

## Effects of Green Marketing Mix on Customer Satisfaction

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### ABSTRACT

*The research examines major influencing factors that can increase customer satisfaction. Data were gathered by convenience sampling from consumers of organic products. A structured questionnaire was prepared to collect data from respondents through emails and direct structured interviews with people who were directly met at the organic shop. For the primary data analysis, multicollinearity, normality test, and Durbin Watson autocorrelation have been carried out along with cross-checking of data to check the reliability and validity. The result showed that green price and green place was strongly correlated to each other and green product and green price moderately correlated. At last, it was found that green products and people were the most influential factors compared to other green marketing mix factors for customer satisfaction followed by place, physical evidence, and process. However, green prices and processes do not significantly influence customer satisfaction. This research provides information on green marketing mix to improve green business in Nepal.*

**Keywords:** Green marketing mix, Customer satisfaction, Organic product, Green business

### 1. Introduction

Green Marketing is concerned with the marketing of environmental protection. It is the marketing of products and services which are environmentally friendly (Bhat, 1993). It is an attempt to protect consumer welfare and the environment through the production, consumption,

and disposal of eco-friendly products. It involves establishing a link between the business and the customer by carefully integrating social and environmental concerns (Sivesan et al., 2013). It offers a way for companies and brands to go beyond corporate responsibility (Davari & Strutton, 2014).

The green marketing concept emerged in the late 1980s and early 1990s due to increasing concern about a safer environment. These concerns pushed many companies to adopt an environmentally friendly approach to production and marketing (Chang & Fong, 2010). It is a global issue for laypeople to highly professional groups. The marketing mix is a powerful concept that focuses on all areas of marketing. Green marketing mix components can change a firm's competitive position by creating a unique image among the customers (Chen, 2010). It is a crucial mix to obtain sustainable competitive strengths. It also plays a vital role in resource allocation to obtain benefits.

The green marketing concept is an emerging philosophy that promotes producing and selling pure (eco-friendly) products to protect ecological balance. It involves multiple activities that encourage the production of pure products by pure technology, conservation of energy, preservation of the environment, minimum use of natural resources, and more use of natural foods instead of processed foods. This emerging concept encourages the organization's marketing philosophy to increase customer satisfaction (Low & Tan, 1995). Customer Satisfaction is a feeling of pleasure or disappointment (Kotler, 2011). Companies need to know how to measure these green mix constructs from the consumer's perspective to understand their needs better and hence satisfy them (Davari & Strutton, 2014). It is a vital element that contributes heavily to customer loyalty.

In this regard, people, social organizations, firms, and governments can be considered green marketing efforts by business organizations to satisfy customers. The demand for organic products has been increasing in the major cities of Nepal. The number of market outlets for natural products has increased in Kathmandu. Organic Village and Organic World and Fair Future (OWF) are two major organic companies dealing with organic products in the valley. There are a few other market outlets for organic products in Baluwatar, Bakhundole, Kupandole (predominantly the domain of Organic Village), Jhonche, and Basundhara (OWF's domain). The other forms and organizations such as Love Green Nepal, Farmers cooperatives Gamcha, Bhatbhateni Supermarket, Namaste Supermarket, Caroline Restaurant Mike's Breakfast, Bluebird Supermarket, Kathmandu Guesthouse, Summit Hotel, and HASERA agriculture farm are also involved in the marketing of organic products (Aryal et al., 2009).

According to Bhatta et al., (2009), the development of the market of organic products in Nepal is in the growing phase of the product life cycle. Sustainable living and environmental preservation are vital issues all over the world. These days' conscious consumers are concerned about how their purchasing habits can help keep

the environment safe and clean. These severe changes have moved business houses and production companies to be more socially and environmentally responsible by creating positive or minimizing negative impacts on society and the environment caused by the production of products and services. The production of green products is challenging work for all businesses, as the requirements for pure quality, price, and environmental protection matter. Though the Green marketing mix philosophy has been quite successful in developed countries, its impact is yet to be seen in Nepal.

