

A STUDY ON GREEN CONSUMERISM AND ETHICS IN GREEN MARKETING

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ABSTRACT

Any business's success depends on effective marketing, and this is especially true in the present era with its fierce competition. Given the limited resources and insatiable human want, green marketing has become inevitable. Therefore, it is important to use resources wisely for both the present and future generations. The role of green marketing is paramount in this regard. To please customers who choose items of good quality, performance, and convenience at cheap costs, while at the same time having no negative effects on the environment, green marketing is the process of designing products and services and advertising them. It covers a wide range of operations such product modification, altering the manufacturing process, altered promotion, and altered packaging that are intended to lessen the harmful effects. This paper is exclusively based on the secondary data. An attempt is made to shed the light on the new concepts namely green marketing and green consumerism. In order to maintain the environment for present and future generations, green consumerism places responsibility for developing things that are environmentally beneficial on manufacturers. It also covers the factors that affect and the moral dilemmas raised by green marketing.

Keywords

Green marketing, Consumer Practices, green consumerism, and ethics in marketing

Introduction

Green marketing is commonly termed as the process of evolving services and products and encouraging them to convince the consumers whose preference aims at the good quality of any product, the actual performance of the products, and how the product is more affordable than the other available products. Green marketing is also defined as the method of creating and maintaining products in such a way that it does not leave any harmful after-effects on the ecosystem. This kind of project contains a wide range of tasks like moderation of products, replacing how the product is processed, moderating the way of advertising, and evaluating the packaging style so that the dangerous effects of the products are reduced and also that it does not leave behind any of the harmful effects in the environments. Throughout the globe, all the corporations and industries are taking preventive steps to reduce the effect of the services and the products on the ecological and other atmospherically boundaries. As the needs and demands of humans are increasing by passing days the utilization of green marketing has become

unavoidable. Thus green marketing stands as the main significance for the safety of the current as well as the upcoming generation.

Problem Statement

Along with the benefits of green marketing, there are also a few issues related to it. The issues are briefly discussed below:-

- Requirement of sustainable and reusable material- The production of green products requires a huge quantity of inexhaustible and reusable products (Yue et al., 2020). As the suitable and reprocessed materials for the production of green products are quite costly so it becomes very tough for many industries and corporations to go green because it will take a huge amount of money.
- Need for advanced technologies- To manufacture green products for the benefit of the people and the environment and to spread the awareness of green consumption the need for advanced and upgraded technologies are to be implanted (ElHaffar et al., 2020). But this statement comes with the challenge of a high price tag which stands as a setback for many companies.
- Unaware of Green products and their uses- Modern-day people are still unaware of the usage of green products and the effects of using products. As a result of this unawareness, many companies are still facing the dilemma of whether to implant the use of green products or not.
- Unwilling to pay more for green products- Besides the benefits the consumers will get from the usage of green products there remains a major challenge for the industries that are implanting green production or thinking of implementation (Braga et al., 2019). Although green production helps in reducing waste and saving the ecological system from the harmful effects of production, the product comes with a very high price. Consumers are not willing to pay such a higher price because common people tend to buy things that are quite affordable.

Aims and objectives of the study

The study aims to create awareness among consumers about the utilization of green products. Green marketing is those products of the markets which are environmentally safe in every possible way. It focuses on the responsibilities of the manufacturers to produce more eco-friendly products which will leave a positive impact on future generations by leaving behind a preserved environment for them. With the rise of global warming, the need for green marketing has become widely the rule that needs to be implanted to save the environment from extinction. So it is clearly stated from the above discussions that the main purpose of this research is to create awareness among the people for the utilization of green products by ignoring the usage of harmful materials and creating a more suitable and sustainable ecology for the generations to come.

Literature review

- **Stages of Green Marketing**

Green marketing has been a common idea in 1980 and 1990 since the image of environmental destruction came to light (Rustam et al., 2020). The idea of green marketing has been evaluated

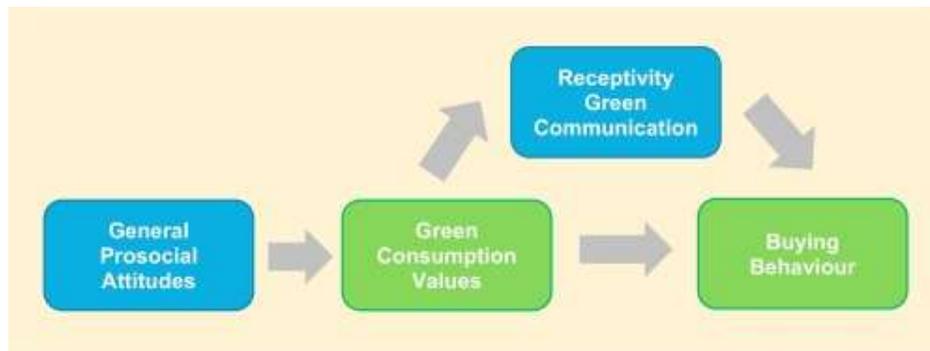
from time to time. The development of green marketing is limited to three main stages. The first stage is referred to as the "environmental" green marketing and in this phase, all the activities are focused on solving the problem of the ecosystem with appropriate measures. The second stage focuses on the new technologies which help in creating more and more hazard-free and innovative products which leaves a positive impact on the reduction of wastage and pollution. The last stage focuses on the demands of the present-day without negotiating the capability of the upcoming generations to meet their demands (Emecki et al., 2019).



