

## **GREEN MARKETING IMPACT ON GHANAIAN CUSTOMER SATISFACTION AND ENVIRONMENTAL SAFETY**

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### **ABSTRACT**

Green revolution, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. There have been a lot of literature review on green marketing over the years, this paper analyses the impact of green marketing strategies on customer satisfaction and environmental safety using comprehensive literature review. As a result, this paper can be used by researchers who need to find out the impact of green marketing on customer satisfaction and environmental safety.

**Keywords:** Green Marketing, Consumer Satisfaction, Environmental Safety.