

# **A CONCEPTUAL FRAMEWORK ON GREEN MARKETING – A TOOL FOR SUSTAINABLE DEVELOPMENT**

**<sup>1</sup>PROF. MRS. NANDINI <sup>2</sup>M. DESHPANDE**

<sup>1</sup>M.Com, M.Phil, M.B.A (HR), <sup>2</sup>H.O.D in Commerce

Department Sinhgad College Of Arts & Commerce ,Narhe, Pune.

## **ABSTRACT**

As resources are limited and human wants are unlimited, it is important for the marketers to utilize the resources efficiently without waste as well as to achieve the organization's objective. So green marketing is inevitable. There is growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates people are concerned about the environment and are changing their behavior. As a result of this, green marketing has emerged which speaks for growing market for sustainable and socially responsible products and services. The green marketing has evolved over a period of time. According to Peattle (2001), the evolution of green marketing has three phases. First phase was termed as "Ecological" green marketing, and during this period all marketing activities were concerned to help environment problems and provide remedies for environmental problems. Second phase was "Environmental" green marketing and the focus shifted on clean technology that involved designing of innovative new products, which take care of pollution and waste issues. Third phase was "Sustainable" green marketing. It came into prominence in the late 1990s and early 2000. Green marketing involves developing and promoting products and services that satisfy customers want and need for Quality, Performance, Affordable Pricing and Convenience without having a detrimental input on the environment.