

**EFFECTS OF GREEN MARKETING STRATEGY ON FIRM PERFORMANCE OF ISO 14001 BUSINESSES
IN THAILAND**

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ABSTRACT

This study investigated the relationships between green marketing strategy on customer satisfaction, competitive advantage, corporate image and firm performance of manager in company. The sample was managers of the ISO 14001 Businesses in Thailand. The results show that eco-design and green process have significant positive effects on customer satisfaction. Green process has significant positive effects on competitive advantage. Eco-design and green process have significant positive effects on corporate image. Customer satisfaction and corporate image have significant positive effects on competitive advantage. Competitive advantage and corporate image have significant positive effects on firm performance. Green process has significant positive effects on firm performance.

Keywords: *Green Marketing Strategy, Environmental Awareness, Eco-Design, Eco-Label, Green Process, Customer Satisfaction, Competitive Advantage, Corporate Image, Firm Performance*