

STUDYING THE WOMEN'S ROLE IN GREEN MARKETING (THE INDIVIDUAL STUDYING OF WOMEN SELLERS OF ABHAR CITY)

***Parisa Nazari and Farid Asgari**

Department of Business Administration, Islamic Azad University, Abhar Branch, Abhar, Iran

**Author for Correspondence*

ABSTRACT

The man has always been to offer his products to others and use of any tool, and sometimes this means selling goods that bear the name of marketing its own problems for the environment and human health. This research with the purpose of influencing the role of the women in the case study of women with green marketing vendor in Abhar. Applied research work and descriptive research - with the selection of the sample of retailers 60 people MS in Abhar, which has restricted community of Cochran limited formula using the table and with the preparation of a standard questionnaire about by the SPSS software data analysis. Cronbach's alpha come with an acceptable reliability of 0.88 Kolmogorov-Smirnov test to have a normal distribution, the independent variables between 1.5 to 2.5 errors was that the test was conducted by Watson camera. Regression assumptions by being clear and independent t-test-coefficient (R) 70% of the role of women was set up and verify the vendor in Abhar all assumption to factor analysis (Amos) test to prove.

Keywords: *Woman, Green Marketing, Environment, Sellers, Healthy Relationship*

INTRODUCTION

Today, due to the economic problems and declining amounts of men's income, women have to deal with economic activities.

In Abhar city, there are some stores which are run by women. The issue which is going to be discussed in this paper is the women influence on the green marketing, that is accepted according to the Islamic affairs and maintaining a healthy relationship with customers.

As noted, the use of women in any part of world will shape in a special way based on the standards of that society.

In the Islamic countries, women will appear in commercials for goods and services and these performances are not based on their body (use the visual beauties of a women for advertising) but somehow they summarize the status and position of women in "the kitchen" and "around the house".

For example the man is ready to go to the work and her wife convoy him.

TV broadcast some news which make the women worried. She tries to call her husband and... In this advertisement the women is using technology, but still she is caring for her husband, children and her main position in all the moments of the advertisement is the kitchen (Asadi and Abdi, 2012).

The environment pollutions, which are caused by the human productions and consumption, are considered as one of the issues that are known as a threat for mankind by some of the related organizations according to Petty and Charter (2005) in the new century, the major challenge of man is to find a fair and sustainable way of production, consumption and living (Ranayi *et al.*, 2012). From the beginning of human life, the women's work was depended on the nature and it was close to it.

Women instinctively know that a kind of society which is not following the nature will be destroyed. Today many women know that the usability amount of the environment is too much and in this way it will become weak and infected, we have to understand and the nature's values and respect them (Rezayimoghdam and Razikourdmaheleh, 2010).

In fact changing the consumption pattern and consume the goods, energy and resources in a better way is one of the basic approaches in facing with consumption wave, environment destruction and the pollution. Modern world has enhanced the pollution and the environmental problems so as a result it has leads to the people's concerns about the environment.

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These concerns can be seen in their consumption patterns which lead to a new group of consumption who are named as green consumers. For an effective marketing of green products, marketers need to divide the green consumers into similar and different sectors and prepare a goal for each of them.

Certainly the environment association can have a vital and effective role in the green marketing and finally they can have a fixed developed process, and women can perform effectively in the environmental contexts because they have cognition about the belief and the traditions of the people who live in different parts of country. These groups are gathered based on different necessities (Zarrinjoalvar, 2010). The fast growth of the population, technology improvements, industrial developments and the human tendency to more consuming have increased the waste solid materials. The main reason of the environment pollution is these waste materials. Iranian women can have an effective role in the environment quality control. We can say that there is no way back to the destroyer products for the environment, and by time passing, the governmental patterns, contest and the customer's point of view impel the firm to follow and use the marketing process. Sexuality and environment are interconnected in different dimensions. This connection has been studied in the developing and poor countries on the women. In these countries women work in agricultural context and they live in such societies which are directly related to the nature, so the women are somehow connected to the nature.

MATERIALS AND METHODS

Research's Purpose

The Whole Purpose: The positive effectiveness of women in green marketing.

