

Analysis of Green Marketing Mix Effect on Customer Satisfaction using 7p Approach

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ABSTRACT

This study analyses the influence of a green marketing mix method towards customer satisfaction of eco-friendly products in Jakarta, Indonesia. The study focused on beauty and body treatment products. Eight hypotheses were developed to achieve the research objectives by using multiple linear regression to analyse data from 101 respondents in Jakarta using a questionnaire method. The results of this research showed that green marketing mix method have an influence on 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 or only partially related. The results also indicated that physical evidence is the strongest factor, while place has the weakest influence on customer satisfaction among the seven elements of the marketing mix.

Keywords: Customer satisfaction eco-friendly, green marketing mix, green products

INTRODUCTION

The world is facing huge pressure from harmful human activities leading to waste of energy and an increase in air pollution

related to environmental damages. The consequence are far reaching due to global climate change (Lannuzzi, 2012).

Sustainability and environmental considerations have increasingly become critical issues for companies and industries. Industries influence the environment directly and have different strategies to deal with their subsequent environmental impacts. They create sustainable development programmes simultaneously with their

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business strategies (Setiawati & Sitorus, 2016).

For years, marketing strategists have studied the relationship between the environment and the use of resources. Green marketing demonstrates the importance of environmental care. Companies have recognised green marketing as a step towards fulfilling the needs of customers while accommodating business growth (Arseculeratne & Yazdanifard, 2014).

According to Akter (Sivesan, Achchuthan, & Umanakenan, 2013), green marketing refers to ecological products such as healthy food, phosphate-free products, recyclable products and packaging, ozone

friendly, and environmentally friendly. It consists of broad range of activities, including product modification, changes in production processes, changes in packaging, as well as modifications to the advertising.

In recent decades, environmental issues have become increasingly important for customers (Yazdanifard & Mercy, 2011). With an increase in human consciousness towards the environment, consumers desire products that are decent, safe, environmental friendly, and that lead to least damage to the planet. This influences the company's marketing strategy to conserve the environment using green marketing.

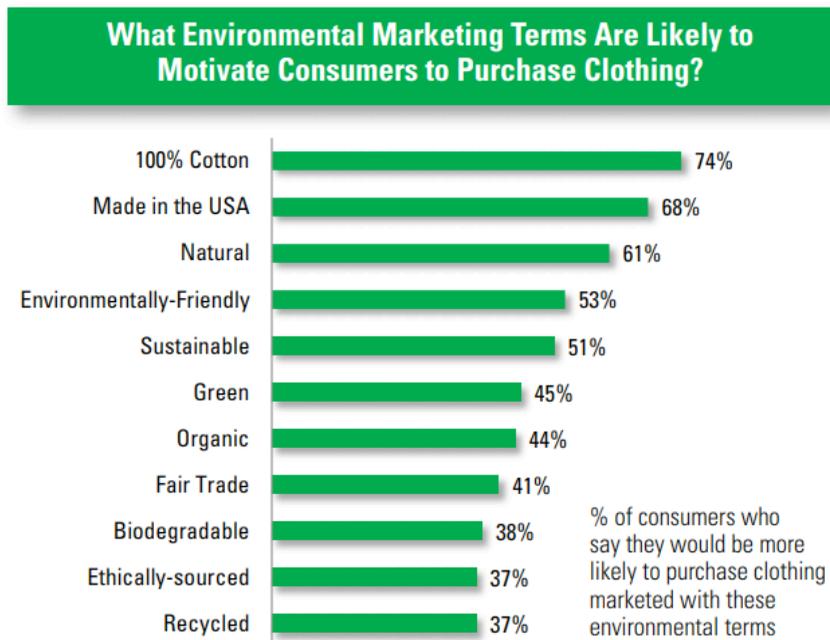


Figure 1. Impact of environmental marketing on consumer's motivation to purchase clothing
Source: cottoninc.com

Figure 1 shows the results from Cotton Incorporated's 2013 Environment Survey. According to the survey, more than two-thirds of American shoppers would be upset if they found out an item of clothing they purchased was produced in a non-eco-friendly way (cottoninc.com, 2013).

Companies that take initiative to become more environment friendly can gain a competitive advantage and deliver a high level of value to their customers, thus allowing the company to sell their products at a premium price (Rani, Neeraja, Aravind, & Prasad, 2014).

