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Religiosity and ecologically conscious consumption behaviour (2015)

Islam, Tajamul, Uma Chandrasekaran
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Behind the green label (2014)

James d'Entremont
Trial, vol. 50, issue 11
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Sustainable marketing and corporate sustainability performance: moderating role of organization size (2018)

Daud, Salina, Maryam Jamilah Asha'ari
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Green is good-the impact of information nudges on the selection of voluntary green-power plans (2022)

Eric Cardella, Eric, Bradley T. Ewing, Ryan B. Williams

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Feeling ambivalent about going green: implications for green advertising processing (2011)

Chang, Chingching

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Environmental regulation, environmental responsibility, and green technology innovation: empirical research from China (2021)

Wang, Yuanyang [and four others]

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Role of connectedness to nature and perceived environmental responsibility on green purchase behaviour (2020)

Jaiswal, Jayshree, Seema Bihari

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If you blog, will they follow? using online media to set the agenda for consumer concerns on "Greenwashed" environmental claims (2014)

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A Study on greenish pattern of Indian consumers with special reference to their plastic bag usage behaviour (2021)

Mohan, G. Madan , M. Prabhu, Nabaz Nawzad Abdullah

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Green city branding or achieving sustainable urban development? Reflections of two winning cities of the European Green Capital Award: Stockholm and Hamburg (2020)

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Solar Bait: how U.S. States attract solar investments from large corporations (2020)

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The effectiveness of benefit type and price endings in green advertising (2012)

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Exploring the relationship of green packaging design with consumers' green trust, and green brand attachment (2019)

Yang, Yi-Chun, Xin Zhao

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Green surveys or green people? Measuring environmental attitudes is not affected by the color of the questionnaire (2014)

Muller, Christoph

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The long path to achieving green economy performance for micro small medium enterprise (2022)

Astadi, Pangarso [and four others]

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Reimagining marketing strategy: driving the debate on grand challenges (2022)

Ruyter, Ko de [and five others]

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Effects of celebrity endorsement, promotional activities, packaging of products, and brand image, on green consumer buying behaviour (2020)

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Is Twitter the new FTC and EPA? Publicized private action as the anti-greenwashing mechanism in modern society (2021)

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The Influence of perceived quality on consumers to purchase organic or conventional tomatoes (2018)

Eckert, Scott Grant

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Closing the green gap: the impact of environmental commitment and advertising believability (2016)

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Green claims and message frames: how green new products change brand attitude (2014)

Olsen, Mitchell C., Rebecca J. Slotegraaf, Sandeep R. Chandukala

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Greenwash and green trust: the mediation effects of green consumer confusion and green perceived risk (2013)

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Exploring the gap between consumers' green rhetoric and purchasing behaviour (2015)

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Perceived greenwashing: the interactive effects of green advertising and corporate environmental performance on consumer reactions (2014)

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Eco-product choice cuts both ways: how proenvironmental licensing versus reinforcement is contingent on environmental consciousness (2017)

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The Intersection of sustainability, marketing, and public policy: introduction to the special section on sustainability (2017)

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What makes it green? The role of centrality of green attributes in evaluations of the greenness of products (2015)

Gershoff, Andrew D., Judy K. Frels
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Double standard: the role of environmental consciousness in green product usage (2012)

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Seeing the world through GREEN-tinted glasses: green consumption values and responses to environmentally friendly products (2014)

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Antecedents and consequences of an eco-friendly export marketing strategy: the moderating role of foreign public concern and competitive intensity (2013)

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Green marketing goes negative: the advent of reverse greenwashing (2012)

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Salads, safety and speech under a National Leafy Greens Marketing Agreement (2012)

Cain, Rita Marie
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Investigating the types of value and cost of green brands: proposition of a conceptual framework (2013)

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A Path analysis of greenwashing in a trust crisis among Chinese energy companies: the role of brand legitimacy and brand loyalty (2017)

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Green products and green marketing: factors affecting consumers' purchases of green products (2013)

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A three-fold study of multi-dimensional models of green marketing capabilities (gmc) for the enhancement of green competitive advantage and superior performance: the insights into strategic-behaviour and strategic-gmc-fit (2016)

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Factors influencing the firm adoption of green marketing strategies: a marketers' perspective (2016)

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Market assessment of battery-operated two-wheelers: issues and implications for green marketing (2015)

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Environmental marketing in the airline sector: an evaluation of market segments, green image and eco-positioning (2013)

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Green product marketing strategy: a study (2016)

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Development of consumer behaviour model for green product marketing (2013)

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Understanding green consumption: an in-depth investigation of what influences Thai consumers to purchase green products (2014)

