



Green Marketing in Grocery Stores. “Abarrotes El Galeón” Case.

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ABSTRACT This article is an ecological marketing research proposal for the grocery sector, a specific case "Abarrotes el Galeón". The establishment located in the town of Escárcega, presents problems due to low sales since it has few customers who demand its products. Therefore, the goal is to implement green marketing strategies based on the marketing mix. It should be noted that currently in the town of Escárcega there is no company that applies ecological marketing strategies, therefore this work will be of great impact. The adjusted methodology is of a qualitative descriptive approach where information related to the objective of the work is sought. In it, a market study will be implemented which tends to be focused on men and women within the age range 18 to 64 years with a total population of 20,299 people, only 636 people will be taken as a sample size. A questionnaire will be applied through the google forms platform that makes it easier to analyze the opinion that people have of the establishment and the acceptance of marketing organic products in a grocery sector. Consequently, it will be determined that the established strategies are feasible, in effect analyzing prices and costs of acquiring an ecological product, applying low prices for some products, using ecological bags avoiding single-use plastics, improving the image of the establishment with a touch ecological and in a certain way to give publicity to the company persuading until obtaining new clients and increasing demand in products of the company.

Key words: Clients, strategies, ecological marketing, products, grocery sector

I. INTRODUCTION

At present the influence of companies in this case groceries is present, [1] 46% of the economic units in Mexico belong to the retail trade, with a little more than 948 thousand establishments, which generate more than 400 billion pesos and keep 1.7 million people active nationwide. Based on these data, the importance of grocery stores in the Mexican economy is of great relevance. However, there is a new format of commerce that has evolved the market with its great resources in social marketing strategies, ecological marketing, services and new technologies that facilitate trade.

[2] An example about the application of green marketing in the company which mentions that Wal-Mart is testing designs of ecological stores for its supermarkets. Experimental stores range from plastic sidewalks made from recycled tires, to energy provided by wind turbines, solar panels, and recirculated water. At the next level, companies can practice product management by minimizing not only manufacturing pollution but all environmental impacts throughout the entire product lifecycle, while reducing costs. Many companies are embracing Environmental Practice Design (DFE), which involves thinking before designing products that are easier to recover, reuse, or recycle.

The company "Abarrotes el Galeón" is an organization of commercial and service turn, it is a company that has a small number of employees



which are 3 people who work, in this way it is ensured that it is a microenterprise [3].

At present there are few companies that are interested in the ecological part which is considered a problem at the national level, which consists of the pollution of the environment caused by the large amounts of waste of the products that customers consume very frequently in various grocery stores or other commercial enterprises, this regardless of its classification (organic and inorganic).

With regard to pollution, many people care about the care of the environment and want to consume products that do not pollute or are recyclable, therefore the store of "Abarrotes el Galeón" being a commercial microenterprise, located at a strategic point has the need to focus on the area of advertising and ecological marketing with the aim of capturing, persuade and attract new customers, and increase the demand for your products, so it is necessary to create appropriate strategies in relation to the mixture of marketing with ecology.

This type of problem arises as a result of the company not usually listening to recommendations from experts due to the lack of confidence in a new change, since if it were allowed to implement the strategies it would result in customers becoming aware of the care of the environment, social responsibility and preference to acquire products from an organization that shares that perspective. Since currently there are few companies that are really interested in environmental pollution.

At present, the fact that companies apply ecological marketing strategies takes on great importance, however, MSMEs represent the sector that has most implemented sustainable strategies, with the intention that these maximize the benefits of the company and are safe to minimize the negative impacts on the environment. [4].

A specific case of microenterprise interested in applying ecological marketing is the store "Abarrotes el Galeón" which requires attracting consumers from the town of Escárcega, who tend to contribute to sustainable development, this leads to generate certain benefits or impacts in areas: social, technological, ethical, economic **and environmental**.

