

A Study on Green Products and Sustainable Development

Febi Jishana K

Assistant Professor of Commerce, K.A.H.M Unity Women's College, Manjeri

Abstract

Green movement has been expanding rapidly in the world. The world environmental issues have gained importance in business as well as in public life throughout the world. The term “green” or “sustainable” refers to products services or practices that allow for economic development while conserving for future generation. We prefer to describe a green product as one that has less of an environmental impact or less detrimental to human health which is traditional equivalent. Green technology is potentially important concept which plays a role to achieve the global sustainable development. Today the world needs a new serious innovation, which would lead for a better environment. The basic objective of the study is to realize the requirement of innovative green products for today's global market and also try to identify the negative impact of non-green products.

Keywords: Green technology; Sustainable; Environment

1. Introduction

The current rapid growth in the economy and the patterns of consumer's consumption and behavior worldwide are the main cause of environmental deterioration. This over consumption has resulted in the deterioration of the environment. The consequences of this environmental degradation have resulted in climate change, global warming, pollution, depletion of the ozone layer etc. These issues have raised concerns to protect our environment which has led to the concept of going green. Government has introduced policies to save the environment from further degradation and so has the corporations opted for environmentally friendly practices. One of the earliest steps that were taken regarding this environmental concern was to introduce products that were supposed to be environment friendly. These products have positive effects on the environment as they are less toxic, biodegradable, recyclable, energy efficient, renewable due to which they are termed as “Green Products”. A green product is sustainable product designed to minimize its environmental impacts during its whole life cycle and even after its use. Green products are usually identified by having two basic goals –reducing waste and maximizing resource efficiency.

1.1 Statement of the problem

Now a day's awareness on green product by the people has increased which shows the importance of green product. It is not only because of awareness; it is also because of the bad impact on health of mankind. Artificial fertilizers, manures and pesticides create problem even to the level of cancer. Understanding the impact of non-organic product and started using or adopting green product for regular consumption. The researcher shows interest on the positive impact on green/organic products. Thus, this particular study has been carried out.

1.2 Objective of the study

- To study the importance of green product
- To analyse the parameters of green products
- To identify the golden roles of the green product
- To provide suggestion for sustainable development.

1.3 Methodology

a) Source of data

This study is based on secondary data.

b) Collection of data

The data has been collected from various published books, magazines, articles and websites.

c) Statistical tools

Descriptive analysis has been used to describe the collected data.

2 Review of Literature

“Consumer Perception Towards Green Products and Strategies That Impact the Consumers Perception” by **Lavanya. K and Dr. P. MadhanKumar (2019)** aims to explore the impact of different strategies used by green marketers to modulate the customer perceptions towards green products and their choice to purchase based on the Theory of Reasoned Action.

Kurien GP and Qureshi MN (2012) ,“Performance measure system for green supply chain using modified balanced scored and analytical hierarchical process ”, science research and essay, Vol .7,No.36,pp.3149-3161.

A study by **Tan Booi Chen, Lau Teck Chai (2010)** titled “Attitude towards the Environment and Green Products: Consumers’ Perspective” compare gender with attitudes towards the environment and green products and investigate the relationship between attitude towards the environment and green products.

William young, Kumju Hwang, Seonaidh Mc Donald and Caroline J Oates conducted a study “Sustainable Consumption : green consumer behaviour when purchasing products (2010) about ‘Attitude–behaviour gap’ or ‘values–action gap’ where 30% of consumers report that they are very concerned about environmental issues but they are struggling to translate this into purchases. Importance of Green Products Green product has been widely adopted by the firm worldwide and the following are the possible reasons cited for this wide adoption.

A) Opportunities in Green Product-

As demand changes, many firms see these changes as an opportunity to exploit and have a competitive advantage over firms marketing non- environmental response alternatives.

B) Government Pressure-

As with all marketing related activities, government want to protect consumers and society, the significant green marketing implication.

- Reduce production of harmful products.
- Ensure that all type of consumers can evaluate the environmental Composition of goods.
- Government establishes regulations designed to control the amount of hazardous waste product by firm.

C) Competitive Pressure-

Another major force in the environment marketing area has been firms desire to maintain their competitive position. In many cases firm observe competition promotion their environmental behavior and emulate

their behavior. In some instances, this competitive pressure has caused an entire industry to modify and reduce its detrimental environmental behavior.