However, green marketing (or marketing of Eco-friendly goods) has not lived up to the hopes and dreams of many managers and activists. Although public opinion polls consistently show that consumers would prefer to choose a green product over one that is less friendly to the environment, all other things being equal, those "other things" are rarely equal in the minds of consumers. The study of consumers' attitude and purchasing intention toward eco-friendly goods will help marketers to understand how to improve and price their green products and how to attract consumers to buy their products (Sudhir & Vinod, 2013).

Over the last four decades, customer satisfaction has been seen as a theoretical and practical issue that is important to most marketers and researchers (Rakhsha & Majidazar, 2011). Kotler (in Rakhsha & Majidazar, 2011) defines customer satisfaction as individual feelings after comparing the performance of products and

services with their expectations. Research by Rakhsha and Majidazar (2011) has shown that a green marketing mix has a significant influence on customer satisfaction. In addition to customer satisfaction, Kordshouli, Ebrahimi and Bouzanjani (2015) have shown that companies also gain customer loyalty and benefitted from word of mouth when considering environmental aspects in their production process.

The economic aspect of marketing must not be compromised in protecting the environment (Sen, 2014). Companies should take advantage of the 4P green marketing mix and strive to overcome challenges in integrating appropriate green marketing strategies into operational activities, product development, and marketing activities (Sen, 2014). It can be seen from that research that the 4Ps of marketing mix have a strong influence on the success of the implementation of green marketing mix strategy.

Abbas (2015) showed that four marketing mix variables of product, price, promotion and place have a significant and positive effect on customer satisfaction. However, in the study, the objective is to further analyse whether the marketing mix alone is enough to prove its impact on customer satisfaction.

Sivesan et al. (2013) in their research on the effect of green marketing practices on customer satisfaction in Sri Lanka, concluded that the green marketing practices have a positive relationship with customer satisfaction. Additionally, they found that the dimensions of green marketing

practices, such as environmental issues in product, price, promotion, and place have a significant relationship with customer satisfaction. However, this is contrary to the results of a field analysis that revealed only environmental issues on promotion of variables that have a significant impact on customer satisfaction (Prakash, 2002).

Based on those studies, it can be assumed that the practice of green marketing can increase customer satisfaction in green marketing mix, although not all the variables may be significant.

Popovic on Goi (2009) has criticised the concept of 4P marketing mix as not being oriented to the customer, but rather production oriented. Mohammad (2015) extended the 4P framework by adding process, physical evidence and the participant (people). Based on Goi (2009) the concept of the 7P marketing mix has reached a high level of acceptance as a generic concept related to marketing mix. In contrast, Mohammad (2015) showed that not all the variables of 7P marketing mix has a significant impact on customer satisfaction. Mohammad concluded that the product, process and physical evidence significantly affect customer satisfaction, while price, place, promotion and people are not related significantly to customer satisfaction.

Eco-friendly products are recognized nationally or internationally through certification and environmentally-friendly labelling. For example, the US Environmental Protection Agency (EPA) provides the Energy Star label for eco-friendly electronic

devices (Dahlstrom, 2011). Many companies develop environmentally friendly products and do marketing by paying attention to aspects of the environment. Companies have been able to significantly increase sales with environmentally-marketed products (Laroche, Bergeron, & Forleo, 2001). One industry that is committed to environmentally friendly products is beauty and body care products.

The term *green marketing* mix has its origins with the use of primary marketing-mix tools of product, price, place and promotion to divide green marketing into four main strategies (Ginsberg & Bloom, 2004). Violeta and Gheorghe (2009) termed green strategy mix as 5Ps + EE comprising six dimensions: planning, process, product, promotion, people, and eco-efficiency.

Based on the previous studies, this research aims to adapt customer satisfaction as secondary variable in research to test the correlation and impact of the green marketing mix approach with product, price, place, promotion, people, process, and physical evidence variables. This study will evaluate partially and simultaneously which of the variables in the green marketing mix, especially in beauty and body treatment products that affect customer satisfaction in Special Capital Region (*Daerah Khusus Ibukota*) Jakarta.

LITERATURE REVIEW

Green Marketing

The term green marketing emerged first in the late 1980s and early 1990s due to an increase

in awareness related to the environment. This has pushed many companies to be adopt environmentally friendly approach to their production and marketing (Rani et al., 2014). Green marketing is part of a potential solution. From the environmental side, marketing offers a creative way to invite people to promote a greener lifestyle. From the business side, marketing offers a way for companies and brands to go beyond corporate responsibility (Grant, 2007). Green marketing has a positive influence on the environment, economy, consumers, corporate strategies, products, production processes, and supply chains, all benefit from green marketing (Dahlstrom, 2011).