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Perceived believability of televised green advertising (2013)

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Green beauty: going 'green' with personal care products in 21st century American culture (2014)

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Branding environmentalism for TV: the rise and fall of planet green (2015)

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A Study of the impact of social marketing on customer satisfaction (2016)

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Green innovative strategies construction business leaders implement to increase organizational performance (2020)

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The Impact of Environmental Product Declarations (EPDS) on green bio-composite strategic marketing (2021)

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Sharing the caring: understanding determinants and consequences of shared social responsibility (2013)

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How satisfied is a green consumer?: case study of the bam and boo (2019)

Fernandes, Maria Madeira Martins

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They look alive! Consumer evaluations of anthropomorphised green products (2021)

Rashed, Abdullah Saad

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Determinants of green purchase intentions of Saudi consumers (2020)

Kaadoor, Amani Mohammed

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Of morals and scents: how consumers' physical sensation of cleanliness affects their evaluations of green products (2015)

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Motivation and behaviour in green consumerism: empirical evidence from China (2016)

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Exploring customers' perceptions toward green restaurants using user-generated content (2019)

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Understanding the communicative environmental role of eco-labels through the application of reception theory (2021)

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The influence of values and attitudes on green consumer behavioral intentions: An empirical examination of three green products (2014)

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Exploring consumers' experiences with corporate greenwashing (2015)

Wood, Mark Emerson, Jr.

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Intrinsic and extrinsic factors that influence consumers' intention and purchase behavior: the case of eco-labeled dairy products (2020)

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Green supply chain management for competitive advantage (2021)

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Fighting against greenwashing: a mobile app for product transparency (2018)

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Perceptions of Indian manufacturing Sme employers on adopting green supply chain management practices (2018)

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Greenwashing and third-party certifications in the fashion context: examining the moderating role of third-party certifications between well-known brands' involvement in greenwashing schemes and consumers' brand valuations (2021)

Pereira, Inês Ventura Nunes

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Innovation, green labels, and consumer preferences (2020)

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Strategic green marketing and cross-border merger and acquisition completion: The role of corporate social responsibility and green patent development (2022)

Gao, Quilling [and four others]

Journal of Cleaner Production, vol. 343, issue 1

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A weighted fuzzy approach for green marketing risk assessment: Empirical evidence from dairy industry (2021)

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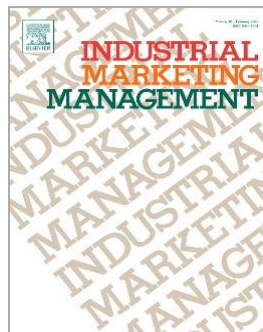


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International Journal of Advertising

Full-text available from 2000 to present

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The International Journal of Advertising (IJA) publishes original contributions on all aspects of marketing communications from the academic, practitioner and public policy perspectives. It includes: advertising and media, direct marketing, sales promotions, sponsorship, public relations and integrated marketing communications (IMC).



International Journal of Consumer Studies

Full-text available from 2001 to present (Full Text Delay: 1 year)

Available in EBSCO (Business Source Complete) eJournals

The International Journal of Consumer Studies provides an international forum for academic and research papers with a focus on how consumers can enhance their security and well-being. It publishes articles of interest to an international audience and at the leading edge of consumer research throughout the world.



International Journal of Market Research

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Founded in 1958, the aim of the International Journal of Market Research (IJMR) is to be the leading primary authoritative source of information about excellent practice and new thinking in research, insight and data analysis worldwide. This journal provides a bridge between practitioners and academics to share, discuss and debate all aspects of research, insight and data: applications, methodologies, new technologies, technology and methodology adoption and adaption from related areas, solutions, strategic and management issues.

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International Journal of Sales, Retailing and Marketing

Full-text available from 2015 to present

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The International Journal of Sales, Retailing and Marketing is devoted to the exploration and contribution of the knowledge about dynamic areas of sales, marketing and retailing by publishing theoretical and empirical scientific articles from various countries and with different approaches. As the Journal covers the large field of interest, it is designed to examine topics such as new trends in retailing, the relationships between members of the supply chains and distribution channels, green tailing, e-commerce, customer relationship management, management of services, branding, and similar fields. It will serve as the valuable forum for the exchange and dissemination of knowledge based on thought and results of empirical research between academicians, researchers, retailing managers, marketing & sales executives, and all those that are actively involved in any aspect of marketing, sales and retailing, as well as to those that wish to be informed about the progress and current trends in those fields.

