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# The Review of Green Products in Market, Advantages and Disadvantages.

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## **Abstract**

This paper argues that as people are becoming more concerned about the environment, the demands for green products also have increased. These demands created the rising niche market, known as Green Market. Green products are usually defined as products that are environmental friendly and can be recycled. However, different people may have different opinions towards the meaning of green products. People are purchasing more green products because they have also start taking to consideration for impacts that may cause to the environment. As a consequence, the emergence of green products has created a new market known as green market. It is the market where selling and purchasing of green products take place. Moreover, this paper also argues that whether it is an advantages or disadvantages for green products in market. Besides that, this paper also explains the reasons why consumers are willing to buy or not to buy green products. Furthermore, this paper discusses the reasons that made the sellers are willing to sell green products in market. Lastly, this paper also explains why all these aspects are important for green products because they may occur at the situation where people misunderstand the definition of green product. This scenario will lead to the abuse and misguided use of these products. As a result, the purpose of the emergence of green products in market may not be achieved.

Keywords: Green product, advantages and disadvantages, consumer behavior, and advertising.

## **1. Introduction**

Green products are products which are biodegradable, non-toxic and eco-friendly (Ying-Ching & Chang, 2012). Majority of the products are made up of glasses, cans or papers. Over time, the rates of environmental issues have increased and it has raised the people's concerns. This concern then made the demands of green products increased and has led to the emergence of a 'new marketing philosophy', known as green marketing (doPaço & Raposo, 2010). This green marketing is considers important because it is an opportunity for companies to set up a new business trend (doPaço & Raposo, 2010). According to Kassaye, (as cited in Ku, Kuo, Wu, & Wu, 2012) the green marketing was considered to be one of the major trends in the modern business world. As there is an increased amount of green products in the market, the advantages and disadvantages of green products have become more pronounced. These advantages and disadvantages will then influence a consumer's willingness to buy or not to buy green products. Besides that, advantages give us a notion of why there is a demand for green products and why sellers are willing to sell green products. People have become more willing to pay more for green products due to the fact that people have conscious about the environment issues (Chen & Chang, 2013). However, the factors that are causing consumers to be unwilling to purchase green products are the product preferences, advertisements credibility and consumer behaviors. Lastly, the reasons that made sellers willing to sell green products not just because of they can made profitability from the sales of green products but also can fulfill their social responsibility toward the society at the same time.

## **2. Green product**

What are green products? How do people usually define green products? From the reviews, we could say that different people will have different viewpoints about green products in regards to their own perceptions. From the societal viewpoint, green products are often referred to as products which are recyclable and reusable. For example, these products are papers, aluminum cans, glass and etc. However, some professional researchers have came up with a more defined and specific description of green products. Some of them have defined green products as products which are biodegradable, non-toxic and are pack with materials that are recyclable (Ying-Ching & Chang, 2012). In addition, they also think that as a green product, it must be eco-friendly which means that the products must have the least impacts and harmful effects toward the environment and human health (Chen & Chang, 2013). Despite that, green products generally should also be those which are easy to dissolve or decompose in soil, air, and water to the circumstance that will be accepted by the public (Massawe & Geiser, 2012). Therefore, it could be said that green products can be explained in a lot of different ways depending on one's personal perception. Although most of the explanations are more or less the same but there is not a fixed definition for it.

## **3. Green market**

As the potential environmental issues such as global warming and pollutions are rising, it has then led to the growth of green products in the market. According to some researchers, this so-called green market has led to the emergence of a 'new marketing philosophy', known as green marketing due to the world's concerns about the

environment and have sparked a demand for more environmental friendly products (doPaço & Raposo, 2010). Green marketing has then become more important as it has opened up a window of opportunity for companies to set up a new business trend (doPaço & Raposo, 2010). According to Kassaye, (as cited in Ku, Kuo, Wu, & Wu, 2012) green marketing was considered as one of the major trends in the modern business world. Besides that, there were also few reasons for those companies to involve themselves in the development of green marketing. These reasons were compliant with environmental pressures; obtaining competitive advantage; improving corporate images; seeking new markets or opportunities; and enhancing product value (Chen, 2010). Therefore, the green market has become an important new market business to those companies as there is a demand for more environmental friendly products, which are also known as green products.