Companies that combine ecological awareness into their missions and strategies can improve their image among their consumers, employees, investors, insurance and the general public (Dahlstrom, 2011). Companies can also continue to emphasise their traditional attributes of products such as price, quality, convenience and availability and make environmental attributes a secondary attraction (Hollensen, 2008).

Marketing Mix

The marketing mix 4P model proposed by Jerome McCarthy provides an overview of a product/price mixture of an organization and a combination of promotional planning to get closer to the customer on the basis of well-considered distribution and customer contact channels. It is also supports

marketing managers to achieve goals (Vliet, 2013).

As time progresses and marketing approaches improve, the McCarthy 4P marketing mix model has intervened with a renewable P model. Some researchers propose have more Ps than the traditional 4P elements applied only to markets (Goi, 2009). Goi (2009) argue for new P elements to be introduced into the marketing realm to cope with increasingly competitive circumstances, by adding people, physical evidence, and process elements into the 7P framework.

Green Marketing Mix

Ginsberg and Bloom (2004) used the primary marketing-mix tools of product, price, place and promotion to divide green marketing into four main strategies: (1) lean green strategy, (2) defensive green strategy, (3) shaded green strategy and (4) extreme green strategy.

Companies that adopt the green marketing mix strategy only need to do a little twist by implementing environmental programmes; not only can they can reduce cost they also do not need to promote their green initiatives lavishly. Companies that use defensive green strategy do so as a response to external pressures from environmental groups and competitors. These companies usually focus on long-term benefits and view green activities as opportunities to create innovative products and technologies.

Green Product

Green products (also referred to as environmentally friendly products or environmentally conscious products) are designed to lessen the consumption of natural resources and minimise harmful environmental effects during their entire life-cycle (Tsai, Chuang, Chao, & Chang, 2012). More and more customers are motivated to buy green products and even willing to pay higher prices for these products motivated by environmental concerns (Zhou & Schoenung, 2007).

Academically, green marketing has become an interesting topic for researchers. Recent studies have concentrated on targeting customers who are green conscious by aiming to promote and increase the sales of green products. However, despite this, the market shares of many green products have not shown a significant improvement in accordance with academic interest (Brécard, Hlaimi, Lucas, Perraudeau, & Salladarré, 2009). One of the major reasons for this gap lies in the fact that many green products in the market place cannot fulfil customers' perceptions and expectations of green products (D'Souza, Taghian, & Lamb, 2006).

Green Pricing

The pricing of green products is very crucial whereby the value can be added to the product for changing its appearance, functionality and through customisation. (Shrama & Goya, 2012). Overall, the pricing of green products has typically been higher than conventional products to reflect the

added value, the costs of modifying the production process, the packaging or the disposal process.

Green Promotions

Green promotions are needed to communicate the meaningful environmental information to consumers and it cannot be considered as an effective strategic tool unless it is supported by other corporate activities. The environmental statement can be enhanced by performing other activities, such as sponsorship of environmental events or minor product modifications. In order to promote it, a firm requires significant changes in the product, process or corporate attention. It does not have to be strategically prepared, as long as the goals of such activities are clear and not extravagantly claimed. This is to ensure consumers would not think that these activities are useless which push them to ignore the promotion or even boycott the products or worst case scenario complain to the government (Solaiman, Osman, & Halim, 2015).

Although "environmental friendly" term sounds legit and is attracting customers to spend more money because of the label, there are confusions about the terms used in promoting particular products, and that is why companies try to avoid complicated terms such as biodegradable, recyclable, etc. The main problems for marketers are to be able to promote their activities and products properly where consumers are least likely to believe marketing gimmick of corporations via advertisements, product labels, or packaging.

Green Distributions

Green distribution is about how companies manage logistics to reduce their carbon footprint. Instead of marketing an imported product to a country, a company can collaborate with local producers using licensing process. This allows the product to be produced locally and reduce a company's shipping costs as well as their carbon footprint (Solaiman et al., 2015).

is divided into outcome and process. As an outcome, satisfaction is a condition of product experience. As a process, satisfaction is derived from a process that involves perceptions in judging and psychological processes. The definition of satisfaction is subdivided into satisfaction with the product; purchasing decision experience; performance attributes; the institution and with pre-purchasing experience (Yazdanifard & Mercy, 2011).

