



# REVIEW OF RESEARCH

ISSN: 2249-894X

IMPACT FACTOR : 5.7631 (UIF)

VOLUME - 10 | ISSUE - 11 | AUGUST - 2021



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## GREEN MAREKTING: THE ROLE OF GREEN PRODUCTS IN BUILDING NEXT GENERATION DURING COVID-19

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### ABSTRACT

*In the era of advanced technological and sophisticated medical facilities the Covid-19 has taken the entire world to the traditional practice of treatment, which was practiced by our ancestors. It is nothing but the use of green products to boost the immunity to fight against the corona virus in the absence of a proper medicine and vaccine in Allopathy. This article focuses on the importance of the green products and significance in medical field and treatment during covid-19. This article also throws light on the use of green products to educate the young generation to use green and natural products. The Governmental bodies and the world leaders also focusing, recommending and encouraging to get back to basics. These recommendations have become global as far the Green Product usage is concerned. The rebirth of Green Products has lead to a "New Globalization" which is nothing but back to basics and paved a way to Green Marketing.*



**KEYWORDS :** Green Products, Covid-19, Green Marketing, New Globalization, Back to basics.

### 1. INTRODUCTION

The role of green products are not just confined to the environmental but its scope and benefits are widely spread to various sectors and fields like economic conditions, health sector in fighting various diseases like covid-19 in recent times. Green products also help to reduce the threat of over use of natural resources, fossil fuels and finite resources to help the next generation to have enough resources for them. The science and technology and continuous innovations in the research developed green technology also known as environmental technology or clear technology which helps to reduce emissions conserves water, reduce waste and consumes less energy. To encourage and develop green products "Go Green" movement was initiated by the world leaders to pursue knowledge and practices which can lead the current and next generation to use green products that can lead to more environmentally friendly and ecologically responsible life styles. By "Go Green" initiative the environment can be protected and natural resources can also be sustained for present and future

generations. The other aspect in going green is “Green Cleaning” is the process of choosing cleaning products that a better for both people and the planet. Switching to Green cleaning products will be useful for good health to develop immunities of the people and also prevents unnecessary chemicals released into the environment. Through the above initiatives and polices, a “Green Future” can be made and a sustainable alternatives of the existing collative way of life can be replaced.

## 2. GREEN PRODUCT

Right from the days of Adam and Eve it’s believed that man is totally a parasite of nature and natural products, which are nothing but Green products. As time moved, these natural products were modified and processed into other forms with the help of new technologies. These products except a few caused health issues since they are condominated with chemicals, for the sake of taste. The manufactures produced the goods only for commercial, not bothered about the health of the consumers. Due to this new health issues arised globally.

WHO realized and set a standard in production of consumer goods and also advised to produce ‘Organic Products’ which is ‘Zero’ use of chemicals during production. Eventhough the cost of these organic products are at higher side, the benefits in the better are higher comparing to non-organic goods. The Covid-19 pandemic and the non availability of allopathy medicine and vaccine made the world to take a ‘U’ turn towards the natural products, when the world’s population totally dependent on allopathy. The natural products are helpful in increasing the immunity which helps from becoming a victim of corona virus. Apart from this, the benefits of green products are innumerable like environmental, economic and financial etc. This article throws light on the significance of green products for next Generation, and the research scholar trying to highlight the need and the use of the green products more than the readymade preserved goods and products.

## 3. GREEN ECONOMY

The clean energy sector which has the potential to deliver on both environmental and economic goals. The long term benefits of clean energy are “Energy Security” which helps to improve national income and foreign exchange through exports. Green economy is helpful in reducing unemployment. Public and private sectors to invest in green economic activities infrastructure and assets. Green products reduces carbon emissions and pollution which leads in controlling global warming. Eradication of forests leads to emission of more Co2 which created a hole in ozone layer which is the main cause of global warming. To overcome these issues it’s the time to go green, develop green technologicistic, green cleaning, preserve green security to create a green future to help the next generation for a healthy life.

