



PROTECTION OF ENVIRONMENT AND SUSTAINABLE FUTURE: AN AWARENESS ABOUT 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. This study is conducted to know the awareness of people towards green products and the sustainable environment. The study also aims to understand people about the eco labelling. like solar power products, paper bags, handicraft items and clay products.

Key Words: *Green Product, Green Labelling, Sustainable future*

1. INTRODUCTION

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 are those items considered eco-friendly. Green initiatives are undertaken in an effort to draw attention to the need to be kinder to our environment in everything we do. Awareness about environment related goods is constantly increasing across the globe. thus, focusing on green marketing has its relevance in the present context. Handicraft items and clay products are also made by giving protection to environment as they are made from environment friendly materials.

Many firms embraced green marketing strategies and exploited these environmental issues as a source of competitive advantage. Profit driven firms are usually motivated to adopt the concept of green marketing in their businesses provided that consumers demonstrate a high degree of environmental attitude and hence translate this into environmental friendly purchasing commitment.

There is a general belief among researchers and environmental activists that through purchasing environmentally friendly products or green products, products with recyclable packaging or properly disposing of non-biodegradable garbage, consumers can contribute significantly to improve the quality of the environment (Abdul-

Muhmim, 2007). The quality of the environment depends critically on the level of knowledge, attitudes, values and practices of consumers (Mansaray and Abijoye, 1998). According to Tanner and Kast (2003), green food purchases strongly facilitated by positive attitude of consumers towards environmental protection. Personal norm is the feeling of moral obligation of consumers. It is a powerful motivator of environmental behavior (Hopper and Nielson, 1991; Stern and Dietz, 1994).

Nowadays one of the major strategies 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.

2. REVIEW OF LITERATURE

- Ashwini and Saroj Kumar Datta (2011) in their paper analyzed with the objective of pro environmental concern and its influence to green purchase behavior of the consumers. In order to achieve the objectives consumers' preference, pro environmental concern, and knowledge about the environmental issues are the variables used. Correlation analysis reveals that pro environmental concern and green buying behavior are significantly related. 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.
- 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 behavior 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.
- Azhagaiah (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.

3. OBJECTIVES OF THE STUDY

- ✓ To know the awareness about protection of environment by using green product.
- ✓ To analyze green products contribution to sustainable future
- ✓ To find out people towards the awareness of eco label.

- ✓ To suggest people to use eco friendly product

4. 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. It has qualities that will protect the environment. It has replaced artificial ingredients with natural ingredients. It may be manufactured without phosphates in order to reduce a source of pollution in the water supply, which makes it better for the environment than a cleaner that contains phosphates.

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 lead 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.

Competition is one of the major challenges that a business man wants to face in a modern world. Every industry is composed of many individual firms and each individual firm is providing similar goods and services. Naturally this situation makes a big chance for competition among these firms. So in order to become the market leaders every business wants to adopt different strategies.

Many countries, states and provinces also have green initiatives in place that encourage companies to look for ways to manufacture products in an earth-friendly manner. Every effort, even those that may appear minor to us, help to reduce the impact consumer goods have on our environment. 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

GREEN PRODUCTS

| | |
|----------------------|--|
| SOLAR PRODUCT | Solar products are innovative mechanism that help 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 | 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. |

ECO- LABELING

How do you know if your product is 'green'? Not all, but most green products have labels denoting the fact that they are either biodegradable, have been made from recycled goods or were subject to an earth-friendly manufacturing process. Manufacturers are well aware of the demand for green products and want to draw customer's attention to their wares, which they usually consider to be the best green products. However, consumers should read labels to confirm before buying to ensure they are getting what they pay for. It's just too easy to put the word 'green' on any product.

It is an environmental claim that appears on the packaging of a product. It is awarded to a manufacturer by an appropriate authority. ISO 14020 is a guide to the award of eco- labelling works like an instructor for the firms who indulge in the production of goods and services that cause damage both to the health of humans and the environment. The government of India launched an eco-mark scheme in 1991 to increase consumer's awareness with respect to environment friendly products. The products are requiring eco-marketing are textiles, toilet soaps, detergent cakes, paints, packages, pesticides, cosmetics, and pharmaceutical products.


Eco-mark scheme

The government of India launched an eco-mark scheme in 1991 to increase consumer's awareness towards environmentally friendly products. Another aim of the eco-mark scheme is to stimulate the consumers to go for pro-environmental products. The eco-mark is needed for products like cosmetics, leather goods paints, lubricant oil, plastic products, batteries, etc.

