

Abstract: The purpose of this research study is to evaluate effect of green marketing mix on satisfaction and loyalty of the customers and consumers of the East Azarbaijan Pegah Dairy Company located in Tabriz, Iran. For this purpose all customers and consumers (total of 4500 families) of the company in the East Azarbaijan Province were taken as the statistical population and two forms of questionnaires were distributed among them as the sample population. The customers are taken as those who sell the East Azarbaijan Pegah Company's products in the province and consumers are the people in the province who consume the company's products. After analysis it was concluded that green marketing mix has significant effect on consumer satisfaction. It was also concluded that consumers' satisfaction has significant effect on their loyalty [1]. By considering the effect of green marketing mix upon consumers' and customers' satisfaction and the effect of such satisfaction upon their loyalty, it can be assumed that companies can create competitive advantage in their organization through taking steps in making the green marketing part of their overall marketing strategy.