## 4. ECONOMIC BENEFITS OF GREEN ECONOMY

Green products are one of the sources to increase a country’s foreign exchange through exports. A country’s foreign currency stocks helps to import necessary raw materials for its industrial sector. Raw materials are converted into finished goods and it can be exported. From a natural resource like, green products a chain of business are created. By these activities are created, unemployment is brought down upto some extent. When India started green revaluation movement in 1960 the agricultural sector was in need to a lift to develop. During this period, the government of India extended for support to boost agriculture in the country. Due to the governmental policies, the agriculture has got importance and till date. State and central level government supports the agricultural sector.

Internationally the contribution of green products’ business is 55%. Around the year, the availabilities of seasonal green products, vegetables and fruits in every nation is possible by the export and import activities. By these activities of import and export, logistics and supply chain industry is getting business. In the world economy the logistics industry contributes 33% of income which is one third. In 33% the green products role is significant for ages, since green products were the products which were shared between people in the bartering times. When the concept of markets came into being it was food grains which were exchanged and then when currency was introduced people started

to buy the food products for money. This continued in the local level till transportation had come. Then these products were taken from one place to another for sale. While selling, transportation charges were added, which turned into an economic activity. These economic activities grow at national and then international level and now this has become a global concept, named globalization. For all these economic activities green products are the “mother” products which is the basic need of the mankind. And it is the natural product which started to move from place to place to fulfill the needs of the people.

## 5. GREEN PRODUCTS AND NEXT GENERATION

During covid-19, societies have become more concerned with natural environment and increasingly conscious about eco-friendly products or green products and about their own safety and welfare which has led to the emergence of green practices, and it is in this scenario, that the concept of green marketing has gained worldwide significance. The ideas of green marketing such as designing of green products, implementing a green supply chain, packaging, pricing and advertising are beneficial to society and to the environment as a whole. Environmental or green marketing is perceived to be a tool towards sustainable development as pollution levels are getting worse day by day, which will eventually lead to the perpetual deterioration of human life. Green marketing is a strategy that addresses the concern of promoting and preserving the natural environment which can benefit the firms as well as the consumers. The last decade has witnessed a dramatic increase in environmental degradation. This increase in ecological damage has had a profound effect on consumer behavior, due to which the green product market is expanding at a remarkable rate. The need of the hour is to promote and propagate new decisions and innovations which can lead to green marketing environment and also create a new marketing condition for the potential buyers.

Degradation of mother earth is happening rapidly and our land is turning into a concrete jungle. We all are facing severe environmental damage which affects one and all deeply. Efforts are being made globally to mitigate this phenomenon so that our next generations can thrive on. Since ecological issues influence all human activities, societies today have become more concerned with environmental management. It is in this regard that we confront terms such as “green marketing”, “green banking”, “go green” etc. This paper seeks to understand the concept and origin of green marketing and why it is important to implement it especially in today’s era, keeping in mind the needs of the next generations as well. The significance of green marketing relies on the very basic principle of economics: how to use the limited natural resources in order to maximize utility. Owing to scarcity of natural resources, firms must develop alternative ways of satisfying the unlimited wants of consumers. Many firms are beginning to realize that they are members of the wider community and therefore must behave in an environmentally responsible fashion. Green marketing looks at how marketing activities utilize these limited resources, while satisfying the wants of individuals and industry, as well as achieving the selling organization's goals.

## 6. GREEN PRODUCT AND COVID-19

WHO is coordinating efforts to develop treatments for COVID-19 and will continue to provide new information as it becomes available. Stay safe by taking some simple precautions, such as physical distancing, wearing a mask, especially when distancing cannot be maintained, keeping rooms well ventilated, avoiding crowds and close contact, regularly cleaning your hands, and coughing into a bent elbow or tissue.

The most common symptoms of COVID-19 are Fever, Dry cough, Fatigue, Loss of taste or smell, Nasal congestion, Conjunctivitis, Sore throat, Headache, Muscle or joint pain, Different types of skin rash, Nausea or vomiting, Diarrhea such problems of immediately affected by a immunodeficiency. According to WHO, can be Stay safe by taking some simple precautions measures such as, taking green vegetables, healthy food, daily exercise, yoga, social distancing, wearing a mask, avoiding crowds and close contact, regularly cleaning your hands. Because of this reason 80% of the people are recovering from the disease without needing hospital treatment. Scientists around the world are working to find and develop treatments for COVID-19.