Utility Purpose: The positive effect of women in green marketing of compatible products with environment in production, supply and markets. The scientific society, environment organizations, the women society and the conservationists can use the results of this research.

Research's Questions

3-1: Can the women sellers in Abhar have a meaningful effect by gathering the people in environment protector groups?

3-2: How the women sellers of Abhar effect the green marketing?

Research's Hypothesis

4-1: The women have a meaningful effect in green marketing. (the main hypothesis)

4-2: The women sellers have an effect in creating a healthy relationship with customers.

4-3: The healthy relationship with the customers has an effect on the green products.

4-4: The healthy relationship with the customers effect the waste decrease.

4-5: The healthy relationship with the customers has an effect on creating the green pool between women.

Research Process

The purpose of this research is useful because it wants to examine the women's role in the green marketing from the performing point of view, this research is descriptive and it study the events and variables in a natural way, without inserting the researcher's point of view, and the way of performing this research is by the use of library and studying, which information are collected by the theoretical literature and then by the use of questionnaires.

Standard Deviation

The women sellers of Abhar are selected for this research, who is about 71 individuals with the working allowance.

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{z^2 pq}{d^2} - 1 \right)} = 60$$

Figure 1: Cochran formula for finite samples

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Sampling

The sample is calculated by the Cochran infinite formula, which is about 60 individuals and the reason of using this formula is the huge size of the sample. (Calculating the sample size by the use of Morgan table and the Cochran formula. in which $p=5q=$ and $z=21.46$, $d=36N=V$ and the error was about 5).

Research Variables

Depended variables: independent green marketing variables, the women's role variable: the healthy relationship with the customers.

Research Model

Based on the previous studies in the theoretical literature and the research results, some researchers like Zariinjoyalvar (2011) with a research in women's role in green marketing which has a revisal way of studying, Asnadi *et al.*, (2012) with a research about the green marketing effect on the customer's behaviors and also Dastneshan's research (2013) about the effect of green marketing on the trading brand, have done great jobs on the research models.

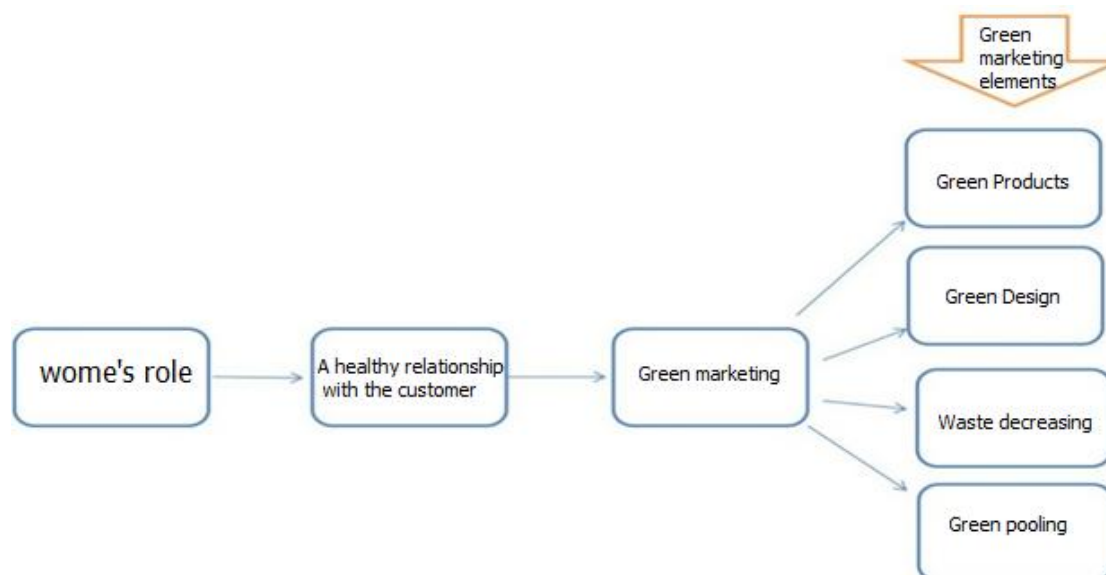


Figure 2: The women's role in the green marketing research model

Background and Theoretical Concepts

Green Marketing

Polansky and Rosenberg define green marketing in this way: green marketing is an environment which includes all of the activities that are used for easing the exchange and satisfying the men's need in a way that don't disturb the environment. (Nakhai and Kheyri2012)

