

Impact of Green Marketing Mix Strategy and CSR on Organizational Performance: An Empirical Study of Manufacturing Sector of Pakistan

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Abstract : The objective of this study is to analyze the influence of the green marketing mix strategy and corporate social responsibility (CSR) on the performance of an organization, taking into account the mediating effect of corporate image. The impact of frugal innovation and corporate activism is being examined. The data was gathered from executives at various levels of management, including top, middle, and lower-level managers, from a total of 550 manufacturing enterprises of different sizes, ranging from small to medium to large. The collected replies are processed and analyzed using SMART PLS version 4.0.0.0. The application of PLS-SEM demonstrates that the green marketing mix strategy and corporate social responsibility have a significant impact on organizational performance. Therefore, it is imperative for organizations to effectively adopt environmentally sustainable and socially conscious methods within their operations. The results indicate that the corporate image has a key role in mediating the relationship between the green marketing mix strategy, corporate social responsibility, and organizational performance. This demonstrates the imperative for organizations to actively enhance their favorable reputation among stakeholders. The combination of frugal innovation and corporate activism enhances the connection between corporate image and organizational performance. The current study assists managers in recognizing the significance of these particular constructs in maintaining the long-term performance of the organization.

Keywords : green marketing mix strategy, CSR, corporate image, organizational performance, frugal innovation, corporate activism

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