The COVID-19 pandemic has been a boon for the natural world. With more than a third of the global population under some level of lockdown, we've delighted to see skies burst back into blueness and wild animals venturing into urban neighborhoods. It's been easy to convince ourselves that wildlife and the environment have flourished. The truth, however, isn't so reassuring. The pandemic has created an increase in poaching and other environmental crimes. It's caused a surge in food, plastic, and infectious medical waste. And it's put a roadblock in front of a much-needed international agreement on key biodiversity and climate goals.

With countries across Asia and the Pacific gradually loosening their quarantines, we must bring the focus back to nature and address the pandemic through green and inclusive recovery. For many, this will be a challenge because of the high demand for healthcare and social protection. But the choice between the environment on the one hand and the economy on the other is a false one. Experts have found that green investments generate significant jobs and sustainable benefits to economies. Early investment is also ultimately cheaper than the trillions of dollars needed to respond to future crises. As we begin to emerge from months of lockdown, here are six measures that decision-makers can take to jumpstart their own green recoveries.

1. Improve air quality and hygiene
2. Protect wildlife and restore ecosystems
3. Support urban agriculture to improve food security
4. Invest in green livelihoods
5. Build climate and disaster resilience
6. Innovative financing that supports green investments

Urban and community farming has grown in popularity to address green food and nutritional needs due to the supply chain disruptions caused by COVID-19 lockdowns. Fruits and vegetables grown in just 10% of a city's gardens and green spaces can provide 15% of the local population with their basic needs. Investing in urban agriculture and related services can generate jobs at a rate of 1 for every 50-100 citizens. Urban gardens can also provide environmental benefits. Governments may consider supporting resilient and localized food supply chains to ensure continued production and distribution of safe, diversified, and nutritious food while protecting livelihoods, the environment, and health. Such support should include improving access to high-speed internet services to expand agricultural e-commerce.

## **7. GREEN PRODUCT AND PURCHASE DECISION MAKING**

In recent years, global warming, climate change and pollution are some of the concerns that have been raised internationally and have resulted in more consumers becoming aware of environmental challenges confronting them. These environmental challenges have gained prominence in the business environment, as well as in the public domain. Thus, these critical environmental issues combined with the demand by consumer groups for green products have led to the emergence of green marketing. Green marketing relates to business practice which advocates sustainable development. It comprises the marketing of goods and services that are considered to be eco-friendly and promoting the preservation of the environment in a sustainable way. Green marketing, more especially, during covid-19, has begun to influence consumer and business activity. The study will be beneficial to marketers, as it will ascertain the factors that influence consumer purchase decisions for green products, thus, helping organizations to design an appropriate green marketing.

Purchase decision making process of a consumer usually consists of five stages: the felt need of a benefit, information search, evaluation of alternatives, purchase decision and post-purchase evaluation. In this process of consumer purchase decision, several factors like social, cultural, psychological, behavioral, marketing mix and situations, all effect at some point. Both of organizations and consumers have a responsibility toward environmental issues and they participate in the process by delivering and purchasing of green products. Here, the fact should be noted that environmental commitment and participation in green activities are two separate issues, both the organizations and consumer has a vital role to play here, but consumer decision is the most crucial because they motivate

producers to deliver green products (Suplico, 2009). It is a common sense that consumers won't buy such product that is harmful to human health, environment, plants, animals and any natural resources (Lee, 2008).

Learning these facts might play an influential role in the change of consumer purchasing behavior and create a positive perception toward environmentally friendly products. Consequently, research is important in particular geographical, sociological, situational and time settings (Elham Rahbar, 2011). Several studies have investigated the change in the consumer's perception, where people are caring about the environment will demonstrate their concerns through different behaviors, such as avoidance of buying a product because it is potentially harmful (Suchard & Polonsky, 1991).