#### **4. Advantages and disadvantages of green products in market**

The growths of green products have become a respective new field of business to the society, both businesses and consumers. However, there are advantages and disadvantages of green products in market. This could be indirectly due to companies and consumers dealing the green products in the market. For companies, a green business model can transform the way companies are run. By combining an eco-conscious outlook with good safety practices, businesses can enjoy a wealth of benefits (Prinzing, 2013). Besides that, Prinzing also explained that developing a green business can also cut down costs associated with unnecessary waste (Prinzing, 2013). Other than that, introducing a green business will not only aid the company in cutting down their costs but as well as providing their employees with a safe and healthy workplace (Prinzing, 2013). Therefore, developing a green business can help those companies operate more sustainably, safely and efficiently (Prinzing, 2013). Moreover, according to some researchers, the others advantages of green products in market are that it can become a powerful competitive weapon to those companies (Chen & Chang, 2013). Therefore, it could be said that one of the benefits of green products is that it has opened up a new market for those businesses. Those companies should be ethical and have a social responsibility towards to the environment while introducing green products to the market.

However, there will still be existing disadvantages of green products in the market. There is clear evidence that consumers in the contemporary world marketplace generally exhibit a heightened awareness of environmental issues and consequently experience significant levels of environmental concern (Ying-Ching & Chang, 2012). Due to this matter, many consumer-product manufacturers have followed this popular sentiment by adopting overtly "green" marketing strategies with the aim of gaining an edge over their competitors (Ying-Ching & Chang, 2012). Those consumer-product manufacturers seek this as an opportunity to earn more profits by introducing more green products. The manufacturer's only concern was the purchasing of green products rather than about the domain of product usage (Ying-Ching & Chang, 2012). Besides manufacturers, consumer's behaviors toward green products are also a source of concern. This is because consumers may ignore the prescribed quantity of the green products but solely rely on their usage habits to determine the appropriate amount, and this has then led to the over usage of the green products (Ying-Ching & Chang, 2012). According to some researchers, those environmentally conscious consumers are more susceptible to perceive a negative relationship between green products and their effectiveness, which means that environmentally conscious consumers may be more likely to overuse green products than those less environmentally conscious peers (Ying-Ching & Chang, 2012). This over usage will then result in an unnecessary waste that later leads to a costly consequence to the environment (Ying-Ching & Chang, 2012).

#### **5. Consumers' willingness to purchase green products**

According to the articles that have been reviewed, the factors that determine the consumer's willingness to buy green products are because of their consciousness about the environment and their health. People have become more willing to pay for green products (Chen & Chang, 2013). Their willingness to buy green products will be greater than traditional products as the consumers in the contemporary world marketplace generally exhibit a heightened awareness of environmental issues and consequently experience significant levels of environmental concern (Ying-Ching & Chang, 2012). Other than that, consumers are more willing to purchase green products because green products have the least impacts and harmful effects toward the environment and human health (Chen & Chang, 2013). Therefore, it could be said that consumers are willing to buy green products because they are "green" and eco-friendly.

However, there might still be some consumers who may not prefer to purchase green products for various reasons such as package size, unit bias, and size labels (Ying-Ching & Chang, 2012). Due to this, it shows that product

preferences play an important role in determining consumer's intention of purchasing a green product. In addition, other reason that influences consumers to be less willing to buy green products is because consumers may consider green products to be less effective than conventional products (Ying-Ching & Chang, 2012). Besides that, researchers have also claimed that salient cues such as brand names and pictures that imply a product's effectiveness will also influence the purchase of green products (Ying-Ching & Chang, 2012). From this point, it could be said that consumers are not willing to buy green products because they think that green products is of low quality compared to conventional products. Other than that, consumers sometimes may also think that green products are more costly but less effective compared to conventional products. These product preferences are actually the reasons that consumers are unwilling to purchase green products.