Since using ecological marketing strategies is closely linked to the ethics of the company because it aims to be a socially responsible organization with

the fact of marketing organic products in perfect conditions, quality and friendly to the environment but also giving examples of how to act against this problem that is pollution, as decreasing the use of electrical energy, using ecological bags and carrying out the selection of garbage in the appropriate organic and inorganic canister.

The social and economic benefit that derives from these ecological marketing strategies oriented to the store "Abarrotes el Galeón", this has as a point in favor of improving and reducing future costs in prices, better management or distribution of the product or service, contribute to the care of the environment and lower cost of electrical energy that is paid in the premises. Likewise, this work is carried out with the purpose that its content serves both students and interested academics to deepen their studies on the subject, as well as expand the knowledge of this can serve as a basis for this sector of companies that have the need or taste to use ecological marketing strategies.

The general objective of this work is to implement ecological marketing strategies focused on the marketing mix for the grocery sector in the town of Escárcega. Likewise, for its fulfillment it is necessary to define specific objectives such as: Identify ecological strategies according to the marketing mix to give greater publicity to the company. Analyze the products that can be recycled in order to be more commercialized and attract the attention of new customers. Improve the image of the company with an ecological touch.

II. "THE CRM", A USEFUL AND NECESSARY TOOL FOR GREEN MARKETING.

The CRM is a tool that allows you to know more about the management of customers, in effect [5] it mentions that the CRM is responsible for;

Help manage relationships with important customers, companies can now use CRM and supply chain management (SCM) software to help them recruit, train, organize, manage, motivate, and evaluate relationships with channel partners(p.308).

According to the above, it can be distinguished that the different companies currently rely on a software system for the registration of entry and exit of their products, a better record in sale and a good organization, also communications with their customers better if they are through newsletter or email in order to avoid unnecessary impressions. Indeed, it is good to know the benefits of applying CRM, but if it is related to the p's of marketing the benefits are higher.



III. EVOLUTION OF CRM.

The need to be able to take control of data and information by the management of customers in companies arises the CRM, in relation to this [2]they affirm that "CRM is the activity of managing customer data". This definition involves managing detailed information about individual customers and carefully managing touchpoints to maximize customer loyalty. Thanks to this tool it is possible to prioritize the types of client that you have in a more specific and detailed way.

The technological evolution of the new XXI century means that there is a greater dynamic in the markets, marking in its wake the search for new strategies that unleash a greater challenge to competing companies, and vice versa. That is why, every day the large amount of information that is handled makes it to create new vocabulary, specifically in marketing. Companies that today use CRM solutions generate more sales opportunities, streamlining management, with budgets updated in real time and optimized sales processes. In the same way, companies that use CRM can make better segmentations, and have the information for a higher level customer service and after-sales.

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IV. HOW CRM WORKS

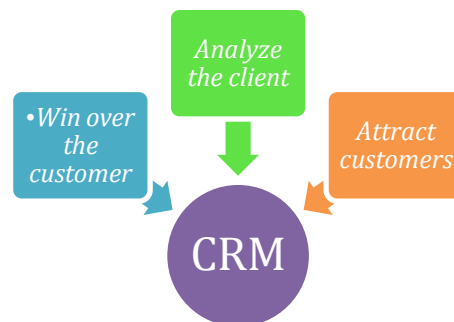
Customer service is a CRM tool that has a very positive impact in terms of recurring and cross-selling, in addition, customer loyalty and

satisfaction. Therefore, Greenberg [6] mentions regarding the CRM function:

The current conception of CRM, since the appearance of local networks, the Internet and later the creation of emails, text messages, cellular telephony and bluetooth, allow to obtain and analyze much more information about customers and their particular behaviors and desires. What is related to a CRM model, where it is proposed that the in-depth knowledge of the client, their habits, their consumptions, their preferences, allows us to address them in a much more simple, easy and personalized way in an almost personal and unique relationship, thus placing the client at the center of our own organization.

