GREEN MARKETING – AN EXTENDED CORPORATE SOCIAL RESPONSIBILITY

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ABSTRACT
The growing concern of people towards the healthy environment has triggered a hunt for an option that could play a role in mitigating the impact of climate change.

If we trace down the evolution of marketing, right from the traditional business concept with profit maximization as the only objective, to the modern business concept with non-economic objectives as its essential feature, we would realize that it was only and only the bid to differentiate one's product from that of the competitor, that led to the scaling of this journey. We see that this gradual shift of business objective from economic to the other important non-economic ones like human, social, national and the global objectives was an important step in recognizing the responsibility of corporate towards the different external as well as internal environmental components.

The objective behind this paper was to understand and find out relationship between the green marketing and the corporate social responsibility.

The research is primarily based on the secondary data. It was also accompanied by an in-depth interview of 20 executives.

At the end author not only drew the relationship between the Green Marketing and Corporate Social Responsibility but also came up with a definition for Green Marketing on the basis of her study.

KEY WORDS: Green Marketing, Corporate social responsibility, exorbitant cost, Climate change.

References

Books


**Journals**


**Articles**


**Reports and Proceedings**