Sexuality Definition

Sex is a biological and natural category and each person has a special sex (man or woman) since his or her birth, hence sexuality is something in society. Different cultures and societies by promoting special things about the "man's characters" and the "woman's characters" lead the individuals to follow some patterns in choosing their clothes, hairstyles and their sexuality, in a way that some of the behaviors are naturally for men and some of them are for women, and these behaviors can be seen in both sex. The personality of each person about his or her sexuality will be shaped based on his or her definition of the norms about being a woman or a man.

A Healthy Relationship with the Customers

A healthy relationship with the customers can be shaped based on his or her imaginations of supermarkets (Saras waat *et al.*, (2010) and the purpose of his or her behaviors (Rezayian, 2005 and Moven and Minor, 2009) (Javanmard and Hosseini, 2013).

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Research Background

There are different emphases about the women's role in protecting the environment, and the importance of women's role in environmental and commercial affairs is obvious. The previous studies about this subject have emphasis on the women's role in green marketing. We can refer to Zarrinjoyalvar in 2011 and Dastneshan in 2012. Yo-Iyang-Yen and Shang-Young-Yen (2012) have shown in their study about the superior's role in accepting the green purchase standards in industrial firms that cooperating with the suppliers, superior's commitments and the pressure which is applied from the customer's side can bring a positive and significant effect on green purchase.

Hasrini and Hasli (2012) provided an implicit model in their research about the determinant factors in the performance of green firms in Indonesia, in which the effects on inner and outer elements are illustrated, they have concluded that predicting the green behaviors is difficult. Often, costumers have a positive opinion about the environment and they are worried about the conditions but they hardly accept the green behaviors. The successful green firms have suggested two important factors of economical and green performance.

Patrick and Vanesa (2012) have shown the environmental point of views and the mental advantage's role in their research about the customer's point of view and buying the brands with green energy, in which there is a positive and meaningful relationship between the viewpoints to the green energy brands and buying attempts. The environmental advantages and the environmental concerns have an effect on this viewpoint. (Investigating the green marketing strategies in order to balance the environment (Moinnezhad, 2011)

We can say that there is no way back to producing the distractive products for the environment and by passing time different factors such as governmental pressures, contests and the changing view of customers make firms to follow the green marketing approaches. The green products often lead to improvement of the sources, so this will decrease the costs in firms and it will improve its conditions. The green marketing will enable the firm to provide new products in the new market or bring extra advantages for itself. The green marketing has different advantages for the firms included the improved usability of sources, decreasing the costs and improving the contest conditions for the firms. The necessities for reaching important results in green marketing are: time, commitment and source. Green marketing is on its childhood and it needs more studies. (Investigating the green marketing strategies on the brand improvements (Dastneshan, 2012)

In this research women have 56 percent of frequency which shows the high importance of women in green marketing. The elements which were studied in this research were: green products, green costs, green pool, waste decreasing, green promotion, green design and also the social activities and environmental activities which affects the brands and the elements show that women have more activities than men in this path. It should be mentioned that improving the brands will not happen without the partnership of men and women (The marketing effects on decision making of buying the green products), (The international marketing management meeting, 2008).

This research wants to investigate the knowledge level of customers about the green products, their advantages and the question that: can marketing and different techniques for brand making shape a green brand and introduce new consuming patterns for the new life style and help the environment protectors. The research sample was the women who went to the Shahrvand stores, they were chosen randomly and they were analyzed by the use of questionnaire number 115, these questionnaires were usable for the first hypothesis of the SPSS. These data were used for other hypothesis by the regression software. The results show us that there is a gap between the belief and the customer's behavior of green products; also most of the people who answered the questionnaires trusted the popular markets, so they don't like to buy things from the environment protectors.

Research Process

Research process and the information sources are closely related, and they are related to our knowledge of the subject. If our knowledge were in the low level, the research would be a discovery one. We use a discovery research for the unknown things.