Customer Satisfaction

Customer satisfaction is a critical concept in marketing and consumer research. It

MATERIALS AND METHODS

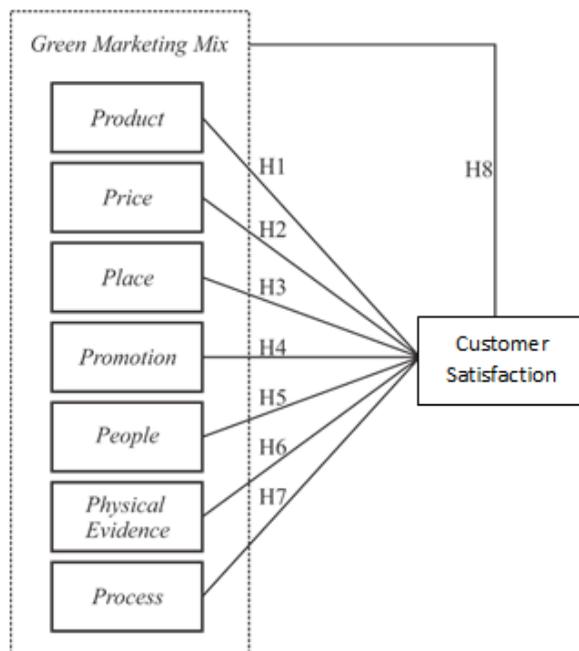


Figure 2. Research framework

The following hypotheses were developed:

- 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 physical evidence has a positive effect on customer satisfaction
- H7: Green process has a positive effect on customer satisfaction
- H8: All 7P variables of marketing mix have a positive effect on customer satisfaction simultaneously.
- H0: There is no positive effect from all of variables on customer satisfaction.

Research Design

The purpose of this research was to analyse the effect of environmental friendly products on consumer satisfaction. This research adopted quantitative analysis method using IBM SPSS 20 statistical tool. This was associative research, with cross-sectional time horizon (Priyono, 2008). Quantitative research refers to method based on positivism philosophy used to examine the population or a sample. The unit of analysis of this study is the consumer of environmental friendly beauty and body treatment products.

Operationalisation of Variables

In this study, the independent variables were: Product (X1), Price (X2), Place (X3), Promotion (X4), People (X5), Process (X6), Physical Evidence (X7). The dependent variable was Customer Satisfaction (Y).

The dimensions of those variables are: 1) Product: materials, quality, benefits, packaging, design; 2) Price: value, impact on quality life, and environment; 3) Place: distribution process; 4) Promotion: communication/advertisement of eco-friendly products eco-friendly life style, campaign; 5) People: responsiveness, knowledge of employees; 6) Process: production process, recycling process; 7) Physical Evidence: ambience, store concept, brand image; 8) Customer Satisfaction: expectation, repurchase.

Data Collection

Non-probability sampling technique was used in this study. Subjects in a non-probability samples are usually selected on the basis personal judgment, for example knowledge, relationship and expertise regarding a research subject (Render, Stair, & Hanna, 2012).

The respondents were recruited based on the following criteria: 1) Individuals that have ever used eco-friendly beauty and body treatment products; 2) Individuals that periodically use those products; 3) Individuals more than 15 years of age; 4) Individuals residing in Jakarta.

A questionnaire method was used to collect data and analysed using a Likert scale. Likert scale used consisted of: (1)

strongly disagree, (2) disagree, (3) neither agree nor disagree, (4) agree, (5) strongly agree.

Due to time constraints, only 105 respondents were recruited for this study but only 101 respondents met the requirements.

Data Analysis Method

Data was analysed with a series of tests: Research Instrument Test and Classic Assumption Test. Validity test was used to measure the validity of questionnaire (Sukotjo & Radix, 2010).

Reliability testing is intended to determine whether the research instrument used can be applied repeatedly on the same object (Sukotjo & Radix, 2010). The method used for estimating reliability in this research was Cronbach's Alpha, which showed a value of 0.935, meaning the questionnaire used was reliable.

Kolmogorov-Smirnov test (K-S test) is used to test normality of the distribution. Null hypothesis in this test was that variable distribution is normal. It will be rejected if significance level of the test is less than 0.05 and therefore, variable distribution is not normal. The result of significance level showed the variable green marketing mix effect on customer satisfaction has normal distribution (significance level more than 0.05).

RESULTS AND DISCUSSIONS

Respondents Profiles

Based on respondents' profile 79% of them were female. Most of the respondents stated used the products every 1-2 months (64%) while 11% used the products more than once a week and the rest used the products once a year.

