

# Green Marketing and Green Product Development: Global Perspective

**Prof.D.Harris Kumar**

*Assistant Professor, Agni School of Business Excellence, Vadamadurai, Dindigul*

**Prof.V.Revathi**

*Assistant Professor, Agni School of Business Excellence, Vadamadurai, Dindigul*

## OPEN ACCESS

Volume: 6

Issue: 2

Month: October

Year: 2018

ISSN: 2321-4643

Received: 13.10.2018

Accepted: 29.10.2018

Published: 30.10.2018

Citation:

Harris Kumar, D & Revathi, V. "Green Marketing and Green Product Development: Global Perspective." *Shanlax International Journal of Management*, vol. 6, no. 2, 2018, pp. 30–33.

DOI:

<https://doi.org/10.5281/zenodo.1474171>

## Abstract

*In the current scenario, corporate firms play a dominating role worldwide. They play a primary role in the happening of human beings now and then. Due to this corporates started to produce many products and services in all various segments. There have been drastic changes in business happening around the world. People and corporate giants have the perception to earn more money and to settle in life in a shorter period. We are not aware of happening around us. Because of this greediness, we are in the position to lose all our natural resources, and we placed our self to live life in a polluted environment.*

*After a period, now we found that we are destroying our resources at the same time we are started to spoil our health too, because of this money speaking environment. Only by now the eyes of people are opening very gradually. We are looking forward to naturalizing the products and services that we were using at present. In this paper, the importance of green marketing and green product development has been discussed.*

**Keywords:** Non-perishable plastics, Environment, Green Marketing, Naturalizing.

## Introduction

Plastic debris is a source for our disasters throughout the world. It pollutes all the places like the living place, agricultural land, industry, forest, and ocean. Day by day the usage of plastic has been increasing through plastic garbage, plastic chocolate covers, plastic wrappers, etc. Especially non-biodegradable plastic will last long for hundred years, which will cause an impact on the surface of the soil

## History

To safeguard nature and its resource United States of America has formed, The Environmental Protection Agency (1970) to protect environment and atmosphere, the Clean Air Act (1970) to safeguard air and Clean Water Act (1972) to protect water from pollution, and the Endangered Species Act (1973) has moved the corporate to think about sustainable development in the United States of America. Green Marketing is formed in the late 1980s and early 1990s period. Organizations began to make changes to become more sustainable and responsible for their impact on the environment and on society, also referred to as corporate social responsibility (CSR).

There are plenty of products available which will not damage our environment. But the sad side of our nation is many of us still don't have awareness about the products which eco-friendly, and at the same time all governments are also ready to accept the inventions made by many youths of our nation.

To produce the eco-friendly product cost may be high, but it can also be used for many decades it won't be threats to our environment. Most of the products that been manufactured by big brands, most causes they use plastic as raw material it will reduce the quality of the soil, and it destroys the fertilizing power to the great extent.

To produce plastic water bottles we need 1.6 millions of barrel oil. Plastic is used as a primary source to create many products without using plastic components. It affects nature; when foods and other eatables are packed with plastics, it has an extreme impact on health. Many studies show that polycarbonate plastic, a type of plastic used in many household and food products, According to the healthnews.org survey, the chemicals components that are used to make a plastic will alter the hormones and will have potential health effects too. Even Animals more than 200 species of which are documented to ingest plastic debris, are also affected by chemicals or die as the result of poison.