Table 1: The questions about the women role in green marketing

Research variables	Questions
1- Green product.	1- The women sellers are interested in using the green products. 2- The women sellers prefer using the domestic green products to the foreign ones. 3- The women notice the retrievable character of a product while purchasing it. 4- The women sellers are not interested in foreign retrievable green products.
2- Green design.	5- The women sellers consider the standards in designing the green products. 6- The women sellers purchase those products in which the safety is observed. 7- The women sellers purchase those products in which the healthiness of the product is guaranteed. 8- The women sellers of designed Iranian green products don't consider the standards.
3- Waste decreasing.	9- The women sellers purchase those products which have less waste materials. 10- The women seller know that the meal in plastic packing is dangerous for the health. 11- The women sellers pay attention to the standards of the cosmetics. 12- The women sellers do not pay attention to the severable rubbishes.
4- Green pool	13- The women sellers are interested in creating the consumer groups with the aim of protecting the environment. 14- The women sellers defend the laws about the agreed products with the human being health. 15- The Abhar stores consider the health of the women in that city. 16- The pressures from the government, women and other organizations on the production are not enough, and there is not enough observations in this area.
5- Green marketing	17- The women sellers are satisfied with the green marketing. (paying attention to the human health) 18- The women sellers consider the green marketing as an environment and human being health patron. 19- The women sellers provide their child's health with the green marketing. 20- The women sellers do not have the enough knowledge of the green marketing advantages.
6- A healthy relationship with the customer.	21- A Healthy relationship with the customers shows the proper behavior with the Abharian women. 22- A healthy relationship with the customer improves the green

	marketing level between the women sellers.
	23- A healthy relationship with the customers will built a self confidence in women sellers.
	24- A healthy relationship with the customers does not show the environmental behavior of the sellers.
7- the women's role	25- The women's role in developing the green marketing and paying attention to the human health.
	26- The women's role in green marketing considers the activities in different things.
	27- The women's role in green marketing will preserve the Islamic laws. (The importance of Islamic roles in respecting the earth and cleaning.)
	28- The abharian Women do not have a special role in green marketing.

This kind of research can include some information and published statistics, having interview with some people and studying the papers and reports (Venus *et al.*, 2007) we can divide the research process into two groups:

A) Research purpose

B) data collections

Data Collections

The information can be gathered in different ways and places from the different resources. In this research we have used the library, electronic document method.

Narrating and Fixing

For narrating the questionnaire we have used experts of the marketing and investing the previous activities which accepted the questionnaires, and about the fixing we have used the Cronbach alpha result 88 which is higher than 0.7 and it shows a good fixing rate.

Table 2: Cronbach alpha

The whole variables results	0.88
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The Analyzing Method

After accepting the fixed data, we have done the Kolmogrove-smironef test for addressing the normal and unnorlmality of the questionnaires, in which we have reached that the questions were normal.

Then we have started to use some tests such as Azmonti – students with a single element and the Watson camera for the independent variables error and then we have analyzed the women sellers in Abhar.

Descriptive Analysis

In this part the population study of samples will be considered. The considered characteristics are: the condition of the people who answered the question from their age, studying level and their monthly income.

In the age frequency most of the women in green marketing had 20-30 years old with 0.53 frequency and the lowest age is 20 years old.

In the studying level frequency it has been considered that most of the Abharian women degree is B.A with 60.0 frequencies.

The monthly income frequencies have shown that the most income is about 800 thousand Tomans to 2 million Toman.

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Preassumption Analysis

Table 3: The test of normal data (k-s)

		One-Sample Kolmogorov-Smirnov Test						
		Green product s	Gree n desig n	Waste decreasin g	Green poolin g	Green marketin g	Relationshi p with customers	Women' s role
N		60	60	60	60	60	60	60
Normal Parametri c	average	3.5792	3.704 2	3.6208	3.5875	3.75	3.7375	3.6667
	Standard deviatio n	783150	68348 .	.700320	68709	.61064	.61988	.65527
The most deviation	total	.88	.88	.156	.84	.150	.142	.172
	Positive	.80	.67	.79	.84	.150	.142	.172
	Negativ e	-.88	-.88	-.156	-.83	-.124	-.108	-.167
Kolmogorov- Smirnov Z		.68	.68	1.212	.651	1.162	1.1	1.333
-2Asymp. Sig. (tailed)		.744	.745	.106	.791	.134	.178	.57

a. Test distribution is Normal.

