*1*

**2**

**Profit**

**People**

**Sustainable**

**Environment**

**Economic**

**Planet**

**Social**

|  |  |  |  |
| --- | --- | --- | --- |
| **Marketing Mix Factors** | $$\overbar{x}$$ | **SD** | **meaning** |
| 1. Product | 4.27 | 0.53 | High |
| 2. Price | 4.23 | 0.61 | High |
| 3. Place | 4.21 | 0.60 | High |
| 4. Promotion | 4.23 | 0.58 | High |
| 5. People | 4.10 | 0.66 | High |
| 6. Physical Evidence | 4.24 | 0.58 | High |
| 7. Processes | 4.16 | 0.65 | High |
| **total** | **4.21** | **0.53** | **High** |