

Green Initiative a Tool for Sustainable Development: A Study among Green Products

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ABSTRACT

In modern world people are concerned about the environment. Green products have a vital role in the protection of the environment as it does not make a negative impact to the nature. A company can increase its competitive position by providing green products. The modification of business or production process towards green marketing may involve start-up cost, but it will save money in the long run. Therefore, through green marketing firms can make use of the limited resources in an effective and efficient manner. Awareness about environment related goods is constantly increasing across the globe. thus, focusing on green marketing has its relevance in the present context. This study is conducted to know the Benefits of green products and the attitude of people towards green products like solar power products, paper bags, handy craft items and clay products.

Keywords: Green Products, Green Consumers , Green Marketing, Green technology

I. INTRODUCTION

Green initiatives are undertaken in an effort to draw attention to the need to be kinder to our environment in everything we do. Green initiatives and green products are not same, though there is somewhat of a relation. Though green policies and endeavors should be conducted on an ongoing basis, there is much emphasis in the spring when initiatives are often scheduled close to or on Earth Day every year. However, we really should be thinking green all the time.

The manufacturing concerns have to meet the global demands with limited resources. Therefore, a strategic way satisfying the consumer's need is the crucial issue today. The modification of business or production process towards green marketing may involve start-up cost, but it will save money in the long run. Therefore, through green marketing firms can make use of the

limited resources in an effective and efficient manner. Awareness about environment related goods is constantly increasing across the globe. thus, focusing on green marketing has its relevance in the present context.

The products that are manufactured through technology and that caused no environmental hazards are called green products. Promotion of green product is necessary for the conservation of natural resources. Green products like solar light, solar heater, handicraft items, paper bags and clay products have a good demand today. Solar light and solar heater make the use of solar energy. Solar power products are innovative mechanisms that help to conserve energy. Solar products are environment friendly and are usually cost effective also.

Plastic makes a lot of problems to world; especially plastic bags are bad for our environment. Low cost and easy availability leads to the promotion of plastic bags. in order to save our environment from the threat of plastic bags; an alternative is developed that is paper bags. Paper bags are degradable and it does not make any harm to the environment.

Handicraft items and clay products are also made by giving protection to environment as they are made from environment friendly materials.

Green products are those items considered eco-friendly. This means that the manufacturer of the particular product took the proper steps in ensuring that the environment was not harmed during its manufacturing process. The raw materials used in the product were derived from sustainable sources. And the production should have a low impact on the environment regarding waste, carbon emissions and energy use

Nowadays one of the major strategy adopted by companies to capture market is the marketing of green products or eco-friendly products. A green product provides a lot of

advantages to us. Today people giving more attention to protection of environment, as they are aware about the appearance of hole in the ozone layer, destruction of forest etc. Because of these factors green products get more attention in today's world.

II. REVIEW OF LITERATURE

- Aditya maheswari and Guan malhotre (2011) wrote an article entitled "Green marketing: A study on Indian youth". This study focus on the awareness, perception and parameters considered by the consumers while purchase the green products. Statistical tools like percentages and one way ANOVA were used, to analyze the purchase behaviour through parameters considered by the consumers while purchasing the products such as price, availability, convenience, brand name and variety of the products. The study concluded that consumers are needed to be educated with the green claims in the products.
- **Ishawini and Sarojkumar Datta (2011)** in their paper analyzed with the objective of pro environmental concern and its influence to green purchase behaviour of the consumers. In order to achieve the objectives consumers' preference, pro environmental concern, and knowledge about the environmental issues are the variables used.. This study concludes that educated consumers are high concern towards the environment, so companies may focus on the segment of educated consumers for green products.
- **Afzaal Ali and Israr Ahmad (2012)** focused on the factors that influence the green purchase intension of the consumers. To fulfil the objectives of the study organization green image, environment knowledge, environment concern; perceived product price and quality are the variable used. They found that organization green image, environmental knowledge, environmental concern, perceived product price and quality are the influential factors to the green purchase behaviour of the consumers.
- **Aysel Boztepe (2012)** in his research paper he found that environmental awareness, price, product features, promotion are the variables of green product influencing the purchase behavior of male consumers but promotion is the only variable influence the purchase behaviour of female consumers and also mentioned that environment awareness, green product features, price and promotion are significantly related with green purchase

behavior. Finally he suggested that there is a significant difference between the male and female consumers while purchase the green products, so companies are focus the different strategies on gender basis.