According to the author you can collect important points about the function of the CRM, first is to win over the customer, then analyze the customer and then attract customers, in figure 1 the function of crm is presented:

Figure 1
CRM function



Note: *Own elaboration, with information consulted, the figure shows the function of the CRM.*

Thus, it collects all the information of the commercial procedures maintaining a detailed history. In the same way, it allows to direct and manage in a simpler way the campaigns of customer acquisition and loyalty.

V. MARKETING P'S AND THEIR COMBINATION FOR ECOLOGICAL MARKETING STRATEGIES IN GROCERIES THE GALLEON.

Marketing is a tool that, if used for the benefit of a particular company or organization. But, to know what Marketing is about, it is necessary to study its characterization, in this case, what are the terminologies that are commonly used, such as market, exchange, negotiation, segmentation, diversification, differentiation, among others. [7]



the performance of those activities that aim to meet the goals of an organization, by anticipating the requirements of the consumer or customer and by channeling a flow of goods suitable to the needs and services that the producer provides to the consumer or client.

According to the above, the main thing is that despite the circumstances, the different goals that are established in terms of the organization must be met, regardless of the turn and activity they carry out.

Marketing is a series of efforts aimed at having a product or service received and accepted by a consumer market; the techniques on which it is based are several and complex. One of them is the marketing mix.

It can also be considered as the mode or form of what we want to sell, be it a service, an intangible good or a product with physical values. The product must have high quality or innovation advances superior to those of the competition.

According to Moreno [8] in his definition of the product, it mentions that "it is what we want to sell, be it a service, an intangible good or a product with physical values." The product must have high quality or innovation advances superior to those of the competition. Each product is subject to a century of life that includes 4 phases: introduction, growth, validity, decline, and in each of these the company must adopt a different strategy.

Otro tema con relación al marketing es las p's de mercadotecnia (4p, 7p, o 9p) que en la actualidad se ha venido ganando la ya reconocida popularización del concepto de las P's del mercadeo, es común tener conocimiento de acerca de los elementos que la conforman, y cómo funcionan dentro de las empresas con el fin de obtener el objetivo que se desea, Kotler y Armstrong [9] afirman que la mezcla de mercadotecnia es "el conjunto de herramientas de mercadotecnia que las empresas utilizan para alcanzar los objetivos de mercadotecnia en el mercado meta", claramente se puede entender que es un proceso social y administrativo y a través de ello, grupos e individuos satisfacen su necesidad y deseo.

VI. THE 4P' AND ITS APPLICATION.

Marketing seeks to offer the right product at the right time to its buyers, to be more effective concepts are born that make up the marketing mix that presents the elements: product, price, place and promotion, which includes everything the company can do to influence the demand for its product. As [2] they mention on the subject of each p's of the

marketing mix what it consists of and an example of application:

Product refers to the goods and services that the company offers to the target market. For example, a Ford Escape product consists of nuts and bolts, spark plugs, pistons, headlights and thousands of other components. Ford offers various exhaust styles and dozens of optional features. Price is the amount of money customers must pay to get the product. Ford calculates retail prices for each Escape and suggests them to its dealers. However, Ford dealers rarely charge the sticker price; instead, they negotiate the price with each customer, offer discounts, rebates for receiving a car in return, and credit terms. Plaza (or Point of Sale) includes the activities of the company that make the product available to the target consumers. Ford maintains a large network of independently owned dealerships that sell the company's multiple models. The Promotion includes activities that communicate the advantages of the product and convince consumers to buy it. Ford spends more than \$2.4 billion a year on advertising, about \$353 per vehicle, so you get to know the company and its many products.

According to the example mentioned in the application of the marketing mix (4 p's) each p is a key and necessary point that must be taken into account when creating strategies that will help to have satisfied customers and persuade new consumers.

VII. MARKETING STRATEGIES THE BASIS OF SUCCESS FOR THE COMPANY "ABARROTES EL GALEÓN"

Marketing strategies allow companies to improve according to the needs they have, according to the study carried out [10] in mentions that "companies dedicate all their efforts to create products that meet the needs of consumers. From the first idea to its commercialization." However, if you do not have the necessary marketing strategies, the chances of achieving the objectives are significantly reduced.