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Journal of Advertising Research

Full-text available from 1965 to present

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Published by Cambridge University Press on behalf of The ARF (formerly Advertising Research Foundation), the Journal of Advertising Research, which has been in existence for more than 40 years, is dedicated to providing up-to-date and practical information, as well as theoretical discussions on diverse aspects of advertising, marketing, and media research. Its editorial emphasis is directed at exploring all possibilities for new and significant discoveries, even those that may challenge traditional thought in the field. The Journal of Advertising Research is published for academics, practitioners and users of advertising, marketing and media research.



Journal of Destination Marketing & Management

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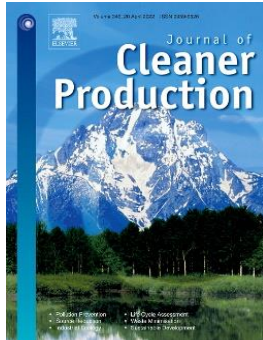
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The Journal of Destination Marketing & Management (JDMM) aims to be the leading international journal for the study of tourist destinations by providing a critical understanding of all aspects of their marketing and management, as they are situated in their particular policy, planning, economic, geographical and historical contexts. It seeks to develop a robust theoretical understanding of destination marketing and management by harnessing knowledge drawn from the full breadth of disciplinary approaches to the study of destinations. It seeks to foster a critical development of the domain, expand the frontiers of knowledge in the field and provide an international forum for the exchange of ideas. The objective of JDMM is therefore to publish up-to-date, high-quality, original research papers and reviews. As such, the journal aspires to be vibrant, engaging and accessible, yet at the same time integrative and challenging. Those involved in the interdisciplinary approach of marketing and management, economic development and planning, geography, sociology, psychology, anthropology, retailing, policy making and public administration of tourist destinations will find the journal of particular interest.

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Business Strategy and the Environment (BSE) is the leading academic journal in its field with peer-reviewed contributions of a high quality. It seeks to provide original contributions that add to the understanding of business responses to improving environmental performance. It seeks to examine links between competitive strategy and environmental management as well as providing results of research into systems and standards, corporate environmental management tools, organisations and management, particular industry sectors and responses of business to contemporary environmental issues. It examines the role of regulation and policy in the business sector and encourages cross-country analysis. Contributions are encouraged which extend the scope of activity from environmental management to sustainable development in business. The journal should be of interest to a broad interdisciplinary audience including academics, practitioners, business managers and consultants.

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Journal of Business Research

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The Journal of Business Research applies theory developed from business research to actual business situations. Recognizing the intricate relationships between the many areas of business activity, JBR examines a wide variety of business decisions, processes and activities within the actual business setting. Theoretical and empirical advances in buyer behavior, finance, organizational theory and behavior, marketing, risk and insurance and international business are evaluated on a regular basis. Published for executives, researchers and scholars alike, the Journal aids the application of empirical research to practical situations and theoretical findings to the reality of the business world.

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A website which provides access to a large bibliographic database of scientific and medical publications of the Dutch publisher Elsevier. It hosts over 18 million pieces of content from more than 4,000 academic journals and 30,000 e-books of this publisher. The access to the full-text requires subscription, while the bibliographic metadata is free to read. ScienceDirect is operated by Elsevier. It was launched in March 1997

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- **OpenDissertations**

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- **GreenFILE**

Offers well-researched information covering all aspects of human impact to the environment. Its collection of scholarly, government and general-interest titles includes content on global warming, green building, pollution, sustainable agriculture, renewable energy, recycling, and more. The database provides indexing and abstracts for more than 1,000,000 records, as well as Open Access full text for more than 15,000 records.

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- **Gale Academic OneFile**

Provides millions of articles from over 17,000 scholarly journals and other authoritative sources, including videos from BBC Worldwide Learning to thousands of podcasts and transcripts from CNN. It includes more than 11,000 peer-reviewed journals (more than 8,000 in full text), and major reference sets.

- **JSTOR**

A digital library of academic content in many formats and disciplines. The collections include top peer-reviewed scholarly journals as well as respected literary journals, academic monographs, research reports from trusted institutes, and primary sources. Journals are available in more than 60 disciplines in the humanities, social sciences, and sciences and mathematics.

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SEARCH HINT:

To further your search on Green Marketing, use the keyword combinations below:

green marketing

green+marketing or **“green marketing”**

You may also use other keywords related to Green Marketing:

Use For: Ecological marketing
Ecomarketing
Environmental advertising claims
Environmental consumerism
Environmental marketing
Green products—marketing
Marketing—environmental aspects

Broader Term: Marketing

Related Term: Green products
Consumer attitudes
Natural products
Packaging
Labeling

Narrower Term: Eco-labeling
Energy labelling

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Marcelina C. Ascura | March 31, 2022

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