The Research Questions Tests: can women's role have an effect on the green marketing?

Based on the women's role in marketing we have used the T.tak sample test.

Zero hypotheses: the sample average would be bigger and equal to the sixed number $3H_0: \mu_S \geq 3$

One hypothesis: the sample average is less than, equal to the 3. $H_1: \mu_S \leq 3$

Table 4: The women's role in green marketing by the use of T.test

Single element statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Women role	60	3.6667	.65527	.8459

The single element T.test

		Test Value = 3					
		t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Difference Lower	Interval of the Upper
Women	role in	7.8881	59	0	.66667	.4974	.8359
marketing							

Based on the test in has been considered that the first hypothesis is accepted, which based on the meaningful level 0.0 is less than 5.0 and the average women's role (3.6667) we can say that the women's role is important in the marketing.

The Main Hypothesis: The Women Have an Effective Role in the Green Marketing:

For reaching the level of women's role effect on the green marketing we have used the regression method.

Table 5: The regression test of women in green marketing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.598 ^a	.358	.347	.49348

a. women Predictors: (Constant),
 b: green marketing. Dependent Variable

Table 6: Regression test of women in green marketing

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	regression	7.876	1	7.876	32.24	^a .000
	Residual	14.124	58	.244		
	total	22	59			

A women. Predictors: (Constant),
b.green marketing: Dependent Variable:

Table 7: Regression test of women in green marketing

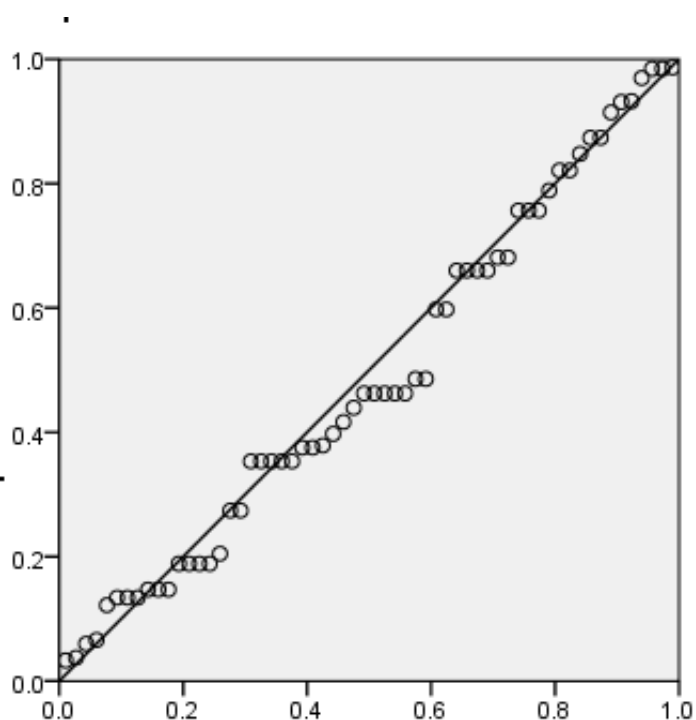


Figure 3: Regression illustration of women in green marketing

By the use of table.7 we have considered that the women's role in green marketing (0.59) with the meaningful level 0.0 and the t and f statistics and the meaningful level of 0.0 shows the meaningful effect of women's role about 0.59 in the green marketing.

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=1.706+0.558X_1$$

The Secondary Hypothesis:

1- Women's Role in Creating a Healthy Relationship with the Customers.

Table 8: Regression test of women's role in creating a healthy relationship with the customers

R	Meaningful level	F	t	
0.51	0.0	20.791	4.56	Women's role in creating a healthy relationship

Based on the outcome of the women's role test in creating a healthy relationship with the 0.51 fixed coefficients and the meaningful level less than 0.5, it will have a meaningful effect on the healthy relationships.