Plastic product degradation depends on its manufacturing ways. Some of the most commonly used plastic product in our day to day life are listed below with their approximate degradable durations:-

- Cigarette Butts - 10-12 years
- Monofilament Fishing Line - 600 years
- Rubber-Boot Sole - 50-80 years
- Foamed Plastic Cups - 50 years
- Leather shoes - 25-40 years
- Milk Cartons - 5 years
- Plywood - 1-3 years
- Painted board - 13 years
- Cotton Glove - 3 months
- Cardboard - 2 months
- Styrofoam - It does not biodegrade
- Nylon Fabric - 30-40 years
- Tin can - 50 years
- Ropes - 3-14 months
- Waxed milk carton - 3 months
- Aluminum cans - 200-250 years
- Train tickets - two weeks
- Canvas products - 1 year
- Batteries - 100 years
- Lumber - 10-15 years
- Sanitary Pads - 500-800 years
- Wool Clothing - 1-5 years

From the above list, we can understand that plastic is a serious threat that present and also for our future generation. When all these dangerous plastics are thrown into environment after their usage, it gets direct contact with the soil, as days pass, it gradually enters into the soil and then it starts its process from there, every soil will have its unique characteristics all properties get rained out by the plastics, the fertility level will get reduce the greatest extent then the soil will be unfit to be use further. When we try to cultivate any food from that affected soil won't be healthier and creates uncurable diseases.

### **Durability**

Plastic is light, moldable, sturdy, and can have countless forms, but one of the most known features is its durability which lasts long for years. Plastic is created by humans with polymer compound which can survive many centuries before nature to degrade it (some decompose into ingredients and some only divide into very tiny pieces). This troublesome ability of plastic doesn't have an immediate impact on our environment, but when it continuously dumped into seas and land, it will eventually create problems for future generations in many ways.

### **Environmental Harm**

Ever increasing plastic production since the 1950s managed to saturate the world with the waste plastic product that can cause effects on our environment. Decomposing of the plastic product can last from 400 to 1000 years with newer "degradable" compounds, but before that degradation can happen waste plastic will continue to clog our waterways, oceans, forests, and other natural habitats that are filled with animals who mistake dangerous plastic as food. Chemical dangers are also high because both creation and recycling of plastic produce toxic materials of many kinds.

### **Chemical Risk**

Not only that creation and recycling of plastic can cause serious environmental risk, but some of the additives that are infused in plastic can also cause permanent harm to our metabolism. Chemicals such as phthalates and BPA are widely used as an additive that prevents degrading of plastic structure, but

they also interfere with our natural hormone levels which can cause problems to both males and females (lower testosterone levels in men, and premature girl puberty in women).

### Choking Hazard

Plastic is one of the most building materials for small items. This is most evident in the toy industry, where the vast majority of children toys is manufactured with plastics as raw material. These toys and small plastic objects of can get into children's hands (especially babies and toddlers) that unknowingly put them in their mouth. To prevent these accidents, governments have implemented a detailed set of rules, which force manufacturers to clearly label their plastic products and warn users of the possible choking potential. Another problematic plastic product that can cause serious injuries or death and plastic bags (grocery or trash bags) who can sometimes end up wrapped around children faces, disrupting their breathing.

### Green Products Development

Recently in Coimbatore, they were found bamboo straw instead of plastic we can reuse it more than three months, and we can clean the product and use it, even plastic water bottle with the iron lid it will decompose very quickly and easily. There are lot more recent inventions that make earth very safe and secure. All those inventions have to be considered, and it has to be approved by the government, In addition to that government, bodies should also take serious steps to manufacture products that don't affect the earth atmosphere & initiate to provide a subsidy to startup companies to encourage green products development.

### Products and Companies

There are plenty of products are available in this world which has been Eco-friendly towards to earth. Some products are listed below

**LG:** LG India has been a pioneer, LG makes electronic gadgets that are eco-friendly to reduce hazardous substances and started promoting green production, it has launched a LED E60 and E90 series monitor for the Indian market. Its USP is that it consumes 40% less energy than conventional

LED monitors. Also, they hardly used halogen or mercury, trying to keep down the use of hazardous materials in their products. Gadgets that are made by this kind won't have an impact when it reaches the decomposition stage.