Table 1
Respondent profiles

Indicators	Category	Frequency	Percentage
Age	17-25 years old	59	58%
	26-35 years old	41	41%
	>35 years old	1	1%
Gender	Male	31	31%
	Female	70	79%
Education background	Senior high school	31	31%
	Diploma	1	3%
	Undergraduateq	59	58%
	Master	8	8%
Domicile	Central Jakarta	14	14%
	South Jakarta	46	45%
	East Jakarta	28	28%
	West Jakarta	6	6%
	North Jakarta	7	7%

Table 1 (continue)

Indicators	Category	Frequency	Percentage
Frequency using products	Several times a week	5	5%
	Once a week	6	6%
	Once a month	33	32%
	Every 2 moonths	32	32%
	Once a year	24	25%
	Total	101	100

Source: Authors

Data Analysis

$$Y^{\wedge} = 2.094 + 0.039X1 + 0.098X2 + 0.008X3 + 0.022X4 + 0.242X5 + 0.380X6 + 0.030X7$$

Based on the output from calculation in Table 1, the equation of linear regression is:

Table 2
Results of multiple regression test

Model	Coefficients ^a				
	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.094	1.133		1.848	.068
X1	.039	.100	.043	.388	.699
X2	.098	.112	.095	.874	.385
X3	.008	.060	.010	.125	.901
X4	.022	.100	.023	.225	.823
X5	.242	.076	.300	3.193	.002
X6	.380	.119	.361	3.192	.002
X7	.030	.096	.037	.311	.757

a. Dependent Variable: Y
Source: Data processed

Based on Figure 3 above, this research indicates that people and physical evident were found to have a statistically significant effect on customer satisfaction, while product, price, place, promotion, and process were not statistically significant.

The test results also indicated that physical evidence was the strongest driving factor with the value of worth 38.0%, while place was had weakest effect on customer satisfaction among the seven elements of the marketing mix with a value of 0.8%.

Table 3
Result of determination coefficient test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 ^a	.530	.494	1.66668

a. Predictors: (Constant), X7, X3, X5, X4, X2, X1, X6

b. Dependent Variable: Y

Source: Data processed

The result in Figure 4 of adjusted R Square test resulted from regression analysis is 0.494, which means customer satisfaction on environment-friendly product is influenced **49.4%** by Green Marketing mix (product, price, place, promotion, people, physical evidence, and process), while the rest by variables not used in this study.

Implications

Based on the research results, product, price, place, and promotion have no significant effect on customer satisfaction of eco-friendly products with significant value greater than α (0.05). This is in line with Mohammad (2015) and Sivesan et al. (2013), indicating that there is no positive influence of the four variables on customer satisfaction.

In this study, people and physical evidence were shown to significantly affect customer satisfaction of eco-friendly products, both with significant value of 0.002. This is contrary to the findings of Mohammad (2015), which indicated there is no positive influence of people and physical evidence on customer satisfaction.

Meanwhile, there is no significant effect of process on customer satisfaction

of eco-friendly products, with a significant value 0.757. This finding is also contrary to Mohammad (2015) - which indicated positive impact on customer satisfaction.

The finding was supported by Sivesan et al. (2013) who reported a positive and significant influence of green marketing practices (which in this case were 4 marketing mix variables simultaneously) on customer satisfaction.

CONCLUSION

This study has shown that green marketing-mix using 7P approaches has positive effect on customer satisfaction. Meanwhile, according to the regression analysis result, only people and physical evidence variables showed a significant influence on customer satisfaction. Dimensions related to green marketing-mix of product, price, place, promotion and process do not influence customer satisfaction.

The study also noted conflicting results with that of previous ones related to the absence of influence of the main variables in the marketing mix: product, price, place, and promotion on customer satisfaction. These are the limitations of this study.

The first is the selection of the variables in marketing strategy or a marketing mix formula that is 7P, which may be considered less appropriate. It is necessary to do research by using other variables that are more specific related to the issues of environmentally friendliness that are part of the implementation of green marketing practices, for example: green perceived value, green perceived risk and trust.

Other limitations in this study are related to the scope of research area and the amount of data collected. For future research, we recommend a larger study area and a bigger sample size.

Additionally, the research objects in this case are the beauty and body treatment products, which is focused on one brand only. This may lead to a biased perception from the respondents

This study recommends that companies especially those focusing on beauty and body treatment products, further enhance their marketing strategy in terms of physical evidence to maintain customer satisfaction by having good ambience, decor, and using colours and aesthetics to attract visitors.

Additionally, improving product knowledge as well as customer relationship aspects may increase customer trust to further impact on customer satisfaction.

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