Subsequently, having in common the same objective, to seek success in companies by creating various [7] strategies, they indicate that the marketing strategy "is a type of strategy that defines a target market and the combination of marketing related to it. It is a kind of general overview of the way a company acts within a market", so marketing strategies allow to orient all services, processes, communications and other commercial activities towards a common goal. In this way, marketing, sales and business development work together to deliver the best possible results, just as the



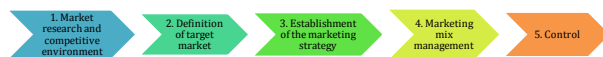
marketing strategy defines a target market and the related marketing mix. It is a kind of overview of the way a company acts within a market.

According to various authors, there are different marketing strategies which are: Segmentation strategies, strategies in relation to the competition, brand positioning strategies, market penetration strategies, portfolio strategies or product elimination, digital marketing strategies, content marketing strategies, loyalty strategies, word-of-mouth marketing strategies and direct marketing strategies. Each of these has its own variation which makes each one essential according to its approach.

VIII. MARKETING PLAN METHODOLOGY FOR SMES

Companies generally develop according to the adaptation of changes that influence thanks to marketing, [11] they define the marketing process in five phases clearly identified in the following figure 2:

Figure 2
Marketing methodology for SMEs



Own elaboration, with information [11]consulted, the scheme of the figure aims to show in an organized way, the phases according to a marketing methodology for SMEs.

These elements gain strength according to the organization in which they are implemented, it is worth mentioning that this methodology can not only be applied in large organizations, but also applied in MSMEs according to the resources it has and if it is really required.

IX. DIFFERENCES IN THE MARKETING OF A MSME WITH RESPECT TO THAT OF A LARGE COMPANY.

Marketing is the key point of the development and sustainability of a company on the way to success, however, there are differences between corporate marketing and marketing for MSMEs, these differences are mentioned [12]by:

It is possible because it can be assured that it is reactive due to the following differences: Limited resources for marketing. This shortens the possibilities of MSMEs; compared to large companies that have greater economic resources, a

shortage of commercial knowledge of the owners of MSMEs. While generally large companies have specialized personnel in marketing, scope and scale reduced. The marketing of MSMEs is limited to local or regional markets within the country, authoritarianism and centralization of decisions. In a MSME marketing decisions are personalized and it is the owner who makes them with little mastery of tools, limited impact on the market. The marketing of MSMEs does not have the power of impact that large companies do, because they comparatively sell less, have fewer customers and fewer employees.

In the previous marketing differences that exist between a MSME and a large company, you can distinguish with it only the fact that they are not the same size and therefore do not generate the same impact on marketing.

X. ECOLOGICAL MARKETING THE SUSTENANCE FOR THE COMPANY "ABARROTES EL GALEÓN"

The deterioration and pollution suffered by planet Earth is due to the appearance of various elements among them are both MSME companies (groceries, small commercial businesses) and large companies (corporate among others) of production and marketing based on the consumption of natural resources, generation of waste, use of pollutants and products of a single without being able to be recycled that have a great impact on the environment, as well as in its natural cycle of self-regeneration, that is why when looking for those responsible about this situation, all eyes point to companies in general, and to excessive and misleading advertising in particular, driven by marketing as the most visible element of the company.

Regarding the solution arises the ecological business marketing, which [2] define it as: "the social process by which individuals and groups obtain what they need and want through the creation and exchange of products and values with others", according to the previous definition it can be understood that their main objective is to sell products, in short, to promote consumerism by positioning itself in the mind of the consumer.

Marketing Approach

According to Santesmases [13] he mentions that "since the beginning of trade different approaches to doing business have emerged in order to obtain profits or income." These are still present in some industries and markets, although in the XXI century marketing is increasingly oriented to the market and the customer.



Sustainability (Green Marketing).