Green marketing mix refers to green products, green prices, green places, green promotion, green people, green processes and green physical evidence (Abzari et al., 2013; Davari & Strutton, 2014). It is becoming more than simply a trend in Nepal. Eco-fairs and projects have emerged, funded by for-profit and non-profit companies in the service and industrial industries. For example, Laxmi Bank put solar lights on the Bagmati Bridge. The Green Angel project has established green jobs for rural and young Nepali women, assisting them in establishing a self-sustaining company of creates and distributes cloth and paper shopping bags to replace the usage of polythene bags in Kathmandu (Bhujra et al., 2014).

The Alternative Energy Promotion Centre (AEPC) has collaborated with donors and the government to develop biogas, micro-hydro, solar energy, improved cooking stoves, improved water mills, and biofuel production. Brihat Investments works with groups to encourage investment in the housing industry. The Centre for Integrated Urban Development (CIUD) has been striving to support and supplement the government's efforts to implement sustainable urban solutions. Similarly, Clean Energy Nepal runs education and advocacy efforts for the usage of renewable energy. Gazzab-Co Tea advertises organic tea, coffee, honey, and aloe vera juice in Nepal. Choyali art promotes several forms of thankas. Furthermore, eSewa offers specialized services such as mobile wallets, payout agents, and online wallets. SV Gallery has introduced Indian parqueting produced using German technology.

Similarly, Nerolac has introduced eco-friendly paints with low VOC (volatile organic compound). Sunray Energy Nepal has introduced several solar-related technologies in Nepal. Likewise, Dabur Nepal and other companies have initiated eco-packaging. However, it is difficult to honestly understand the significant impact of these initiatives towards improving brand image and gaining customer preference and satisfaction. Therefore, studying the satisfaction of consumers toward the green marketing mix would not only benefit marketers but also other stakeholders to create a more sustainable and eco-friendly environment by promoting and adopting ecofriendly products and services. Hence, this study identifies some research issues explained below:

- Is there any significant relationship between green marketing mix components (product, price, place, promotion, people, process, and physical evidence) and customer satisfaction ?

- Are customers satisfied with green marketing components ?
- What are the major green marketing components that highly influence on customer satisfaction ?

This study tried to present a map of the green marketing mix and its effects on customer satisfaction by exploring research objectives :-

- To examine the relationship between green marketing mix components (product, price, place, promotion, people, process, and physical evidence) and customer satisfaction,
- To access the satisfied customers with green marketing components.
- To analyze the major green marketing components that highly influence customer satisfaction.

Based on its objectives, the study proposes the following research hypotheses.

- H1: Green Product has a positive effect on customer satisfaction
- H2: Green price has a positive effect on customer satisfaction
- H3: Green place has a positive effect on customer satisfaction
- H4: Green promotion has a positive effect on customer satisfaction
- H5: Green people have a positive effect on customer satisfaction
- H6: Green process has a positive effect on customer satisfaction
- H7: Green physical evidence has a positive effect on customer satisfaction

Based on the research objectives, the research framework demonstrates the relationship between the marketing mix characteristics of Product, Price, Place, Promotion, People, Process, and Physical Evidence and consumer satisfaction.