## **8. GREEN PRODUCT AND CONSUMER BEHAVIOR**

With the exploitation and destruction of the environment and natural resources, the concept of "green consumerism" has prospered and attracted increasing attention in the world. Food consumption has been seen as a major issue of achieving sustainability, because it is associated with the environment, individual and public health, social cohesion, and the economy. Furthermore, the emergence of coronavirus disease 2019 (COVID-19) has significantly affected the global food systems of producers, processors, and consumers, at different levels. Notably, the public's hygiene behaviours and consumption patterns have shifted as the coronavirus pandemic has progressed. The latest study from Ben Hassen et al. reported that the COVID-19 pandemic could shift consumers' behaviour in a more sustainable and healthier direction and increase the consumption of local food products because of food safety concerns. Moreover, the results from Xie et al. revealed that the COVID-19 crisis influenced the respondents' perceptions and attitudes towards organic food thanks to its safer and healthier characteristics, which can lead to a change in consumers' future diets.

As this infectious disease is new and its lifespan is not known, there is a need to gather more data and information to explore COVID-19 impacts on shifting food consumption patterns. Therefore, considering the safer, healthier, and sustainable characteristics of green food products, there is a critical need to study changes in indians consumers' attitudes and behaviours towards green food to address the potential for long-term health consequences due to behaviour changes during the pandemic.

## **9. GREEN MARKETING AND AWARENESS**

According to Tapan K. Panda "Green or Environmental Marketing consists of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants such that the satisfaction of these needs and wants occurs with minimal detrimental impact on natural environment"

A dangerous atmospheric deviation, carbon credits, ozone exhaustion, natural risks, climate sway evaluation have all become basic phrasing in the 21<sup>st</sup> century and it means that earth cognizant society. Society turns out to be more worried about regular habitat when sick impacts of natural corruption are capable by the general public. One reason for this debasement is issues that emerge out of large scale manufacturing, mass utilization and mass showcasing of ecologically unreliable items. Thus business house have started to change their conduct trying to address these sorts of 'new' worries of the general public.

We all know that the resources on this earth are limited and human wants are unlimited. There is a growing interest among the consumers all over the world regarding protection of environment. Worldwide evidence indicates that people are concerned about the environment and are accordingly modifying their behaviour. Green marketing has emerged as a result of this and it speaks of a growing market for sustainable and socially responsible products and services. As discussions about how to adapt to effect of human movement on climate proceed in full power, for example, an unnatural weather change talks that rule political circles, business have entered the 'green market' during covid-19.



## 10. THE ROLE OF GOVERNMENT IN GREEN MARKETING DURING COVID-19

The current crisis provides an opportunity for India and the world to embrace a more sustainable growth path. The infrastructure has been put under immense stress due to the covid-19, in both developing and developed countries. The government indeed, when the pandemic hit India, it shone the light on issues in health, transportation, food issue, unemployment, housing, social security, and infrastructure.

The government important role in creation of basic possibility of formation of green products market by the enterprises is played by the state possessing a considerable arsenal of tools and methods of environment formation of activity of the enterprises. Therefore the state can direct their development in the described direction including create external conditions for green marketing development during covid-19. To be sure, the Government of India's policy focus for the country's post-COVID-19 economic recovery has been on structural reforms to agricultural and business, in the hope of attracting greater investment.

Advancement in agricultural productivity, infrastructural green investments and efficiency have both economic and social benefits. The COVID-19 pandemic led to a disruption of supply chains in the food system. The government, in the third tranche of the stimulus package, has announced the allocation of 1 lakh crore for the creation of infrastructure for agriculture such as cold storage. Investment in infrastructure would help strengthen resilience for farmers against changes in demand and disruptions in supply chains.

## 11. CONCLUSION

As India continues to battle COVID-19, it must also begin on a new path of economic revival-one that will mitigate the negative consequences of climate changes, and promotes sustainable and inclusive development in the long run. It is important to priorities investments in sectors that could help the transition to a greener economy. Understandably, the governments have in the first wave of stimulus focused more on economic revival without a specific focus on green efforts. A second wave of stimulus-which is not off the cards-will present opportunities to restructure long-term economic policies and give priority to green technologies and investments. The present stimulus had a large credit element and the direct spending was low. The second one must have more in terms of direct spending and should include policies that promote investments in greener sectors.

The push for a green recovery was recognized after the 2008 financial crisis. However, not many countries incorporated green policies as part of their stimulus packages. Those who did are today leading in the development of such technologies. It is time that India rethinks its stimulus to address both the economic downturn caused by COVID-19, and to steer the economy on a more sustainable growth trajectory.

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