Green Marketing and its principles
(Source: Rustam et al., 2020, p.257)

- **Green consumption and its specifications**

A green consumer is referred to the one who is aware of the issues related to the environment and supports the idea of aligning from one product to another even if the price tag of that product is quite high (Lin et al., 2018). A consumer of green products when making the purchase decision for any product keeps in mind to know how the materials used for the production are utilized, from where these raw materials are generated, what process is utilized for growing the food, and what kind of positive impact they leave on the environment when they are disposed (Loung et al., 2021).

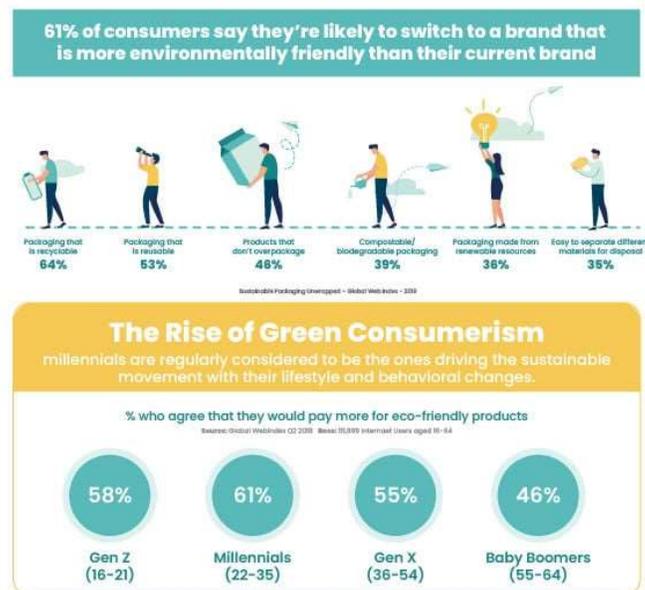


Specifications of Green Consumption

(Source: Paco et al., 2019, p.245)

Green Consumerism

Green consumerism mainly focuses on creating awareness regarding the reduction of ecological matters. A green merchant focuses on this statement by applying strategies that will allow the buyers to amalgamate green products into their daily life (Paco et al., 2019). Various ideas implemented by green marketers have achieved great success. The organic industries have their main specialty in the selling of organic products like organic-based food, nutrition goods, and several items related to the green way of living.

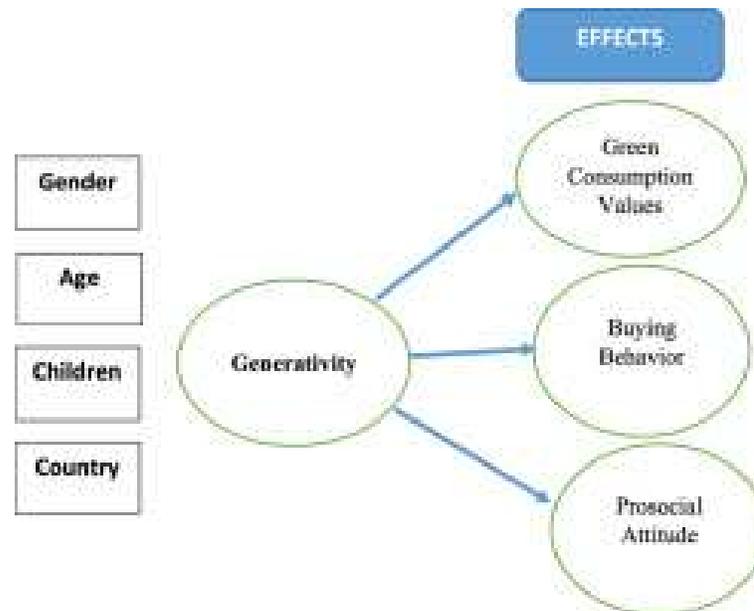


Green Consumerism

(Source: Wu et al., 2018, p.234)

- Buying behavior of green consumer

Green consumer mainly deals with the study of the product purchase and it also deals with the usage of the materials and getting rid of the waste materials (Bedrad et al., 2018). The usage of the product is the main focus of the marketers because this will influence the finest position of the product and it also states that the individuals who are involved with these products can leave an impact on the utilization of green products.