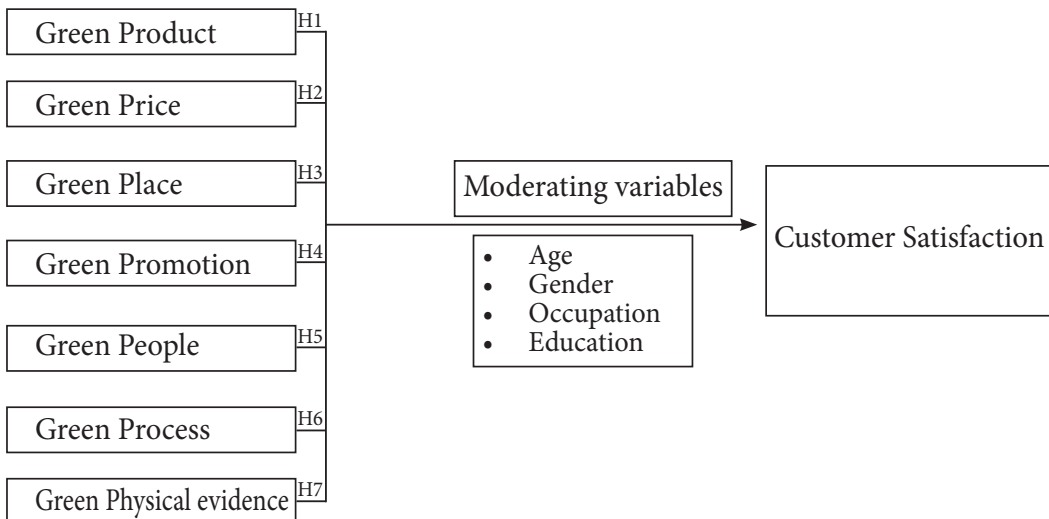


Figure. 1 Research Framework

## 2. Review of Literature and Research Gap

Aryal et al. (2009) studied peoples' perceptions of natural products and assessed their willingness to pay for organic products. Data were collected from the Nepal Permaculture Group surveyed 180 consumers using semi-structured questionnaires. The result was found that about 39% of the respondents felt the extra cost for green products was reasonable, however, 27% considered the price was too high.

Chang and Fong (2010) studied the relationships among green product quality, corporate image, customer satisfaction, and loyalty. The results showed that green product quality, green customer satisfaction, and green customer loyalty were significantly associated.

Borin et al. (2011) conducted to investigate the impact of different levels of environmental information on key consumer metrics. Multiple product categories and messages that varied from strongly negative to strongly positive were used to test the accuracy of the information. It was found that consumer perception of product quality, value, and purchase intentions did not differ significantly between products with positive environmental messages and those without any message, and the impact of ecological information is greater for consumable products

Richards (2013) researched the impact of green advertising by evaluating consumers' connection to the environment and influencing trust in advertising and willingness to purchase green products. The research aimed to explore the correlation between enthusiasts and green buying patterns. Data were collected from 107 students and faculty of Elon University by a structured questionnaire. The outcome explained that environmental enthusiasts were often more skeptical of both forms of advertising, with non-enthusiasts remaining more neutral.

Kushwaha and Agrawal (2015) examined the effects of services marketing mix elements on Indian customers for making the appropriate marketing mix strategy in the banking services context. The data was based on a sample of 351 customers of bank users in India and collected information through an online questionnaire. The methodology used for this study was confirmatory factor analysis and structural equation modeling (SEM). The results indicated that the marketing mix dimensions of the product, price, and promotion were of less importance except for place than managing interactive marketing dimensions such as people, physical evidence, and process.

Mohammad (2015) studied 7ps marketing mix and retail bank customer satisfaction in Northeast Nigeria. Another aim was to examine the product, price, place, promotion people, process, and physical evidence as drivers of retail bank customer satisfaction. Seven hypotheses were formulated to attain objectives. Data were collected from 405 respondents. Correlation and regression were used to get results. The result revealed that product, process, and physical evidence were significantly related to

customer satisfaction while price, promotion, place, and people were not significantly associated.

Kumar and Ghodeswar (2015) studied the factors affecting consumers' green product purchase decisions in India to identify major influential factors affecting the purchase decision. The data were collected through the survey method. They found the respondents possess the willingness to support environmental protection, the realization of ecological responsibilities, and an inclination towards searching green product-related information and learning about green products. The research provides valuable insights into green consumer behavior in the Indian context.

Kumar (2016) examined the relationship between green marketing, green sustainability, and operation management. It was established based on understanding the contributions of earlier literature reviews that reviewed the existing literature on the sustainability-marketing interface in varying timeframes. The study reviewed the period 1990-2014 for literature survey and classification. The peer-reviewed journal articles included in the literature review were analyzed for coverage of green marketing activities, and thematic classification of green marketing. The results were discussed in two parts. The first part discusses the classification of green marketing literature that describes themes of articles, their nature, and their evolution over the period analyzed. The second part illustrates the general classification that shows the distribution of materials for the year of publications, journals, and the location of authors.

Handriana (2016) conducted a study on the Mapping of Green Buying Perception in Developing Countries to identify the public's perception of a green purchase in Indonesia. The research considered the perception of groups of professionals, young people, and housewives to contribute mainly towards green buying. The data were collected through interviews to meet research objectives. It was found that green behavior differs among people. The results revealed that young people (students) were more inclined to behave green. However, the higher price of such products becomes a pain point.