- **Azhagaiiah (2006)** observed the impact of green marketing and environmental protection. In his study, found that the environmental issues have a significant impact on the modern society. The environmental problems are the result of mass consumption and production across the globe. Due to limited resources, an extra caution is needed from both the consumers and the producers. Therefore, awareness is needed for the protection of environment.

III. OBJECTIVES OF THE STUDY

- To analyze those factors which encourages people to purchase green products
- To know the attitude of people towards green products
- To know the level of satisfaction of the respondents towards the green products
- To analyze the benefit given to the company

IV. THEORETICAL REVIEW

The products which are made of environment friendly materials are Eco- friendly products or green products. Eco-friendly products do not harm the environment.

Green Products green product is known as an ecological product or environmental friendly product. Shamdasami et al., (1993) defined green product as the product that will not pollute the earth or deplete natural resources, and can be recycled or conserved. It is a product that has more environmentally sound content or packaging in reducing the environmental impact (Elkington and Makower, 1988; Wasik, 1996). In other words, green product refers to product that incorporates the strategies in recycling or with recycled content, reduced packaging or using less toxic materials to reduce the impact on the natural environment.

Before we get started with how to identify a green product, we have to understand what the definition of a green product is. The terms "green" or "sustainable" often refer to products, services or practices that allow for economic development while conserving for future generations. Green products have a vital role in conservation of environment. Green products like solar power products, handicraft items, paper bags and clay products have a higher demand in the modern world.

- **SOLAR PRODUCT**

Solar products are innovative mechanism that helps to conserve energy. Solar products are environment friendly and are usually cost effective as well.

Today there are several solar power products in the market for our home and office use. Solar products include items such as solar hot water heaters, solar flash lights, small radios, solar calculators, solar battery chargers, solar lighting, solar car batteries, etc.....

- **SOLAR LIGHT**

Solar lights have a good demand and acceptance in the modern world. There are several companies providing solar lights. The solar light manufactured by COMPLEX International Ltd, provides multi-pin USB cable for mobile charging facility.

- **SOLAR HEATER**

Solar water heaters have a better acceptance because of its benefits and durability. Solar heater makes the use of solar energy for its functioning. There are different varieties of products which are work on solar energy.

- **PAPER BAG**

The cheap availability and low cost of plastic bags makes it popular among people. But plastic bag makes a lot of problems to our environment. In order to save our earth from the threat of plastic bags, an alternative is developed that is paper bags. Paper bags are green products as they are bio degradable and not harm the environment.

Paper bags are always environment friendly and easily bio degradable. Here to save our environment from the threat of plastic, we should start using paper made products.

Green Economy

UNEP defines a green economy as one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In its simplest expression, a green economy can be thought of as one which is low carbon, resource efficient and socially inclusive. In a green economy, growth in income and employment should be driven by public and private investments that reduce carbon emissions and pollution, enhance energy and resource efficiency, and prevent the loss of biodiversity and ecosystem services. These investments need to be catalyzed and supported by targeted public expenditure,

policy reforms and regulation changes. The development path should maintain, enhance and, where necessary, rebuild natural capital as a critical economic asset and as a source of public benefits, especially for poor people whose livelihoods and security depend on nature.

Green Technology

Green technology (GT) is a broad term and a field of new innovative ways to make environmental friendly changes in daily life. It is created and used in a way that conserves natural resources and the environment. It is meant as an alternative source of technology that reduces fossil fuels and demonstrates less damage to the human, animal, and plant health, as well as damage to the world [Podesta, J., Stern, T., and Batten, K., 2007.].