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=1.955+0.514X_1$$

2- Creating a healthy relationship with the customers will affect the green marketing.

Table 9: The regression test in creating a healthy relationship with the customers

R	Meaningful level	F	t	
0.53	0.0	23.532	4.851	Creating a healthy relationship in green marketing

Based on the outcome of the test with a 0.51 fixed coefficient and a meaningful level less than 0.5 the meaningful level will be seen in the green marketing.

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=1.772+0.537X_1$$

3-Green marketing affect the green products:

Table 10: Regression test of the green marketing on green products

R	Meaningful level	F	t	
0.47	0.0	17.14	4.125	Green marketing on green products

Based on the meaningful level of 0.0 which is less than 0.5 it shows that the green marketing affect the green products about 0.47.

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=1.289+0.476X_1$$

4-Green marketing affect the green designs.

Table 11: Regression test of the green marketing on the green design

R	Meaningful level	F	t	
0.35	5.0	8.382	2.895	Green marketing on green design

Based on the meaningful level of 0.0 which is less than 0.5 it shows that green marketing effect on the green design is about 0.35.

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=2.213+0.355X_1$$

5-Green marketing affect the waste decreasing.

Table 12: Regression test of the green marketing on the waste decreasing

R	Meaningful level	F	t	
0.48	0.0	17.671	4.201	Green marketing on waste decreasing

Based on the meaningful level of 0.0 which is less than 0.5 it shows that the green marketing effect on the waste decreasing is about 0/48.

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=1.543+0.483X_1$$

6-green marketing affect the green pooling between the women

Table 13: Regression test of green marketing on green pooling

R	Meaningful level	F	t	
0.65	0.0	42.652	6.539	Green marketing on green pooling

Based on the meaningful level of 0.0 which is less than 0.5 it shows that green marketing effect on the green pooling is about 0.65

Regression equation: (the depended variable Y= green marketing, independent variable X= women's role
 a= fixed coefficient of regression)

$$Y=0.839+0.651X_1$$

Analyzing the Elements

The element analyzing test was done by the Amos 20 software which accepted the all hypothesis.

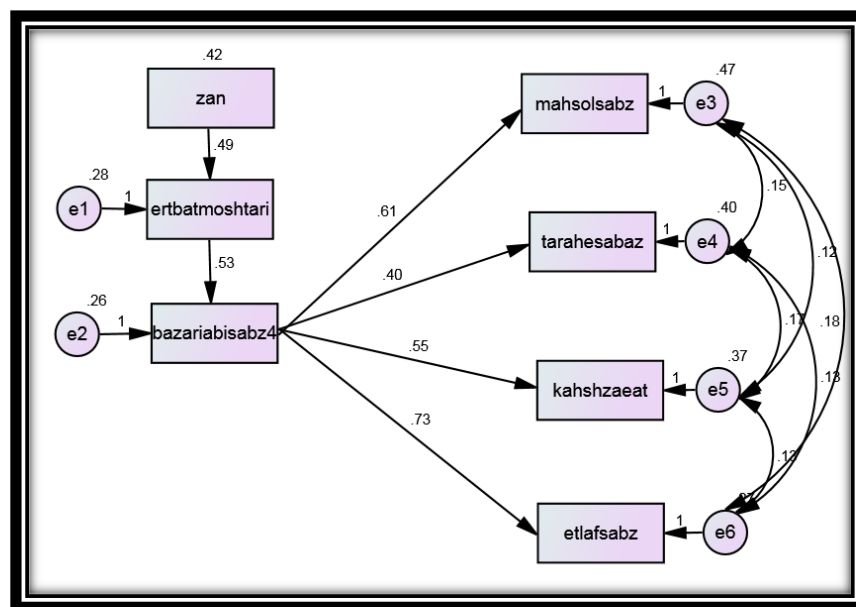


Figure 4: Element analyzing of the research hypothesis

the variance of the women's role is about 42.0, the regression coefficient variable of the women's role is about 49.0 and the women's role in creating a healthy relationship with the customers is about 53.0, the green marketing regression coefficient is about 61.0 on the green products, the regression of green marketing on the green design is about 40.0, the regression of green marketing on waste decreasing is about 55.0, and the regression of the green marketing on the green pooling is about 73.0.