This approach arises from the worrying need to preserve the environment, therefore, a new model called Sustainable Development arises, this does not mean that consumption should be eliminated because it is not fought with environmental care. This approach is oriented to the entire organization, so it is an integral management that responsibly carries out the identification, anticipation and satisfaction of the needs of customers and society in a profitable and sustainable way.

Green Marketing

Ecological Marketing originates from social marketing, positioning itself as a mediator between the interests of the company and the interest of consumers, this is how [14] in his book Contemporary Marketing, he states that it is "the production, promotion and recovery of environmentally friendly products". According to the author, today it can be evidenced that there are companies that care about satisfying the needs of the consumer but also collaborate in being a socially responsible company with the care of the environment, also these ecological companies arise from the need of people who want to consume organic products to take care of the environment and also persuade people who are interested in consuming organic products that are offered in from groceries to large ecological marketing companies.

Ecological marketing strategies.

The placing on the market of an ecological product or brand requires the realization of a series of actions that allow to achieve the objectives set. These actions combine the different instruments of marketing in what we call marketing-mix. The analysis of the starting situation, the establishment of the objectives to be achieved and the detail of the actions to be developed, from the environmental point of view, is what we call eco strategies. The strategies of Ecological Marketing will have to go beyond the sales policies of the company, it is advisable to consider the issues that affect the consumer as a whole in time covering factors related to [15]ecology:

The limitation of natural resources, satisfying the needs in the most ecologically favorable way and not stimulating harmful demands on the environment. Give more importance to the sustainable development of the ecosystem than to the manufacture and consumption of products that oppose this sustainable development with the available technical knowledge. Help actions that

contribute to avoid the devastation of nature or recover the balance deteriorated by industrial pollution. Promote the design of ecological products, minimizing packaging and developing the recycling of waste from the use of products.

Companies must have certain strategies that help the care of the environment either in its turn or in its size, this does not matter because you must always have awareness and responsibility for the care of the environment.

Impact of Green Marketing

The fact that there are socially responsible companies applying Ecological Marketing this fact allows to obtain benefits both present and future, these repercussions both for people and for institutions and / or social groups.

The impact generated by the implementation of ecological marketing in the economic field is that more and more companies are adopting environmental sustainability policies, developing strategies that maintain the environment and produce profits for companies. [2] a strategist has as a challenge "to develop a sustainable global economy: an economy in which the planet can indefinitely support an enormous challenge, and an enormous opportunity", to improve and reduce future costs in the creation, management or distribution of the product and / or service

In the same way, the same authors of the previous paragraph [2] mention the ecological field: environmentalists are not against marketing or consumption; they simply want people and organizations to operate with more care for the environment. The goal of the marketing system, they say, should not be to maximize consumption, consumer choices, or their satisfaction, but to maximize quality of life."

Quality of life means not only the quantity and quality of products and services for the consumer, but also the quality of the environment. Small businesses and large companies that adopt green marketing strategies are protecting recreational areas and reducing health problems caused by air and water pollution, and by food treated with chemicals.

Similarly, [16] from a social perspective, Ecological Marketing is part of social marketing, since its activities are aimed at the same objective that is to stimulate and facilitate the approval of ideas or social behaviors that are considered beneficial to society, as a means of trying to minimize or reject those other ideas or behaviors that are considered harmful.



XI. METHOD

The present research has a qualitative approach, given the nature of the subject of study and proposed objectives, this being the basis, according to [17] point out that "qualitative research studies reality in its natural context and how it happens, taking out and interpreting phenomena according to the people involved", by the relationship that is had with the subject the approach is applied. Regarding the type of research, it is considered descriptive, since it consists of describing [18] "traits, qualities or attributes of the population under study, in order to establish its structure or behavior". That is, it has as its object the description of facts, based on observation. In such a way that it is intended to identify ecological strategies suitable for the grocery sector, in order to achieve the main objective of the research.