Novela and Hansopaheluwakan, (2018) focused on beauty and body treatment products. Eight hypotheses were developed to achieve the research objectives by using multiple linear regressions to analyze data from 101 respondents in Jakarta using a questionnaire. The results of this research showed that the green marketing mix method influences customer satisfaction. Simultaneously, people and physical evidence factors were significantly related to customer satisfaction while product, price, promotion, people, and physical evidence were not significantly related to them partially described.

Hossain and Rahman, (2018) examined the impact of a green marketing mix on the green purchasing behavior of Bangladeshi consumers. The data were analyzed through the judgmental sampling technique, Structural Equation Modeling (SEM). SEM is used to analyze confirmatory factor analysis. The study found that four green



marketing mix elements, such as green product, green price, green place, and green promotion, have a significant positive impact on the green purchasing behavior of Bangladeshi consumers. Moreover, this study illustrated that Green products had the highest impact on green purchasing behavior, however, green places had the lowest impact on consumers' green purchasing behavior.

Mahmoud (2019) examined the influence of green marketing mix elements (product, pricing, distribution, and promotion) in Sudan on purchase intention. The design of this research was descriptive and quantitative. The study's target population was the postgraduate (MBA) listing all universities in Khartoum state that offered graduate level courses that were used as the sampling frame. A total of 417 questionnaires were distributed, and 341 questionnaires were returned. Statistical analysis revealed a significant relationship between green marketing mix elements and consumers' purchase intention.

Solihin et al. (2019) explored the concept of green marketing, especially in the decision-making process. The research focused on green marketing theory, green marketing mix strategy, and green product purchase decisions. The result showed that consumer purchasing decisions were very influenced by marketing mixes such as green products and green promotional products.

Park et al. (2020) researched how customer happiness is affected by green measures. The purpose of this study was to investigate different features of green restaurants, including perceived green restaurant practices, using user-generated content created by patrons of green restaurants. Data were derived from Yelp listings of green-certified eateries in the United States. To extract latent restaurant features from user-generated information, structural topic modeling was employed. Lastly, the study concluded that consumer satisfaction might be predicted by restaurants and green qualities.

Szabo and Webster (2021) researched how the green marketing mix is viewed by customers. An investigation into consumer goods and consultancy organizations using interviews, as well as an experiment looking at how customers use a business website. Numerous methodologies, including questionnaires, interviews, and neurophysiological tests, were used for these investigations. They discovered that users' satisfaction with the website is correlated with perceived green washing in addition to perceptions of the environment and products.

Jonathan & Sari (2023) investigated how consumer satisfaction is impacted by the green marketing mix. A case study was carried out at Starbucks Coffee in Bez Plaza to analyze the research objectives, 243 visitors were given questionnaires to complete as part of the data collection process. According to the study's findings, customer satisfaction is significantly impacted by green marketing.

Mahmoud et. al. (2024) examined the impact of the green marketing mix on

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Ghanaian consumers' intentions to repurchase. This study used a quantitative research design. Using purposive sampling, 371 participants in total were selected. The results demonstrated a considerable beneficial impact of green prices, green places, and green promotion on repurchase intention. Green products, however, had little effect on consumers' intentions to repurchase. According to the results, the association between green pricing and green places and repurchase intention was mitigated by green knowledge. Green goods, green advertising, and repurchase intention were found to be unaffected by green knowledge.

Green marketing is an emerging concept of marketing management. So, it is essential for the sustainability of an organization these days. It helps to achieve a sustainable competitive advantage. The literature highlights that most of the research examines the relationship between the 4Ps of green marketing and customer satisfaction, consumer behavior, purchasing intention, and others. As is revealed from the literature review, there is a lot of gap in research on this topic. There is not much work in Nepal as far as the 7Ps of the green marketing mix and its effect on customer satisfaction. So this research work focuses on addressing this issue by examining the effects of the 7Ps green marketing mix on customer satisfaction.

### **3. Materials and Methods**

The quantitative research approach explores the relationship between the green marketing mix and customer satisfaction. A well-organized questionnaire was used to collect data from 150 respondents living in Kathmandu through a non-probability sampling technique, i.e., convenience sampling. The naturalistic observation method was used for the observation of the study. It is the primary source of data collection for the project and was distributed to the respondents through email, and direct interviews. The questionnaire was distributed in hard copy to those who have not email address, while soft copies were sent via email and messenger to a range of age groups, including males and females aged 15 to over 45, students, public and private employees, those with formal education, secondary school students, and university graduates.

