

## Impact of Economic Growth in Green Products and Green Marketing

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### ABSTRACT

In the reorient world, people love to live a complete luxuriant life. In that case, many subjects cause his life. A few causes are jobs, affairs, good livelihood, especially shopping, that is marketing. Everyone knew that generally all super markets have tightly and beautifully packed items, high concentrated dairy products and vegetables. People do not know whether these products are natural or artificial, but we all are forced to buy these products. Due to such reasons, a new market emerged and was said as “**GREEN MARKET**”. Economic and environmental performance must go hand in hand. The natural environment is central to economic activity and growth, providing the resources we need to produce goods and services, and absorbing and processing unwanted by-products in the form of pollution and waste. Environmental assets contribute to managing risks to economic and social activity, helping to regulate flood risks, regulating the local climate (both air quality and temperature), and maintaining the supply of clean water and other resources. This underpins economic activity and wellbeing, and so maintaining the condition of natural assets is a key factor in sustaining growth for the longer term. Correspondingly, economic growth contributes to the investment and dynamism needed to develop and deploy new technology, which is fundamental to both productivity growth and managing environmental assets. This article is to examine the economic growth about the products and marketing of green revolution. Initially we have to analyze the basic and grass root level of effective benefits of green marketing which is widely said to be bringing awareness. Finally the findings and the implications of the research are discussed. This will help the functionaries of marketers in market and target marketing by ensuring and observing the economic growth of society.

**Keywords:** Green Marketing, Green products, Eco friendly, economic growth.

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## I. INTRODUCTION

According to the American Marketing Association, green marketing is the marketing of products that are presumed to be environmentally safe. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

It is critical that we address these issues now. We face significant environmental challenges, both in the India and globally, from tackling dangerous climate change to managing threats to our water resources and biodiversity. Far from reducing the urgency of this challenge, the economic downturn and subsequent recovery provides an opportunity to shape the future economy and set us on a sustainable growth path.

## GREEN PRODUCTS AND ITS CHARACTERISTICS

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.

We can define green products by following measures:

- Products those are originally grown,
- Products those are recyclable, reusable and biodegradable,
- Products with natural ingredients,
- Products containing recycled contents, non-toxic chemical,
- Products contents under approved chemical,
- Products that do not harm or pollute the environment,
- Products that will not be tested on animals,
- Products that have eco-friendly packaging i.e. reusable, refillable containers etc.

## II. OBJECTIVES OF THE STUDY

- To create various services to improve economic growth through green market
- To discuss the characteristics of green market.
- To explain the importance of economic growth with the help of green marketing.

### Green marketing and economy

The relationship between economic growth and the environment is complex. Several different drivers come into play, including the scale and composition of the economy – particularly the share of services in GDP as opposed to primary industries and manufacturing – and changes in technology that have the potential to reduce the environmental impacts of production and consumption decisions whilst also driving economic growth.

### Green environment and economic growth

**Provisioning services** – products obtained from ecosystems, including fresh water, food, fibre<sup>13</sup>, genetic resources, biochemical, natural medicines and pharmaceuticals.

- **Regulating services** – benefits obtained from the regulation of natural processes, including air quality, climate, water/flood, erosion, water purification, disease and pest control, pollination, buffering pollution.

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- **Cultural services** – non-material benefits people obtain from ecosystems through spiritual enrichment, cognitive development, reflection, recreation and aesthetic enjoyment.
- **Supporting services** – services that are necessary for the production of all other ecosystem services, including soil formation, photosynthesis, primary production, nutrient cycling and water cycling.