Moreover, it is not just the product preferences but consumer's behaviors and perceptions that contribute to the reasons for why consumers decide not to buy green products. According to Cone, (as cited in Tucker, Rifon, Lee, & Reece, 2012) there is a gap between consumers concern for environmental issues and their consumption behaviors (Tucker, Rifon, Lee, & Reece, 2012). Although the consumers may be concerned for the environment but that does not mean they are willing to purchase green products, some reasons being elements of advertisements are untrue, information of products are misleading and etc. For example, one study suggests that though 40% of consumers report that they are willing to buy "green products," but only 4% actually do so (Luchs, Naylor, Irwin, & Raghunathan, 2010). Therefore, consumers desire to punish marketers who deceive them with false ecological claims by not purchase green products (Tucker, Rifon, Lee, & Reece, 2012). Due to the misleading of advertisements, consumers think that advertisements are bias and perceive it as a persuasion to make them purchase the so-called green products. As a consequence, it could be said that the credibility of an advertisement is the determinant of the consumers purchase intention (Tucker, Rifon, Lee, & Reece, 2012). For example, a number of marketers employed eco-ads to inform consumers about the environmental benefits of their brands, even when claims were untrue, unknown, or unrelated to the product (Tucker, Rifon, Lee, & Reece, 2012). Based on these unfavorable cases, consumers became skeptical of green product performance and cynical toward advertised claims (Tucker, Rifon, Lee, & Reece, 2012). As a result, this may actually influence the consumer's intention to purchase green products.

## **6. Why are sellers willing to sell green products?**

Why are sellers willing to sell green products as their new business? According to Kassaye, (as cited in Ku, Kuo, Wu, & Wu, 2012) green products were considered to be one of the important business trends to marketers. People are becoming more willing to pay for green products as they have realized that the environmental issues are becoming worst (Chen & Chang, 2013). Due to this, it has developed into an opportunity for sellers to make profits by introducing green business. While introducing a new business, they also have fulfilled their social responsibility to the environment, thus helping to improve companies' images.

In the environmental era, companies should accept environment protection as their social responsibility, because environmental challenges could become green opportunities that stimulate them to adopt environmental management in order to enhance their green images and competitive advantages (Chen & Chang, 2013). For example, there were several successful companies, such as 3M and Body Shop, who sold green products as their business had created a win-win solution for both of the companies and the society (Chen & Chang, 2013). These companies have fulfilled their social responsibility while promoting the new business of green products. They have not only made a fortune for their companies but at the same time they also gained a good reputation for their companies' image.

## **7. Discussion**

Firstly, green products are eco-friendly products which are recyclable and have the least harmful effects towards the environment and the human health (Chen & Chang, 2013). It is a safe and healthier product to use. However, different people will have different perceptions and thus define green products according to their own understandings. Therefore, everyone might come up with a different definition for green products. It is a definite fact that green products are environmental friendly products and causes the least impacts to the environment and human health.

Over the years, people have become more conscious about environment issues and this is the chance for companies to bring in new market for their business. This new business is about selling green products in the market. According

to some researches, the introduction of green products has led to the emergence of a 'new marketing philosophy', known as green marketing because the world is becoming more conscious of the environment and have started to demand for more environmental friendly products (doPaço & Raposo, 2010). According to Kassaye, (as cited in Ku, Kuo, Wu, & Wu, 2012) green marketing was seen as one of the new business trends in the modern business world. Therefore, green business is a new field of business for companies to widen up their business market.

Moreover, this research shows that there are both advantages and disadvantages of green products in the market. These advantages are that companies can transform the way they run their business by introducing a green business. By combining an eco-conscious outlook with good safety practices, businesses can enjoy a fortune of benefits (Prinzing, 2013). Besides that, running a green business also aid companies in cutting down their cost and provide a higher profit. Green products are more safe and healthier for both consumers and workers who are involved in the producing works. However, green products do not just bring about advantages but disadvantages as well. These disadvantages are caused by both companies and the consumers. For example, the consumers in the contemporary world marketplace generally exhibit a heightened awareness of environmental issues and consequently experience significant levels of environmental concern. Due to this, many businesses have followed this popular sentiment by adopting overtly "green" marketing strategies with the aim of gaining an edge over their competitors (Ying-Ching & Chang, 2012). These businesses take advantage of those environmental conscious consumers by introducing more green products abundant the true meaning of green products. They are just concerned about the profits they can make from the business and simply define the products as "green" even if it is not true. As for consumers, they may overuse it because they usually will ignore the prescribed quantity of green products but solely rely on their usage habits to determine the appropriate amount (Ying-Ching & Chang, 2012). They also may overuse it because of their perception that it is a green product. According to some researchers, it has also shown that environmentally conscious consumers are more susceptible to perceiving a negative relationship between green products and their effectiveness, which means that environmentally conscious consumers may be more likely to overuse green products than their less environmentally conscious peers (Ying-Ching & Chang, 2012). This shows that although environmental conscious consumers may be concerned about the environment by purchasing green products but they may have misunderstood the actual meaning of emergence of green products in the market.