According to the results of the analyzed study, strategies related to the mix of ecological marketing will [14] be proposed where it affirms that it is "the production, promotion and recovery of environmentally friendly products", which is why it will similarly be applied for the design and implementation of measurable strategies that help increase sales and attract new customers.

In the same way, the process of the methodology is based on the one mentioned above by the authors [11] "Methodology for SMEs", which first involves determining the market study, which was carried out with a search on the official website of INEGI to determine the number of people within the age range of 18 to 64 years, which has as a total number a population of 20,299 people, to this amount fisher's formula was applied to obtain sample size which to calculate it was applied said formula, in it data such as; the total number of population, the proportion of success and the proportion as well as the error and the normal distribution. At the end of the calculation it was obtained that the sample size is 636 people, to these same the instrument will be applied.

In this case, the instrument chosen to collect and obtain information will be through a survey that will be applied through an ordinal questionnaire at the likert scale that will be addressed only to the group of grocery consumers, which can be men and women of legal age which are 636 people from the town of Escárcega, through this questionnaire you will obtain the information to analyze, which is really related to the research topic. The questionnaire will be elaborated through the Google forms platform to obtain data and accurate information, since the chosen platform also allows the analysis to be carried out using the same graphs

that it yields when having the total of questionnaires applied, it is worth mentioning that in the same way the number of people who have been responding in said tool is monitored.

It is intended to apply the questionnaire to the group of people as a sample, through WhatsApp, Facebook and people who do not really have technological equipment will be applied personally when they arrive at the establishment to make purchases.

Each of the answers will be analyzed through pie graphs thrown by the tool to be able to determine what is the problem that is in the company and with the results obtained ecological marketing strategies will be designed and applied to the company "Abarrotes el Galeón".

XII. EXPECTED RESULTS.

According to the research, it is intended to know how accepted for consumers it is to buy organic products, in what quantity they will consume them, how often they would buy it and in the same way, to know what strategies should be applied in relation to ecological marketing focused on the marketing mix for the sector of "Abarrotes el Galeón" of the town of Escárcega, that is why according to the objectives the following results are expected:

Know how to identify ecological strategies according to the marketing mix to give greater publicity to the company, the benefits that will be had when implementing it is the increase of new customers and in the same way it will be motivating customers who already have to consume the products of the company (returnable coca cola, toilet paper, saving bulbs, eco-friendly bags etc.) and not to use single-use products.

With the fulfillment that the products that can be recycled are analyzed in order that they are more commercialized to offer in the company is precisely ecological and can be recycled, also use ecological bags to avoid single-use plastics, certainly in this way will attract new customers who want to buy ecological products because these people have the notion and who prefer to buy products in a company that contributes to the care of the environment.

Unlike traditional competitions, it is intended to give greater publicity to the company and better image with an ecological touch, implementing advertisements that refer to it, in the same way change the colors of the establishment so that it is more striking and causes curiosity on the part of consumers to visit the premises to buy the products that are offered.



XIII. CONCLUSIONS

The research presented generated great importance since they are starting points that give a broad overview on topics focused on marketing, however the fundamental issue that was developed to great specification is ecological marketing applied to the grocery sector implementing strategies focused on the marketing mix for a specific case groceries "El Galeón" which is located in the town of Escárcega, emphasizing that the type of marketing chosen was considered for the sustenance it provides as a necessary mechanism in the strategic planning of any organization, consistent with the environmental requirements of customers and society in general; the importance of marketing, approach from marketing to ecological marketing and strategies in relation to knowledge, the impact it has generated, as a useful basis for the analysis used by organizations to solve environmental problems, projecting towards a green economy, was theoretically described.

Finally, according to the theoretical framework, it was guidance support to solve the problem presented by groceries since it has few customers and therefore low sales, consequently strategies are raised as objectives to be met, carrying out a certain methodology, carrying out a market study with the application of measurement instruments that help determine the market, form of communication by publicizing the products that are offered in order to persuade the target market, if so, good results are expected as well as having new customers and increasing demand for the products in the company.

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