**Ingredients of selected components of green marketing and sustainable economic development conceptual framework**

<p><b>Environmental concerns</b></p> <ul style="list-style-type: none"> <li>• Industrial air pollution</li> <li>• Industrial waste pollution</li> <li>• Hazardous waste</li> <li>• Depletion of vital natural resources</li> <li>• Desert consuming agricultural lands</li> <li>• Disappearance of rain forest and animals</li> <li>• Landfills</li> <li>• Other concerns</li> </ul>	<p><b>Green marketing intervention strategies</b></p> <p><b>Green product strategies</b></p> <ul style="list-style-type: none"> <li>• Green distribution strategies</li> <li>• Green pricing strategies</li> <li>• Green promotion strategies</li> <li>• Green consumption strategies</li> <li>• Green probe strategies (marketing information system)•</li> </ul>
<p><b>Improved organizational performance</b></p> <ul style="list-style-type: none"> <li>•Market share</li> <li>• Customer satisfaction</li> <li>• Competitive advantage</li> <li>• Profitability</li> <li>• Positive company image</li> <li>• Others</li> </ul>	<p><b>Better physical environment</b></p> <ul style="list-style-type: none"> <li>•Reduced air and water pollution</li> <li>• Conservation of natural resources</li> <li>• More energy reservoirs</li> <li>• Reduced raw materials usage</li> <li>• More forests</li> <li>• Conservation of animals</li> <li>• Other environmental improvements</li> </ul>
<p><b>Sustainable Development</b></p> <ul style="list-style-type: none"> <li>•Constant natural capital stock</li> <li>• Constant manmade capital stock•</li> </ul>	

**Green Marketing Strategies**

- Sustainable development
- Constant natural capital stock
- Constant man made capital stock

**Better Physical Environment**

- Reduced air pollution
- Reduced energy use
- Conservation of natural resources

**Improved Organization Performance**

- Improved profitability
- Competitive advantage
- Increased market share
- Better product

**Personal Rewards**

- Healthier life
- More fulfilled lives

**Critique of Green Marketing**

Green marketing according to Ottman (1997) offers several benefits to individuals, organizations and to the natural environment. Specifically green marketing leads to personal rewards of healthier life, and more fulfilled lives, improved organizational performance, better physical environment and ultimately to sustainable development (Ottman, 1997; Polonsky et al, 1997; Willum, 1998; Charter et al, 1999). Due to the above benefits, government regulations and environmental movement, several firms in various industries have adopted green marketing especially in developed countries. Despite of the above positive aspects of green marketing the discipline has several constraints: - (i) Though the initial birth of green marketing can be traced in 1970s the discipline did not grow until 1990s as the following discussion shows; many scholars made important contributions to ecological perspective of marketing in 1970s (Fisk, 1973, 1974, 1975; Kangun, 1974; Perry, 1976; Shapiro, 1978; Claver, 1994 as quoted by Polonsky, 1997). Despite these early efforts, other marketing scholars channeled their intellectual pursuits in other direction in the 80''s. However, the 1990s witnessed a dramatic rise in green marketing references in news, business and trade sources (Morgan, 1992 as quoted by Polonsky, 1997). Polonsky (1997) further state that it is during the 90''s marketers begun to recognize both the need and value of environmental marketing. (ii) There is no universal terminology and definition of green marketing (Polonsky, 1994). The implication is that scholars, researchers and practitioners should work toward standardization. (iii) Green marketing is in its infancy (Polonsky, 1997) and has not been incorporated in business curriculum (Mintu et al, 1993). The implication of the above is that researchers and academicians should focus on green marketing research and business schools should incorporate the subject in their curriculum to facilitate the growth of the discipline. (iv) Green marketing research or green probe has not received any coverage or attention in green marketing literature while green pricing has received shallow or a narrow coverage. The researchers and academicians should develop literature in above areas. In a nutshell a lot still need to be done in the field of green marketing but as indicated

in the following section the future of green marketing is bright as it has important role to play in sustainable development.

### **The Future of Green Marketing as a discipline**

This paper is not complete without discussing the future of green marketing as a discipline. According to Chase as quoted by Willum (1998) environmental issues and the agenda for sustainable development have an increasingly international dimension. This means that the challenge facing organizations globally is adoption of sustainable business practices. The implication of this is that the future of the discipline is bright. In fact several authors, academicians and practitioners hold the same opinion. Polonsky et al (1997) asserts that marketing has to assume a more responsible role for sustainable development. Williams (1998) projects that environmental issues and sustainable development will dominate board meetings agendas twenty years from now. Ottman (1997) states that conventional marketing is out and green marketing is in. Charter (1999) argues that businesses are faced with increasing challenges of environmental protection and demand for environmentally friendly products and services. Though the future of green marketing seems to be bright, its growth may be slow and long. To quote Polonsky (1997) “green marketing research is in its infancy”.

### **III. CONCLUSION**

The natural environment is fundamental to the economy, providing both direct and indirect inputs to economic activity and acting as a sink to absorb the by-products of production and consumption. The relationship between economic growth and the environment is determined by a number of drivers and achieving sustained growth will require decoupling economic growth from its environmental impacts, not just nationally but globally.

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