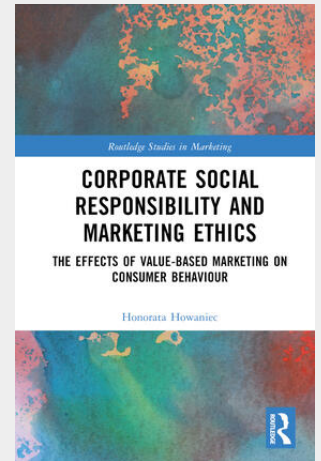


Howaniec

Corporate Social Responsibility and Marketing Ethics

The Effects of Value-Based Marketing on Consumer Behaviour

Changes in the economy and greater competition force us to adapt our business practices and to take greater account of the needs of consumers and the social problems they care about. Consumers are placing an increasing weight on the social responsibility of the organisations they choose to purchase from and associate with, and businesses must adopt corporate social responsibility (CSR) practices into their marketing strategies. This book demonstrates the concept of CSR and how it is included as an element of value-based marketing. Using research from the Polish market, the author explores the concept of value-based marketing, how organisations are implementing CSR, and analyses the effect on consumer behaviour. It examines consumer awareness of CSR practices and the effect this has on their purchasing decisions and brand loyalty, making the argument that disregarding CSR can be detrimental to businesses success and profit. Providing both empirical and theoretical perspectives, this book will be a useful reference for scholars and upper-level students across business disciplines including marketing, CSR, and business ethics.



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