ABSTRACT
This study is aimed at having an overview of green marketing, history and evolution as well as the role of green marketers on how they utilize the term green for their personal benefit. This paper looks at how green marketing influences the marketing performance and seeks to find if this is the reason why green marketers seek to integrate the word green in their business. The paper also identifies the direct impact of green marketing on the organization's marketing performance.

KEYWORDS: Green marketing, mean marketing.