Green consumer Behaviour

(Source: Pereta et al., 2018, p.213)

Green marketing plays an inevitable role as the resources are becoming scarce day by day and as the demands of humans are increasing by passing days (Wu et al., 2018). The idea of safeguarding the environment for a better future has been lurking among many people around the globe. The worldwide evidence indicates that people are becoming more anxious about the environment and are taking preventive steps to change their behavior towards the environment for a better and sustainable ecosystem. Seeing the scope of green marketing has paved its way into the markets by making the availableness of green products and services which are more socially accountable. The consciousnesses that are growing among the people throughout the globe are making a great way for attaining clean and waste-free earth for the offspring. Many studies conducted by environmentalists illustrate that people are changing their way of living as well as changing their way of behavior towards the environment so that they be less antagonistic toward the future (Groening et al., 2018). A recent survey illustrated that most customers, like individuals and industries, are becoming more apprehensive about eco-friendly products. The common idea that revolves around every corner of the mind of people and many corporations is that these kinds of products are safer to utilize (Nguyen et al., 2019).

Methods and Materials

While doing research various methods can be implanted. The use of quantitative data is the more reserved method, as because with this method the experimenter remains unaffected by the studies conducted by them (Pereta et al., 2018). The research is firmly conducted in an association of the words and elaborations of the deliberated area. A common challenge that came into notice while performing the research is that there has been very little or no attempt to make the idea of green marketing and green consumerism more common among the people. The qualitative method whilst carries a different method which includes the comprehension of an individual's point of view and the point that they consider to be accurate. The major use of secondary data has been noticed while researching green consumerism and the ethics of green marketing (Uddin et al., 2018). The resources of the secondary data are mainly derived from the article as well as the literature. Information has been gathered from various books and with the help of these resources the whole research has been conducted. To conduct this research the utilization of various technical articles has been implemented and which played a great role while conducting this research.

Result and Discussions

The research conducted helps us to understand the usage of green products and how it influences more to make use of more and more green products to create and achieve a healthy and suitable environment. There is a rise in the awareness among many people and businesses of the importance of making themselves green consumers (Tien et al., 2020). Moreover, many people want to buy more behavioral-aware products but are not able to buy them because of poor financial situation. But the hope remains that one day all of these problems will be resolved and the practice of using green products will become common among the people as well as the industries. Regarding the subject of green knowledge, one must be firmly educated so that one can be aware of the product they are purchasing. It is highly recommended that before making any purchase a consumer must thoroughly check the specification of the particular product. Very often many individual green consumers think that they are quite educated regarding green products, which is just vice versa. To declare particular green statements, every company needs to stay honest in what they are showing to their consumers. Taking up these steps will help them to build trust among the consumers of their products and also help them to attain a suitable future for their products (Chung et al., 2020). It is also observed that many companies are taking the path of dishonesty and hiding the main specification of their products and selling it to customers who have very little knowledge about their products. Every purchaser needs to view the products in a better way so that they are not misled and whatever the company is claiming about their products is correct. Each company needs to stand for the products they are manufacturing and they should also be responsible if they are engaging in whitewash marketing. Although the companies are not intentionally making the use of whitewash marketing, it can interfere with the customer's loyalty and confidence in the company and the very maintained image of the company in the market can be severely damaged. This results in the consumers becoming more aware of the selling products in the market and forces them to be more doubtful and disgraceful towards the green products available in the market (Tang et al., 2022). As a consequence, this leads the individuals to become more inconsistent towards green products, even though they had a very

pure intention from the beginning. But the world keeps the hope that one day the use of green products will become so severe that the use of whitewash marketing will not be necessary for any companies and the world will become more sustainable and less dangerous (Bernardes et al., 2018).

Conclusion

Green marketing pays attention to the vast kinship of the industries and the product they manufacture for the betterment of the environment. This strategy is more about creating awareness, unlocked, picked out, and thoughtful perspective which combines the planned connection between the ecosystem and the company, the ecology, and marketing, else than being solely focused on the primary concern of calculated interaction chances for the organization solitarily. The main apprehension is to create a good kinship with the consumers and create a level of satisfaction with the demands of various shareholders in an ecologically and culturally accountable way. The main shareholders are the consumers, lenders, the main corporation, administrators, workers, the groups, lawmakers, young generation people, distributors, and various television channels. The green market is more unrestricted rather than being a deep-rooted point of view. The main focus of the green market lies in the native ecology.

Future Scope

Since there are various areas to focus on, future research tends to be more interesting, for the reason of repression as there was no chance of covering all of the areas in one study (Cheng et al., 2020). Another research will be conducted for the further investigation of the responsibilities of the customers in contrast to the responsibilities of the individual company. One more question has been raised to target the elderly age group and examine their point of view on the growing acceptability occurrence, as well as to research to find out at what level they consider themselves as a green consumer and if the case changes then the point of views can also be changed (Halder et al., 2020).

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