

GREEN MARKETING – AN EXTENDED CORPORATE SOCIAL RESPONSIBILITY

DR. SURYA RASHMI RAWAT

SYMBIOSIS LAW SCHOOL,
SYMBIOSIS INTERNATIONAL UNIVERSITY,
PUNE.

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

1. Cohen, M. (2001), "The Emergent Environmental Policy Discourse on Sustainable Consumption", *Exploring Sustainable Consumption: Environmental Policy and the Social Sciences*, Cohen, M.J. and Murphy, J. (Ed.), Pergamon, London, pp. 21-37.

2. Hopkins, M. (2007). *Corporate social responsibility and international development: Is business the solution?* London: Earthscan.
3. Kotler, P., & Lee, N. (2005). *Corporate social responsibility: Doing the most good for your company and your cause*. Hoboken, NJ: John Wiley & Sons.
4. Two-Factor (Motivation-Hygiene) Theory by Frederick Herzberg as mentioned in Stephen P. Robbins, "*Organization Behavior*", Chapter 4, 11th Edition.

Journals

5. Dunlap RE, Catton WR. 1979. Environmental Sociology. *American Review of Sociology* 5:243-273.
6. Kotler, P. and G. Zaltman (1971) 'Social marketing: An approach to planned change', *Journal of Marketing*, 35(3): 3-12.
7. Ottman, J. A. **Edwin R. Stafford, and Cathy L. Hartman(2006)**, "Avoiding green marketing myopia."(June 2006) *Environment*. Volume 48, Number 5, pages 22—36. © Heldref Publications, 2006 at <http://www.heldref.org/env.php> retrieved on 27th of Oct 11
8. **Polonsky, Jay. Michael, and T, Alma. WimsattMintu(Eds). (1995)**, "Cleaning up green marketing claims: A practical Check list Michael J. Polonsky 199 *Environmental Marketing*. New York: Haworth Press.

Articles

9. "CSR: A Cornerstone of our Enduring Success," as stated in www.iocl.com , www.maii.in
10. *Doing good business* (2009) as quoted in www.bizconnect.standardbank.co.za. Retrieved on 24th of november11
11. Organic.org, 2011. *In Organic FAQ: What does organic mean*. Retrieved on August 19, 2011, from www.organic.org.

Reports and Proceedings

12. Commission of the European Communities (2001) *Green Paper Promoting a European framework for Corporate Social Responsibility*, Com (2001) 366 final, Brussels, 18th July.
13. Commission of the European Communities (2002) *Communication from the Commission concerning Corporate Social Responsibility: A Business Contribution To Sustainable Development*, COM(2002) 347 final, Brussels, 2nd July
14. Grant ,Ernst & Young (2002), *Report on global survey by Andrew Grant, Ernst & Young Environment and Sustainability Services Principal in 2002* at http://www.ey.com/Global/content.nsf/Australia/News_Release__Corporate_Social_Responsibility_26Aug02 as quoted by quoted in CORPORATE SOCIAL RESPONSIBILITY ASOCIO Policy Paper June 2004 page 2 at www.asocio.org

15. *Positive Outcomes, 2002* at <http://www.positiveoutcomes.com.au> as quoted in CORPORATE SOCIAL RESPONSIBILITY ASOCIO Policy Paper June 2004 page 2 at www.asocio.org
16. World Business Council for Sustainable Development (WBCSD) (2002), *The Business Case for Sustainable Development: Making a Difference Towards the Johannesburg Summit 2002 and Beyond*. World Business Council for Sustainable Development, Geneva, Switzerland at www.wbcsd.org
17. World Economic Forum's Annual Meeting 2002, joint CEO statement, *Global Corporate Citizenship: The Leadership Challenges for CEOs and Boards* at http://www.weforum.org/pdf/GCCI/GCC_CEOstatement.pdf as quoted by ASOCIO Policy Paper June 2004 page 2 at www.asocio.org