Furthermore, this research also shows that why some of the consumers are willing to buy green products while others may not be willing. The reasons that make consumers willing to buy green products are because they are concerned about the environment and their health. However, the reasons that are causing consumers to be unwilling to buy green products are due to few factors. These factors are product preferences, advertisements credibility and consumers behaviors. In regards to the product preferences, consumers may seem to believe that green products are less effective than conventional products (Ying-Ching & Chang, 2012). Most of the time, consumers tend to compare between green and conventional products, thus leading to a final decision of not buying. As green products are of lower quality than conventional products, they may not be able to satisfy consumers' needs and thus influence consumer's consumption. Beyond that, the credibility of advertisements that promote green products will also influence consumer's perceptions towards green products consumption. For example, marketers employed eco-ads to inform consumers about the environmental benefits of their brands, even though the claims were untrue, unknown, or unrelated to the product (Tucker, Rifon, Lee, & Reece, 2012). The unfavorable situation may then influence consumer's perceptions towards advertisement as well. They may perceive it as a bias and indirectly influences the perceptions of consumers about green products. Therefore, it could be said that product preferences, advertisement credibility and consumers behaviors are all equally important because if any of the factors go wrong, it can affect consumer's decision in green products consumption.

Lastly, the research has also shows why sellers are willing to take the risk of selling green products. Kassaye explained, (as cited in Ku, Kuo, Wu, & Wu, 2012) green products is considered as one of the major trends in the modern business world. Due to this reason, sellers are willing to sell green products because they think this is not a risk but rather an opportunity to introduce a potential business into the new market. Beyond this, they also think that introducing a green business into the market is a good contribution to the society and environment, as well as fulfilling their ethics responsibility. As a result, companies could build a good reputation for their business's image while making profitability. Therefore, it could said that reasons for sellers to sell green products are because they want to contribute to environment at the same time, making profits for their companies.

## **8. Conclusion**

Basically, this article is about how people define green products in their own perceptions and what has contributed to the emergence of green market. It shows that people have different description towards green products in regards of their own perceptions. This is because people define it according to their own understandings. Besides that, the emergence of green market is due to the fact that demands for green products have increased. The emergence of the new market is important as it is a significant improvement for countries to have a better future. In addition, the green market is important because having a right market or place to sell the right products is one of the factors that contributes to the success of a business. Therefore, it could be said that a clear understanding for the purpose of green products and green market are equally important. It is because it helps to avoid the problems of targeting the wrong market and purchasing fake green products.

Moreover, this article also discusses the advantages and disadvantages of green products. It shows the good impacts and bad impacts that green products could bring and thus how these advantages actually have persuaded sellers to sell green products in market. The knowledge of advantages and disadvantages of green products are important because sellers could predict the strength and weakness of green products and thus make an improvement to it in order to increase the sales of green products and gain the attention of people towards the “green” concept. Beyond that, sellers who are involved in the green business could build a good reputation for their business and thus can attract more investors to invest in their business. When they have more investors, it also means that the business will have more funds for further development. However, there are also disadvantages of green products where consumers may overuse it because of the misunderstanding towards the purpose of green products. When consumers overuse it, it may result in an occurrence of unnecessary waste and thus lead to costly consequences to the environment. Therefore, it is important to have a good knowledge towards the products they are selling.

Furthermore, there is also a correlation between product preferences, consumers behaviors and advertisements credibility. As the credibility of the advertisements is trustworthy and true, consumers will perceive it as a believable message and thus buying the product solely based on the advertisements message. Other than that, product preferences are also one of the main factors that may influence consumer’s consumption. If green products quality are low and with a higher price compare to conventional products, consumers may consider buying conventional products rather than green products. This is because even though they have paid a higher price for green products but they cannot get an equal or an even better satisfaction from the products. The dissatisfaction they experience may thus affect them indirectly for further consumption in future. As a result, good product preferences, trustworthy advertisements message and positive consumer’s behaviors are equally important because all of these will also influence the sales of products and consumers consumption of products.

As a conclusion, all the aspects that have been discussed in this review are important because all of the aspects are correlated. One may affect the others and vice versa. Therefore, to start a new business in a new market, marketers may have to take wider consideration before carrying out the actual moves.

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