GREEN PRODUCT CERTIFICATION

When looking for green products, there are a couple of ways you can ensure you are not being duped into buying a fake, though it can be tricky. A stroll through any supermarket will yield products labeled "earth friendly," "eco-friendly", "biodegradable" and many other buzzwords which will make you feel warm and fuzzy about the purchase, even though this could be false. A good rule of thumb is to look for the certification labeling, if that is

not on the product then keep on walking. This leads us into what certification labels are available and what do they mean, which is why we have put together the list below. This is not all encompassing list, it will however provide you with the most common certifications and their meaning.

| | |
|---|---|
|  | <p>ENERGY STAR: A labelling program for energy efficient homes, building products, electronics and appliances. ENERGY STAR is a joint program of the U.S. Department of Energy helping protect the environment through energy efficient product and practices.</p> |
|  | <p>Green Seal: Green Seal Certification, ensures that a product meet rigorous science-based leadership standards. It is a lifecycle assessment based labelling program for building products, green operations and maintenance procedures. A green seal can be found on anything from a coffee filter to a hotel.</p> |
|  | <p>Forest Stewardship Council: A certification program for wood Products that come from forests that are managed in an environmental responsible, socially beneficial and economical viable way. They are a non-profit organization, not affiliated with the government, working to promote responsible management of the world's forests since 1993</p> |

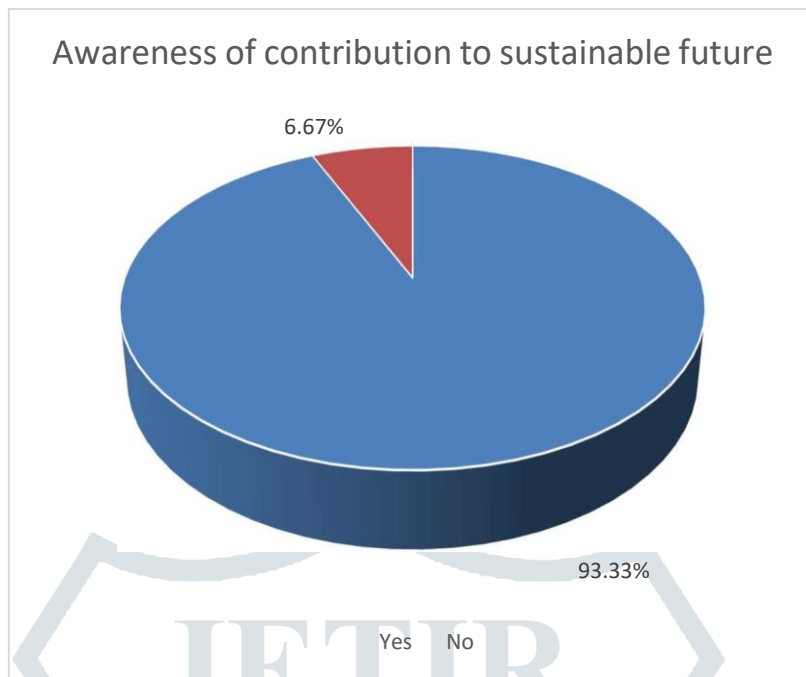


USDA Organic Product: When looking to go green at the dinner table many will look for certified organic foods. The United States Department of Agriculture has implemented the National Organic Program, which will indicate whether an agricultural product is produced in such a way that integrates biological, cultural and mechanical processes to conserve biodiversity and foster cycling of natural resources. In general, this means synthetic fertilizer, irradiation or genetic engineering practices will not be used.

Green products are now mainstream, whether you are looking for a new home, automobile or even just some vegetables for a salad, there is a green product alternative available. It is up to you to weigh your options and identify what attributes of a green product is important to you; though make sure you are fully informed and aware prior to making the purchase. We applaud your commitment to sustainable living and look forward to building a greener future.