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For the key score status research model 951.23, the freedom degree was 9 and the meaningful level was 4.0. Because the meaningful level is less than 5.0 we conclude that the regression model is good for the independent variables and the depended variables.

Table 13: Proofing the Toos test

Path analysis			Regression			Test type
Test results	Meaningful level	effectiveness	Test results	Meaningful level	effectiveness	Research hypothesis
proved	0.0	0.49	proved	0.0	0.51	Women's role-creating a healthy relationship
proved	0.0	0.53	proved	0.0	0.53	Creating a healthy relationship- green marketing
proved	0.0	0.61	proved	0.0	0.47	Green marketing-green products
proved	0.4	0.40	proved	0.5	0.35	Green marketing-green design
proved	0.0	0.55	proved	0.0	0.48	Green marketing-waste decreasing
proved	0.0	0.73	proved	0.0	0.65	Green marketing-green pooling

RESULTS AND DISCUSSION

The store sellers specially the women care for the cleaning of the stores and neatness of it and also they care for the healthiness of the products with the human's body, so they want to shape a good relationship between the environment and the customers. These kind of behaviors are in need of a proper culture. By the use of green marketing the sellers trust the customers easily. the results of the descriptive statistics shows that: most of the age frequencies are related to the 20 -30 years old women with the frequency percent of 53.3% and the lowest frequency is about 1.7% which includes the 20 years old women. We can say that the women sellers of Abhar are the women with 30 years old and higher. Also the 30 years old women and higher ones are much more interested in green marketing. Most of the studying level frequency in women is 36 and it has the 60% frequency, the lowest studying level includes the higher education with the frequency of 5 and 8.3%, so the women sellers with higher educations are in less numbers. About the monthly income of the women sellers the most frequency is about 800 thousand Tomans to 2000,000 million Tomans, with the 63.3% frequency, this number shows the average income of these group. The presumption analysis of the research we can say that firstly we test the normality of the data by the Kolomogrov-Smironove, most of the meaningful levels of the data were higher than 0.05, so the data were normal. In the result of the T.test, which was used for the hypothesis proof and the Watson camera test which was used for the variable's error with the probability of 95% the errors were between 2.5 and 1.5 which were accepted by the regression test. Considering that the meaningful level of the test was zero, the effectiveness level, the high R nomination and positivity of the F shows that the women have an effective role in green marketing. We have tested the hypothesis for many times for proofing them. It should be mentioned that in comparing the results of this research with the similar ones, we can say that the women's cooperation in Dastneshan's research (2013) was about 54% and it encouraged the green producing. Also Hasani (2012) has considered the women's role in the brittle products, Alibeigi's Research (2011) has considered the Kermanshahian women's role in waste decreasing which leads to the positive effect of women in producing the good products for the environment. In compare to the international researches, this research is similar to the research results of the Semnani (2007), Malakotiyani *et al.*, (2005)

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The results of this research show that one of the major elements in bread waste is the extra paste around it. It is obvious that with training the baking workers and regulating the heat degree we can solve this problem. On the other hand, the results have shown that, the women of the families with high incomes do not pay attention to the correct way of using the bread. The research results of Arsalanbod and Mehrniya (2000) shows that there is a relationship between the way of using bread and the income level of a family. Jamaliye *et al.*, (2012) in their research about the green picture of sellers in the purchase value and the loyalty of store concluded that: the purchase value has a meaningful relationship with the green picture and the loyalty of store. For enhancing the loyalty level to the retailers we have to make the customers to trust the store.

Elhamrahbar and Abdalvahid (2011) in their study about the investigating the green marketing tools effect on the customer's behavior, have shown the tools as a variable in the Malaysian customer's behavior and they have concluded that there is a meaningful relationship between trusting a brand and the purchasing behaviors, and the knowledge about these products is about protecting the environment. This research shows that there is a positive effect between the Abhar women sellers and the green products, relationship with the customers and the environment.

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