

## An Overview of Green Product Labelling

**\*K. Rosario Florence and S. Sahayaselvi**

Department of Commerce, Holy Cross College (Autonomous), Nagercoil - 4

Affiliated to Manonmaniam Sundaranar University, Tirunelveli - 627012

\*Corresponding Author - Email: [rosarioflorence@holycrossngl.edu.in](mailto:rosarioflorence@holycrossngl.edu.in)

### ABSTRACT

*The products that are manufactured through green technology and made from materials that are free from harmful chemicals and components that caused no environmental hazards are called green products. A green product is a sustainable product designed to minimize its environmental impacts during its whole life cycle and even after it's not in use. These products are cost-effective, low maintenance, improves health, generate more jobs, prevent overuse of resources, and protect the environment. Overall, it helps to improve the physical but also mental health of consumers and significantly decreases the number of pollutions released into the environment. Manufacturers have been forced to develop products that are both healthy for consumers' bodies and safe for the environment. However, due to a lack of trust, some of them are unwilling to buy green products. Trust in such products is boosted by their green product labels. Knowing a product's greenness and quality can be determined by its labeling or certification. The current article is an overview of green product labeling, focusing on types of green products and certification of green products which is seen as a crucial marketing strategy for environmentally friendly goods.*

**Keywords:** Green products, sustainability, consumers, eco-friendly.

### Introduction

Green products are those that won't pollute the environment, can be recycled and well-maintained, include only permitted chemicals, and have natural ingredients. Sustainability and environmental friendliness are inherent characteristics of green products. Customers prefer to purchase green products since they are more environmentally friendly and health-conscious. The Chinese consumers' association gave a more authoritative definition of green consumption. It firstly, advocates for the consumer to choose products that are contamination free or healthy in public; secondly, pays attention to the disposal of garbage in the process of consumption, avoiding pollution; Thirdly, guides the consumer consumption idea to pursue a comfortable and healthy life. This paper's main goal is to identify the general characteristics of eco-friendly products and the possible advantages of switching to them for both customers and the environment. Due to environmental degradation, healthcare and environmental consciousness among our customers is on the rise, and they are motivated to include green products in their daily lives. Although the market for green products in our country is still in its infancy, this is anticipated to alter. Increasing the purchasing of green products benefits the environment and the health and well-being of customers. From that perspective,

green labeling is a crucial instrument for attracting customers. (Qinlin Zhang et al, 2019) defines green labeling as an accreditation activity of products in line with the specific environmental standards of authority.

### **Literature Review**

"Eco-labeling" is the issuance of a mark or symbol by an independent and unbiased third-party organization to those products or services which have been proven to be environmentally safe. The purpose of this article is to give an overview of environmental labels. This article is about non-binding voluntary eco-labels. Consumer education plays an essential role in the adoption of eco-labels. Consumer awareness of eco-labeling is an important factor in determining its effectiveness (Malik Mohammed Salman, 2016). Eco-label verifies the ecological features of products and thus it's an important marketing tool for reaching green consumers. The aim of the article is to reveal the importance of eco-labeling as a marketing tool for green consumerism and it provides an exhaustive profile of typical green consumers. The researcher concluded that the green purchase perception is based on the degree of compromise and degree of confidence that is raised by the green label. (Golubevaite L, 2008).

### **Statement of the Problem**

Green products improve customer health and wellness while also protecting the environment. As a result, companies commonly design and sell their products based on green technologies and certify such products. However, some consumers continue to be unaware of green products and green product labeling as a result, they do not place as much value on them. The purpose of this study is to explore the variety of green products and green labels which helps consumers to overcome their ignorance and to choose true green products.

### **Objectives of the Study**

The principal objective of the study is to analyse types of green products and green product labels.

### **Research Methodology**

In consideration of the objectives of the study, a descriptive research approach using secondary data has been adopted. Important information is gathered from various sources, including research papers, publications, yearly reports, and other relevant material found online and on websites.

### **Green Products**

A green product is a sustainable product designed to minimize its environmental

impacts during its whole life cycle and even after it's of no use. Green products are usually identified by having two basic goals reducing waste and maximizing resource efficiency. They are manufactured using toxic-free ingredients and environmentally-friendly procedures and are certified by recognized organizations like Energy Star, Forest Stewardship Council, etc.

### **Types of Green Products**

Green products that are safe for the environment are now so prevalent that people can use them for a variety of daily tasks. Following are a few examples.

- **Green Fast-Moving Consumer Goods:** Fast-moving consumer goods (FMCG), also called consumer packaged goods (CPG), refer to products that are highly in demand, sold quickly, and affordable. If the products are produced through green technology called green FMCG's. Green Fast-moving consumer goods include packaged food, toiletries, beverages, stationery, over-the-counter medicines, cleaning and laundry products, plastic goods, personal care products, as well as less expensive consumer electronics, such as mobile phones and headphones.
- **Eco-Friendly Dishwashers and Cleaning Products:** The amount of water and energy used by an eco-friendly dishwasher is halved compared to a standard dishwasher. Green goods differ from conventional ones in that they include more active ingredients. According to a company that promotes green products, the materials used in their products are "safe for the air, the surface, the clothes, the animals, and the humans."
- **Organic Food Articles/Vegetables/Fruits:** The cultivation and preparation of agricultural products, such as livestock, dairy, grains, fruits, and vegetables, are referred to as "organic" farming. Organic farming practices strive to reduce pollution while promoting soil and water conservation. Producers of organic food and meat don't use conventional weeding, fertilizing, or disease management methods.
- **Home Appliances:** Home appliance operating costs might vary substantially. It's crucial to look for efficient products with low operating costs. Knowing the energy ratings of appliances might help you conserve energy and reduce your energy costs. There are energy rating labels on televisions, air conditioners, washing machines, and the majority of refrigerators and freezers. The label on the appliance displays its annual energy usage as well as its energy efficiency.