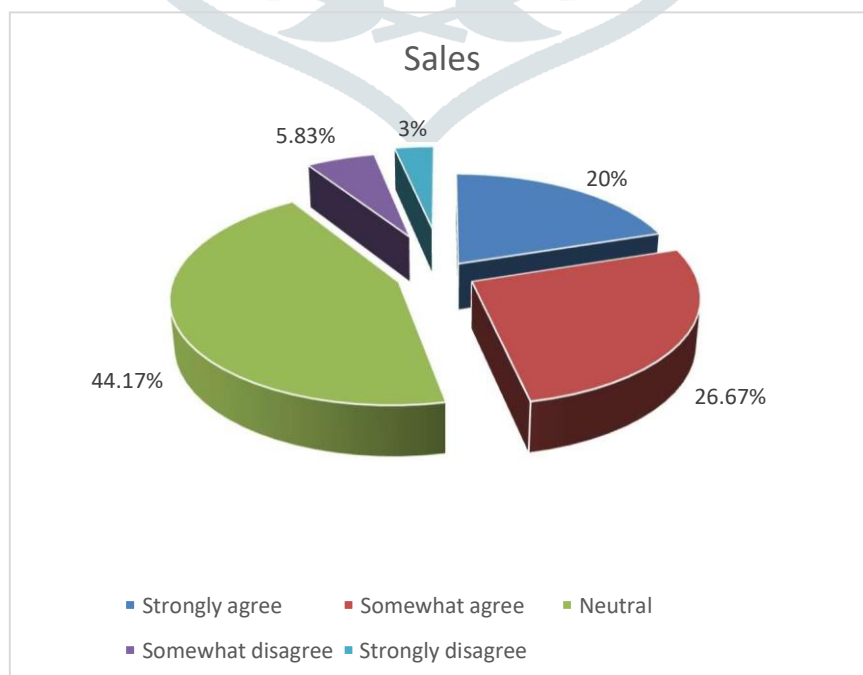
5. DATA ANALYSIS AND INTERPRETATION

| Awareness of contribution to sustainable future | | |
|---|-------------------|------------|
| Response | No of respondents | Percentage |
| Yes | 112 | 93.33% |
| No | 8 | 6.67% |
| Total | 120 | 100% |



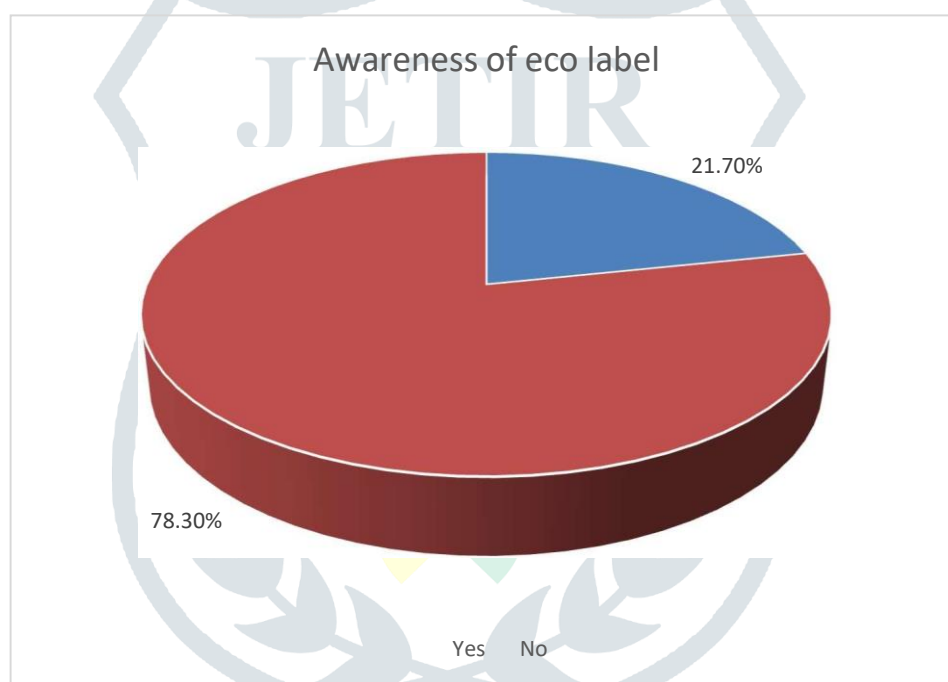
93.33% of people are aware that green product contributes to the sustainable future. 6.67% of people are not aware.

| Awareness about protection of environment | | |
|---|-------------------|------------|
| Response | No of respondents | Percentage |
| Strongly agree | 24 | 20% |
| Somewhat agree | 32 | 26.67% |
| Neutral | 53 | 44.17% |
| Somewhat disagree | 7 | 5.83% |
| Strongly disagree | 4 | 3.33% |
| Total | 120 | 100% |



44.17% of people are neutral about environmental protection. 26.67% of somewhat agree about environmental protection. 20% of people are strongly agree about environmental protection. 5.83% of people are somewhat agree about environmental protection. 3% of people are strongly disagree about Environment protection.

| Awareness of eco label | | |
|------------------------|-------------------|------------|
| Response | No of respondents | Percentage |
| Yes | 26 | 21.7% |
| No | 94 | 78.3% |
| Total | 120 | 100% |



78.30% of people are not aware of eco label. Only 21.70% of people are aware of eco label.

6. FINDINGS

- Most of the people are come to know about the product through social media.
- 93.33% of people are aware that green product contributes to the sustainable future.
- 37.50% of are willing to pay higher price for green product.
- 44.17% of people are neutral about environmental protection.
- 78.30% of people are not aware of eco label.
- Only 21.70% of people are aware of eco label.

7. 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....
- Deliver the product early as possible.
- 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
- Every year, upgrade your home with a green solution.

8. 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. Most of the customers are willing to purchase these products because of the quality and environment protection. 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. of people are aware that green product contributes to the sustainable future. Most of the people are willing to pay higher price for green product and of people are neutral about environmental protection. Majority of the people are not aware of eco label.

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