**HCL:** HCL Infosystems Ltd is another leading computer maker is trying to introduce eco- friendly products and RoHS (Restriction of Hazardous Substances) directive in the market, and it has recently launched the HCL ME 40, Z series and U series notebooks laptop series. These notebooks do not use any polyvinyl chloride (PVC) material or other harmful chemicals, and the Bureau of Energy Efficiency already given it a five-star rating.

**Haier:** Haier eco-branding is a part of the new green initiative started in 2011, and they have launched the Eco Life Initiative. They have semi-automatic & automatic refrigerators, washing machines, split, window air conditioners and a lot more to encourage customers to live an Eco-conscious lifestyle.

**Samsung:** Samsung India has had a comprehensive road map to reduce greenhouse gas emissions both in manufacturing and production stages, by 2020 they expect about 70% reduction in both stages. They have a range of LED TV screens, and now they have come up with eco- friendly LED backlight. They use 40% less electricity have also no harmful chemicals like mercury and lead.

**Tata Consultancy Services:** Tata groups run an environmental awareness programme for its employees across world, and it is globally recognized environment sustainability practice and has already topped the Newsweek's top World's Greenest Company title. It also has a global green score of 80.4% and this has mainly happened due to their initiative of creating technology for agricultural and community benefits. It is considered as a new imitative by the IT giants.

**Oil and Natural Gas Company:** ONGC, India's largest oil producer is all set to change the way with the invention of green crematoriums, that would serve as a perfect replacement for the funeral pyres that emit so much smoke and uses up excess oxygen

**IndusInd Bank:** One of the first banks in India to discourage the use of paper for the counterfoils in ATMs, and sending electronic messages, it has contributed a lot towards saving paper and reducing

deforestation, other banks have also taken initiative to reduce paper works.

**Wipro:** Wipro, by 2010 has launched eco-friendly greenware desktop is free from deadly chemicals like polyvinyl chloride and its corporate headquarters in Pune is the most eco-friendly building in this sector all over India.

Herbal petrol - Ramar Pillai, Chennai, Tamil Nadu

Bamboo straw- Coimbatore, Tamil Nadu

Paper water bottle – United States of America

### Suggestions

To start people need to make the changes and educate our surroundings about the hazards of using plastics. A citizen has his or her duty to protect our earth from danger. We should only look for products that are Eco-friendly so that the future generation will have a safe and secure environment.

To the next extent, Corporates should have their corporate social responsibility, by knowing their duty they should only produce products that are Eco-friendly.

### Conclusion

It's CSR duty to maintain our nature properly through periodical monitoring environment. We need to follow all the rules and regulations to save guard our world. A plastic causes many troubles to our human body and to the environment, in which we live. There are many ways to avoid plastic in our day-to-day activities. Some are avoiding by not using a plastic cup to have any hot drinks, buying items packaged in which are not plastic, using cloth shopping bags, skipping bottled water we can use a reusable canteen, using a reusable mag, plastic straws should be avoided. Bisphenol makes billions of plastic items, which will cause much endocrine activity (i.e. it cause many adverse health effects), cancer tissues formation, etc., We don't need to wait for the government to make a protocol we should stop using the bi-product of plastic. Because plastics can't recycle, it will be with us for long years and destroy our earth in a very serve way.

### References

<http://www.thebalancesmb.com/how-long-does-it-take-garbage-to-decompose-2878033>

<http://www.historyofplastic.com/plastic-facts/disadvantages-of-plastic/>

<https://fiinnovationblogs.wordpress.com/2016/02/29/top-10-green-companies-of-india/>

<http://www.bizenergy.ca/blog/plastic-water-bottles-and-the-environment-how-bad-is-bad/>

<https://www.earthday.org/2018/03/14/fact-sheet-the-plastic-threat-to-human-health/>

### Web Sources

<http://www.alignedthoughts.com/plastic-a-time-bomb-waiting-to-explode-here-are-the-shocking-effects-of-using-plastic/>

<http://www.alignedthoughts.com/plastic-a-time-bomb-waiting-to-explode-here-are-the-shocking-effects-of-using-plastic/>