### **Certification of Green Products**

There are a few ways to be sure you are not being conned into purchasing a fake when hunting for green products, though they can be challenging. Walking through any supermarket

will reveal products marked "earth-friendly," "eco-friendly," "biodegradable," and many other buzzwords that may or may not be true but will make you feel good about the purchase. Some of the green labels are listed below.



**Energy Star** is a program for labeling energy-efficient household goods, including electronics, appliances, and building supplies. The U.S. Environmental Protection Agency and the U.S. Department of Energy collaborate on the ENERGY STAR program, which promotes environmentally friendly activities and products.



**Green Seal Certification** guarantees that a product complies with stringent, scientifically based leadership standards. It is a life cycle assessment-based labeling program for construction supplies, environmentally friendly operations, and upkeep techniques. Detergents, furniture polish, and items for cleaning vehicles all bear a green seal.



**Forest Stewardship Council** certification program for wood products that come from forests that are managed in an environmentally responsible, socially beneficial, and economically 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.



**Leadership in Energy and Environmental Design (LEED)** certification was created by the U.S. Green Building Council in 2000, it is an internationally recognized standard for green building and design. The rating system works off 5 categories and is associated with both business and residential buildings. LEED focuses on whole-building sustainability which can be used by diverse professionals and government agencies.



**USDA Organic Product:** In organic food products many consumers look for certified organic foods. The United States Department of Agriculture has implemented the National Organic Program, which will indicate whether an agricultural product was produced in such a way that integrates biological, cultural, and mechanical processes to conserve biodiversity and foster the cycling of natural resources.



Consumers may identify products and initiatives that conserve water without compromising on performance or quality thanks to the **Water Sense** label. The U.S. Environmental Protection Agency (EPA) awards this mark to goods that use 20% less water than the typical item in their category. In categories including toilets, faucets, urinals, and showerheads, the goods must also perform on par with or better than those of their less efficient equivalents.



The percentage of fiber from certified forests, certified sourcing, and post-consumer recycled material are tracked by **Sustainable Forestry Initiative** (SFI) chain-of-custody (COC) certification. To assist consumers in making informed judgments about their purchases, SFI on-product labels clearly state both certified sourcing and COC claims.



A product that has received **Greenguard** Certification has proven that it has adhered to some of the strictest and most thorough standards for minimal emissions of volatile organic compounds (VOCs) into indoor air. This certification has gained significant traction as a reliable benchmark for low-emitting items.



This seal was developed by the **Rainforest** Alliance to attest to the sustainability of farms, forests, and any goods they yield in terms of the economy, society, and the environment. To make sure that their criteria are being upheld, the Rainforest Alliance collaborates with the Sustainable Agriculture Network, the Forest Stewardship Council, and the Global Sustainable Tourism Council.



Based on the popular book by Michael Braungart and William McDonough of MBDC (McDonough Braungart Design Chemistry), the Cradle to Cradle Certification confirms that a product employs healthy, environmentally safe materials and is made to be recycled, composted, or reused. The usage of renewable energy sources and energy-efficient manufacturing must also be taken into account.

### **Interpretation of the Study**

As never shopping been so difficult. The selection criteria are always expanding, and there are hundreds of competitive products in the stores. Consumers may priorities pricing, brand familiarity or packaging from now and then. Too many people are making selections based on a product's environmental friendliness and health conscience. The eco-labels on product packaging can help consumers to make informed and responsible purchasing decisions. It assists consumers in making purchasing decisions that are equally health conscious and environmentally friendly. And it brings attention and attraction of the customers to choose their products. Similarly, this study, explained the several sorts of green products and green labels, which aid in identifying products that have been determined to be environmentally preferred within a certain category. Thus, green labeling systems are meant to assist customers in making informed decisions about the environmental effects of a product's creation, usage, and disposal.

### **Conclusion**

Human activities continue to be impacted by environmental issues, and society is now quite concerned about them. The majority of businesses have begun utilising the sustainable development framework, also referred to as green marketing, and the majority of organisations now recognise green products as being ecologically safe. Marketing executives can profit by using green marketing and it satisfies customer demands while conserving the environment.

consumer awareness of eco-labeling is an important component of purchasing green products. An honest eco-label is a powerful tool for environmental conservation. It is important to note that marketers who label their products with fake green labels and make environmental safety promises should not be trusted by consumers. When purchasing environmentally friendly goods, consumers should look for the eco-label to verify they are getting real, high-quality green goods.

### References

1. Golubevaitė L. Eco-labelling as a marketing tool for green consumerism. *Global Academic Society Journal: Social Science Insight*, 2008; 1(3), 25 - 36. <https://rb.gy/smg8jy>
2. Sharma N.K. and Kushwaha G.S. Eco Labels: A Tool for Green Marketing or Just a Blind Mirror for Consumers. *Electronic Green Journal*. 2016; 1(42).
3. Li M. Review of Consumers' Green Consumption Behavior. *American Journal of Industrial and Business Management*, 2020; 10(3): 585 - 599.
4. Yamakanith P. A Study on Influence of Green Products on Consumer Buying Behavior with Reference to White Collar in Coimbatore City. Bharathiar University, 2017. <http://hdl.handle.net/10603/237153>
5. Zhang Q., Mi J. and Shen H. Green Labeling and Sustainable Development. *Encyclopedia of Sustainability in Higher Education*, 2019; 1- 7. DOI:10.1007/978 - 3 -319 - 63951- 2 - 51-1
6. Yadav S. Consumer Awareness towards Green Products a Study with Reference to Visakhapatnam City” Andhra University. 2014. <http://hdl.handle.net/10603/385396>