

Building the Crisis Prevention Model for the Innovation Development of  
Green Marketing

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Abstract

This paper focused on building the crisis prevention model for the innovation development of green marketing. Firstly, we reviewed literatures on the green consumption, green supply chain, marketing cost, customer development and customer loyalty. Secondly, we developed the expert questionnaire in five perspectives twenty-two items to detect the crisis factors and analyzed the crisis factors by Analysis Hierarchy Process (AHP). Furthermore, to build the crisis prevention model through analyzing the implication of the result of factors analysis. Finally, we developed the crisis management strategy of green consumption.

Keyword : green marketing, innovation management, crisis management.