The use of green technology is supposed to reduce the amount of waste and pollution that are created during production and consumption. It is also referred to as environmental technology and clean technology [Munn, R. E., 1992]

Sustainable Development

The World Commission on the Environment and Development also known as the Brundtland Commission, in their report, "Our Common Future" introduced and defined the term sustainable development as the process in which the exploitation of natural resources, the allocation of investments, and the process of technological development and organizational change are in harmony with each other for both current and future generations. Based on this context, "sustainability" is considered as a path forward that allows humanity to meet current environmental and human health, economic, and societal needs without compromising the progress and success of future generations [WCED 1987]. Some of the definitions of sustainable development illustrating the variety of foci are: Development that meets the needs of the present without compromising the ability of future generations? To meet their own

Green Marketing

Green marketing is considered one of the major trends in modern business (Kassaye, 2001; McDaniel and Rylander, 1993; Pujari and Wright, 1996).

Soonthonsmai (2007) defined green marketing as the activities taken by firms that are concern about the environment or green problems by delivering the environmentally sound goods or services to create consumers and society's satisfaction. Other definitions of green marketing as proposed by marketing scholars include social

marketing, ecological marketing or environmental marketing.

Harrison (1993) proposed green marketing strategy by firms through positioning the environmental benefits of green products to consumers' mindset to influence their purchasing decision. The key concern lies in an understanding of green consumers and their characteristics to enable firms to develop a new target and segmentation strategies (D'Souza et al., 2007).

Green consumers

Krause (1993), in his research found that consumers were becoming more concerned about their everyday habits and the impact on the environment. The outcome of this is that some of the consumers translated their environmental concern into actively purchasing green products commitment (Martin and Simintiras, 1995). Consumers who are aware of and interested in environmental issues are called green consumers (Soonthonsmai, 2007). These green consumers usually organized petitions, boycotted manufacturers and retailers and actively promote the preservation of the planet (Fergus, 1991).

Green Growth

Green growth involves rethinking growth strategies with regard to their impact(s) on environmental sustainability and the environmental resources available to poor and vulnerable groups. (Thirteenth Finance Commission Report) The Ministry of Environment, Forests, and Climate Change recognizes green growth and poverty eradication to contribute to the vision of sustainable development.

V. BENEFITS OF GREEN PRODUCTS BENEFITS AVAILABLE FOR FIRMS AND INDUSTRIES

1. Helps to access new markets.
2. Can help to achieve competitive advantage over other companies.
3. Protects the company in the long run.
4. Aids in long term growth.
5. Improves the quality of the environment.
6. Environmentally responsible company will hold a unique status in the society.

BENEFITS FOR THE CONSUMERS

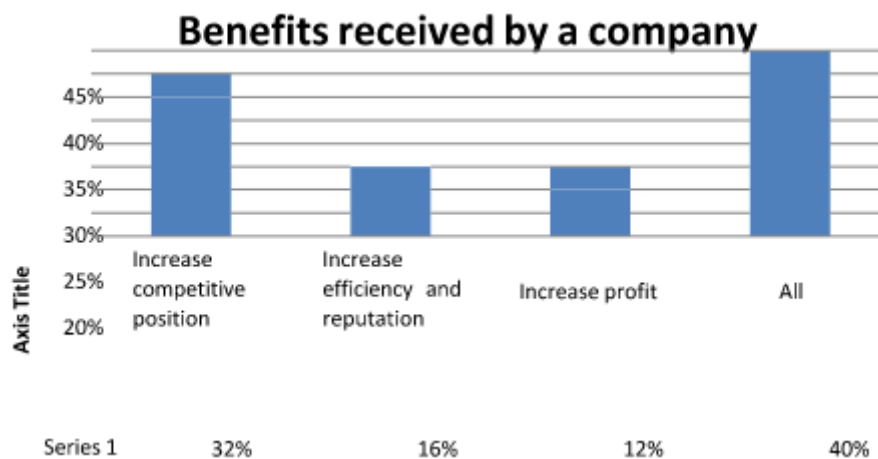
1. Health benefits.
2. The network of green users expands.
3. Less threat to the eco-system by the consumers.
4. The earth will be protected from hazardous goods.