The questionnaire was designed to be completed in less than 10 minutes. It was stressed that participation was voluntary and free of obligations. Demographic details were requested purely for statistical use. The respondents filled out the form as per the instructions given in the questionnaire. The questionnaire was distributed to 300 respondents, and a complete questionnaire was returned from 150 respondents for analysis. A sample size of at least 30 but not more than 500 is sufficient for the research work (Cooper & Schindler, 2014; Gautam & Sah, 2023; Sah, 2024). Thus, 50% of the 150 responses were valid for additional examination. Hence, 150 responses were used in the final analysis. The collected data was arranged and managed in MS Excel to be further used in SPSS version 20 for analysis. The data were analyzed by using descriptive and inferential statistical tools.



## **4. Results and Discussion**

The results and discussion include respondents' demographic profiles, a descriptive analysis of the Green Marketing Mix, and consumer satisfaction. The findings of several tests are discussed about the appropriate study objectives. This part tries to address research questions and test hypotheses to conclude customer satisfaction with the Green Marketing Mix in Kathmandu.

### **4.1 Demographic Status**

The demographics were discussed in terms of the customer's gender, age group, profession, and level of education. The number of females was 76 out of the total respondents 50.7%, and the remaining 74 were males with 49.3% out of a total of 150 respondents. The composition of the 15- 24 age groups was 72 out of the total respondents, with 48%, and the remaining of the total respondents was 38.7% of 25-34 years old, 7.3 % of 35-44 years, and 6% of above 45 years of age.

It indicated that the respondents of the age group 15 to 24 years were more knowledgeable about green products and services and were interested in consuming to gain advantages. The majority of the respondents were employed for salaries with 41.3% composition out of total respondents, followed by the business person with 13.3%. 39.3 % of the respondents were students, and 6 % of the respondents were unemployed. The result shows that the employed were highly interested; however, the unemployed were less responsive due to price, preference, taste, etc. Some businesspeople have also gained advantages from the green product. The majority of the respondents were bachelor's degree holders with 46% composition out of total respondents. It shows that 3.3 % of the total respondents were not formally educated, 11.3% were secondary level, and 39.3% of the respondents were master's or above. The result clearly showed that higher-level educated persons were more interested in buying to consume and gain satisfaction than secondary and lower levels.

### **4.2 Independent Sample T-test and ANOVA Analysis**

Independent sample T-test and ANOVA analysis examine the moderating effect of gender, age, education, and profession on customer satisfaction. The results state that all moderating factors significantly influence customer satisfaction.

### **4.3 Descriptive Analysis**

Descriptive analysis is a type of data research that helps to describe, demonstrate, or summarize data points such that patterns can emerge that satisfy all of the data's requirements. It is the process of detecting patterns and correlations using both recent and historical data.

Table 1. *Descriptive Statistics*

<b>Marketing Mix Variables</b>	<b>Mean</b>	<b>Std. D.</b>
Product Mix(GPROD)	3.790	0.560
Price Mix(GPRIC)	3.382	0.581
Place Mix(GPLAC)	3.343	0.640
Promotion Mix (GPROM)	3.327	0.577
People Mix(GPEOP)	3.480	0.577
Process Mix (GPROC)	3.368	0.579
Physical Evidence(GPHYE)	3.618	0.596
Customer Satisfaction(CSATS)	3.582	0.566
Average	3.486	0.585

Table 1 shows mean scores of the composite variables in this research were between 3.327 and 3.790, which meant that the respondents had given average scores on most composite variables. The standard deviations of the composite variables were between 0.560 and 0.640. Since all the marketing mix dimensions to determine customer satisfaction level were above 3, respondents gave importance to all the factors for choosing a green marketing mix.

#### 4.4 Inferential Statistics

##### 4.4.1 Correlation Analysis

Correlation is a bivariate analysis that measures the strength of the association between two variables and the direction of the relationship. Regarding the relationship's power, the correlation coefficient's value varies between +1 and -1. A value of  $\pm 1$  indicates a perfect degree of association between the two variables.