D) Social Responsibility-

Many firms are beginning to realize that they are members of wide community and therefore must behave in an environmentally responsible manner. This results in environment issues being integration into firm's corporate culture.

E) Cost or Profit issues-

Firm can use green product to address cost or profit related issues. Therefore, firms can reduce harm wastes may incur substantial cost savings.

3 CHARACTERISTICS OF GREEN PRODUCTS

The products those are manufactured through green technology and that caused no environmental hazards are called green products. Promotion of green technology and green products is necessary for conservation of natural resources and sustainable development. Characteristics of green products are as follows:

Grown without the use of toxic chemicals and within hygienic conditions.

- Can be recycled, reused and is biodegradable in nature.
- Comes with eco- friendly packing.
- Uses the least resources.
- Is eco-efficient.
- Has reduced or zero carbon footprint.
- Has reduced or zero plastic footprint.

4 PARAMETERS OF GREEN PRODUCT AND ITS MARKETING

Many global players in diverse business are now successfully implementing green product marketing practices. We have 4 P's called product, price, place, and promotion in marketing. Companies which embark on green marketing should adopt the following principles in their path toward green.

- Adopt virgin green technology process to reduce environmental impact.
- Establish a management and control system that will lead to the adherence of stringent environment safety norms.
- Using more environment friendly raw materials at the production stage itself.
- Exploring possibility of recycling of the used products, so that it can be used to offer similar other benefit with fewer wage.

5 Golden Rules of Green Product Know Your Customer

Make sure that the customer is aware of and concerned about the issues that our product attempts to new innovative and satisfy their needs and wants based on the environmental balancing products consumption.

Being genuine and transparent

The business policies are consistent with whatever you are doing that's environmentally friendly business to establish the kind of environmental credential that will allow a green marketing campaign to succeed.

Reassure the buyer

Consumers must be made to believe that the product performs the job it's supposed to do they won't forego product in the name of the environment.

Giving your customers an opportunity to participate:

Means personalizing the benefits of your environmentally friendly action, normally through letting the customer take part in positive environmental action.

Suggestion for Sustainable Development

- Government should take measures to promote the use of green products.
- Constant effort should be taken by government, NGOs, Educational Institutions, Business houses, and society at a large to create awareness among the consumers to promote eco-friendly buying behaviour.
- Better technologies should be adopted for producing green products in order to minimize cost and reduce its price.
- Realistic message should be passed through advertisement and consumers should be convinced of the premium green price they need to pay.
- The major information of go green has to be transmitted to the customers through direct marketing, advertisements, public relation etc.
- Promote and deliver the consumer desired value of environmental products and target relevant consumer
- Procure product endorsements or eco-certifications from trustworthy third parties and educate consumers about the meaning behind those endorsements and eco certification.

6 Conclusion

Today's consumers are aware about green products. They believe that the green products will improve the quality of life and they know that these products can address the environmental issues as well. But they are not using green tagged products frequently; this is due to less availability and high price of these products. If the green products are available at the same price of ordinary products the consumers are willing to pay for it. Therefore the government should take policies to promote the usage of green products. Improvements should be brought in the marketing elements and increasing the investments in the production units will help in decreasing the cost of production. Government, NGO's, educational institutions, business houses and society should take initiative to promote green products among consumers. Therefore, by using green products we can reduce issues related to environment and consumers can lead a better life.

References

1. Lavanya.K and Dr. P. MadhanKumar, International Journal of Scientific & Technology Research Volume 8, Issue 11, November 2019
2. May 2012 "Environmental and development"- Do Ecology – path to a green iconology, vol.56, pp.5-8.
3. William young, Kumju Hwang, Seonaidh Mc Donald and Caroline J Oates, " Sustainable Consumption : green consumer behaviour when purchasing products", Sustainable development Volume18, Issue1 January/February 2010 Pages 20-31
4. Tan Booi Chen, Lau Teck Chai (2010), "Attitude towards the Environment and Green Products: Consumers' Perspective", Management Science and Engineering Vol. 4, No. 2, 2010, pp. 27-39
5. www.google.com
6. www.epa.qld.gov.au/sustainable_industries

7. www.greenpeace.org/international