VI. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It deals with the objective of a research study, the method of defining the research problem, the type of data collected, method used for data collecting and analyzing the data etc. The methodology includes collection of primary and secondary data. The study is conducted to know the benefit of green products and the attitude of people towards green products like solar light, solar heater, handicraft items, paper bags and clay products. Around 50 people are considered for the analysis. The study helps to acquire maximum information about the acceptability of the products, level of satisfaction of people using these products and also helps to get an overall picture of factors influencing people to purchase these products. Primary data are collected by administering questionnaires and secondary data from journal, organization record, magazines and internet. The data collected were analyzed with various methods. The types of methods used for the data analysis are tables, percentage and charts.

VII. ANALYSIS AND INTERPRETATIONS

Benefits received by a company		
Benefits	No of respondents	Percentage
Increase competitive position	16	32%
Efficiency and reputation	8	16%
Profit	6	12%
All	20	40%
Total	50	100



32% of people believe that a company deals with green product will have a higher competitive position. 16% of people believe that company which provides green products can increase its efficiency and reputation. 12% of

people are in the opinion that, companies can increase its profit and 40% of people believe that a company deals with green product will get all the benefits.

Recommendation of the product		
Resource	No of respondents	Percentage
Yes	40	80%
No	10	20%
Total	50	100

80% of people are ready to recommend the product and 20% of people are no ready to recommend the product they are purchased.

Showing factors influencing the purchase decision		
Faction	No of respondents	Percentage
Quality and environmental protection	25	50%
More benefits	8	16%
Safety	5	10%
All	12	24%
Total	50	100

The major factor induces people to purchase green product are quality and environmental protection. 50% of people are fall under this category. 16% of people are induces to purchase these products, because of its benefits.

Safety is the another criteria which influence the purchase decision. 5% of people are fall under this category. 24% of people are in the habit of purchase these products by expecting all these benefits.

Awareness of contribution to sustainable future		
Response	No of respondents	Percentage
Yes	44	88%
No	6	12%
Total	50	100

88% of people are aware that purchase of green products will contribute to the sustainable future and 12% people are not aware about this.

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VIII. FINDINGS

- 56% of people are purchased solar power products
- TV and websites are not effective in providing information about the green products
- Most of the people are willing to pay higher price for the products
- Solar power products provide guarantee for 68% of people
- Only 4% of people got guarantee for paper bags
- 66% of people have good opinion about the reliability of the product they are purchased
- 16% of people are not aware about eco label
- 26% of people face difficulty in availability of the products
- 80% of people are ready to recommend the product they are purchased
- 70% of people makes recent purchases
- The main factors induce people to purchase green product is quality and environmental protection

- 30% of people are satisfied with the products they are purchased
- 30% of people have good opinion about the quality of the product.
- 88% of people believes that green products will contribute to the sustainable future

IX. SUGGESTIONS

- Consumers are to be well educated about importance of green products like paper bags, handicraft items and clay products
- In order to increase the sale of paper bags, handicraft items and clay products there is a need to undertake promotional activities
- There is a need for providing more information about the products through TV and websites
- Analyze the reason for low satisfaction of people and take corrective actions to solve these problems
- Provide information about eco label to those who are not aware of it
- Take measures to avoid the problem of unavailability of the products
- Educational institutions should introduce a subject on “environmental studies” in the academic curriculum.
- Distribute paper bags in educational institutions, municipalities, etc...
- Conduct awareness classes among the people about the problems of plastic bags
- Provide information to people about the contribution of green products to sustainable future

- Setup specialized outlets to make easy availability of green products

X. CONCLUSION

Green products or eco-friendly products have a prominent role in conservation of environment. So there is a need for promoting the green products.

From this study, it is clear that most of the people are in the habit of purchasing green products like solar light, solar heater, paper bags, handicraft items and clay products. Most of the customers are willing to pay higher price for these products because of the quality and environment protection.

This study reveals that people have positive opinion towards solar lights and solar heater. On the other hand, handicraft items, paper bags and clay products are not much attracted to the respondents.

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