



SUSTAINABLE DEVELOPMENT THROUGH GREEN MARKETING ORIENTATION - A CONCEPTUAL APPROACH

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Abstract

Environment friendly, so called green marketing become a burning subject in recent years. Organizations are constantly trying to find the best ways to attract their customers with some valuable green messages. Customers also become more concern on this issue because of the serious changes going to happen to our future generations. But increasing awareness regarding existing and potential environmental issues have made the companies embrace sustainability and green marketing practices. Green marketing includes an extensive range of activities including – product /process modification, packaging modification, sustainable logistics, modification of advertising etc in a manner that is more favorable to the environment. This paper explains the way for achieving sustainable development though green marketing. This review process has used more than 70 research papers which are relevant to reviewed concepts. Findings of the review suggest that there are positive relationships among the green marketing and economic performance, green marketing and social performance and green marketing and environmental performance. Overall findings of the review suggest that green marketing has power to creates organizational sustainability by equally contributes to economic, social and environmental performance. On the other hand, this paper will explain the green marketing as part of sustainability, as it will enrich the database of the literature regarding the sustainability and green marketing.

Keywords : Green Marketing, Sustainable Development, Products, Environment