As the correlation coefficient value goes towards 0, the relationship between the two variables will be weaker. Correlation analysis is used to find variables that seem to interact with each other so that when one changes, how the other will change. Likert scale questions were used for each dimension of green marketing mix, product, price, place, promotion, people, process, and physical evidence to measure the relationship with overall customer satisfaction. Correlation analysis of the independent and dependent variables is summarized and presented.

Table 2. *Correlation Analysis among Marketing Mix and Customer Satisfaction Variables*

Correlations Among Independent and Dependent Variable								
	GPROD	GPRIC	GPLAC	GPROM	GPEOP	GPROC	GPHYE	CSATIS
GPROD	1							
	0							
GPRIC	.424**	1						
	0							
GPLAC	.447**	.676**	1					
	0	0						
GPROM	.467**	.524**	.547**	1				
	0	0	0					
GPEOP	.604**	.593**	.542**	.671**	1			
	0	0	0	0				
GPROC	.462**	.544**	.642**	.475**	.587**	1		
	0	0	0	0	0			
GPHYE	.516**	.507**	.424**	.525**	.627**	.559**	1	
	0	0	0	0	0	0		
CSATS	.606**	.574**	.610**	.633**	.696**	.561**	.620**	1
	0	0	0	0	0	0	0	0

\*\* Correlation is significant at the 0.01 level (2-tailed).

The above table 2 shows the correlation between green marketing mix components and customer satisfaction. The table shows a strong positive association between green marketing mix and customer satisfaction. Mammon (2012) discovered a strong correlation between product and customer pleasure. According to Chang and Fong, the exceptional benefits of green products make a positive impression on customers and increase their contentment.

#### 4.4.2 Regression analysis

The results of multiple regression analysis using customer satisfaction as a dependent variable and independent variables of green marketing mix green product, green price, green place, green promotion, green people, green process, and green physical evidence are summarized below:

Table 3. *Model Summary*

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
0.799	0.638	0.620	0.34912	1.873

Table 3 describes the summary of regression analysis about the dependent variable customer satisfaction. The value of R square 0.638 meant that the selected variables explained only 63.8% of the change in customer satisfaction, whereas the rest 36.2%

accounted for other variables. The Durbin-Watson value 1.873 lay between du to 4-du, representing the area of no autocorrelation. So it revealed that there was no autocorrelation in the analysis.

Table 4. *Analysis of Variance (ANOVA)*

	Sum of Squares	Df	Mean Square	F	Sig.
Regression	30.504	7	4.358	35.753	0.000
Residual	17.308	142	0.122		
Total	47.812	149			

Table 4 shows the analysis of variance (ANOVA) of regression analysis about the dependent variable customer satisfaction. The value of 'Sig.' was 0.000, which was less than P-value 0.001. It concluded that the fitted model was statistically significant.

Table 5. *Coefficients*

	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.166	0.229		0.723	0.471		
GPROD	0.192	0.067	0.190	2.887	0.004	0.588	1.700
GPRIC	0.041	0.073	0.042	0.566	0.572	0.455	2.199
GPLAC	0.183	0.07	0.207	2.599	0.010	0.404	2.476
GPROM	0.161	0.071	0.164	2.269	0.025	0.488	2.05
GPEOP	0.205	0.083	0.208	2.463	0.015	0.356	2.806
GPROC	0.011	0.072	0.011	0.152	0.879	0.465	2.149
GPHYE	0.18	0.067	0.190	2.675	0.008	0.507	1.971

Table 5 shows a significant relationship between green products, green places, green promotion, green people, and green physical evidence with customer satisfaction. Chang & Fong, (2010) stated that the excellent advantages of green products create a good impression and enhance customer satisfaction. However, Kushwaha & Agrawal, (2015) found there was no significant relationship between product quality and customer satisfaction.

The research also showed an insignificant relationship between the green price, green process, and customer satisfaction. This finding is similar to the results of (Chen, 2010) that price is perceived to have a small impact on customers' satisfaction. However, (Hossain & Rahman, (2018) found green price significantly influences consumers' green purchasing behavior. The values of VIF are less than 5 representing there was no multicollinearity problem.

Table 6. *Summary of the Results of Hypotheses Testing*

Hypotheses	P-Value	Results
H1: Green product has a positive effect on customer satisfaction	0.004	Supported
H2: Green price has a positive effect on customer satisfaction	0.572	Rejected
H3: Green place has a positive effect on customer satisfaction	0.010	Supported
H4: Green promotion has a positive effect on customer satisfaction	0.025	Supported
H5: Green people have a positive effect on customer satisfaction	0.015	Supported
H6: Green physical evidence has a positive effect on customer satisfaction	0.879	Rejected
H7: Green process has a positive effect on customer satisfaction	0.008	Supported

The Table 6 shows that green products, green places, green promotion, green people, and green physical evidence are significant. So hypotheses H1, H3, H4, H5 and H7 are accepted. The result also explained the insignificant effect of green prices and physical evidence of customer satisfaction. Therefore, hypotheses H2 and H6 were rejected.

## 5. Discussion

The study focuses on how Kathmandu's customers are satisfied with the green marketing mix. The main concerns about global warming, biodegradability, recyclability or re-usability, and the health benefits of green products have sparked interest in and intention to buy green items, which has turned into satisfaction (Bhujju et al., 2014; Shrestha, 2018). According to the mean and standard deviation, which explained all the marketing mix dimensions to determine the customer satisfaction level being over 3, respondents gave importance to each of the characteristics for choosing a green marketing mix. A correlation analysis revealed a considerable positive relationship between customer satisfaction and the green marketing mix.

Customer satisfaction and the green marketing mix were found to be strongly positively correlated by the study. Mammon (2012) found that customer satisfaction and product quality were strongly correlated. Chang and Fong claim that the remarkable advantages of eco-friendly items leave a favorable impact on clients and raise their level of satisfaction.

The study also investigates the important connection between consumer happiness and green physical evidence, green people, green locations, green products, and green advertising. The outstanding benefits of green products make a positive impression and raise customer satisfaction. Chang & Fong (2010) also reported similar results but Kushwaha & Agrawal (2015), however, discovered no mean-ingful connection between customer satisfaction and product quality.

Additionally, the study revealed a negligible correlation between customer happiness, green pricing, and green processes. Price is thought to have a minor effect

on customer satisfaction, which is consistent with the findings of Chen (2010). Nonetheless, Hossain and Rahman (2018) discovered that green prices had a significant impact on customers' green buying decisions. Therefore, green marketing components did influence customers' desire to buy to create a perspective and generate an image that would lead to the purchase of green products for satisfaction.

## **6. Conclusion**

The research was carried out to bridge the gap about how the green marketing mix affects customer satisfaction in Nepal. The knowledge and awareness about green products can affect attitudes and perceptions about the product and, ultimately, consumers' buying decisions and satisfaction. All of the parameters for selecting a green marketing mix were given importance by respondents, as indicated by the mean and standard deviation, which explained all the marketing mix dimensions to determine the customer satisfaction level being above 3. Customer happiness and the green marketing mix were found to be strongly positively correlated by correlation analysis.

After purchasing green products and services, consumers' satisfaction is affected by product quality characteristics, price level, distribution, promotion strategy, customer relationship, and physical evidence. The interpretation of this result could be that Nepalese customers are delighted with the performance of green products. Therefore, it is concluded that customer satisfaction mostly depends upon green product quality and people's behavior toward the responsiveness of customer's queries and handling their grievances. Therefore, green marketing is a tool for protecting the environment for future generations. This is due to the growing concern for environmental safety.

## **7. Limitations and Future Areas of Research**

First, all data were drawn from 150 respondents. The results of the study may be improved if more respondents will bring. Second, this study verified the hypotheses with a questionnaire survey, only providing cross-sectional data, so that it could not observe the dynamic change of green marketing mix and customer satisfaction in the different stages of the environmental regulations through longitudinal data.

Therefore, future studies can set forth toward the longitudinal study to find out the differences between green marketing mix and customer satisfaction in the different stages of the environmental regulations in the context of Nepal. Last, this study ignored any specific product and service, so further research should go through any particular green product and service. Finally, the research results are helpful to marketing managers, researchers, practitioners, and governments and provide useful contributions to relevant studies and future research as references.

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