

Green Product and the Circular Economy: An Empirical Study of Consumer Behavior and Future Trends through the Lens of Sarve Bhavantu Sukhinah

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Abstract

The study analyzes the combined benefits of Green Product and the Circular Economy through the lens of ancient Indian thought, Sarve Bhavantu Sukhinah. This concept aims at promoting universal well-being and peace in the world. The study uses a qualitative research approach that involves the analysis of secondary data sources, review of academic literature, and case study approach. The study seeks to explore how sustainable approaches promote a balanced market environment. The results obtained from the study indicate that there is a strong positive relationship between green marketing strategies and the implementation of circular economy principles. Through a review of various innovative companies, including Chai Sutta Bar, Maharani Paints, Code Effort, Daily Dump, etc., the study observes the importance of Extended Producer Responsibility for maintaining ecological balance as well. Additionally, a paradigm shift has been observed in terms of consumer behavior, from mindlessness to mindfulness in the consumption process. People are getting aware now-a-days and know how and why the environment is essential for humanity. Therefore, the use of ethical marketing practices in a circular system will help businesses go beyond profit and build a good brand image and long-term customer retention.

Keywords: *Green Product, Circular Economy, Sarve Bhavantu Sukhinah, Sustainability Development.*

Introduction

In today's rapidly evolving world, the widespread consumption of plastic and rubber products has unleashed a wave of environmental destruction, poisoning our air and water while claiming the lives of innocent animals and aquatic species. While government regulations and frameworks like Extended Producer Responsibility and the 3R model (Reduce, Reuse, Recycle) are vital, policy alone cannot heal our planet. True change requires us to reconnect with a principle that has been part of our cultural bloodline for millennia: "Sarve Bhavantu Sukhinah" the ancient Vedic call for the well-being of all living beings. This philosophy, echoed in texts like the Garuda Puran, reminds us that our responsibility extends beyond

humanity to Mother Nature herself. To honor this, we must transition toward a circular economy where products are designed not just for profit, but for purity devoid of harmful chemicals and waste. While some companies have begun this journey, the vision of a truly "green" market must become a universal reality, ensuring that our consumption today does not compromise the life and health of tomorrow.

Definition of Green Product

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.

Some of the characteristics of a green product are:

A truly green product is defined by its commitment to safety and sustainability.

- Pure & Safe: Cultivated in hygienic environments without toxic chemicals.
- Zero Waste: Designed to be biodegradable, recyclable, or reusable to eliminate plastic waste.
- Resource Efficient: Manufactured using minimal resources with a low-to-zero carbon footprint.
- Eco-Conscious: Delivered in sustainable packaging and built for maximum environmental efficiency.

Advantages of Going Green to the Society

- Generate More Jobs: According to a study by IRENA (International Renewable Energy Agency), the renewable energy industry has created almost 5 lakh new jobs opportunity in 2017, an increase of 5.3% than 2016. It is predicted that if the demands of green products continue to grow, the number will rise to 16 million by 2030. Thus, with the development of green products not only the environmental but also the economic conditions are improving.
- Prevents overuse of resources: Green products reduce the threat of overuse of resources and fossil fuels and encourages the generation of energy using natural resources.
- Protects the environment: Green products are made from organic and biodegradable materials and are designed to use least non-renewable resources and toxic chemicals to produce energy. This reduces the generation of greenhouse gases like CFCs, Ozone, methane, etc. and hence prevents pollution and deterioration of climate.

Circular Economy

Grounded in the principles of reduce, reuse, and recycle, it shifts the focus from simple consumption to a closed-loop system where items are designed for durability, repairability, and eventual regeneration. By decoupling economic growth from the consumption of finite resources, this approach aims to protect the environment while fostering innovation and long-term sustainability. This strategy fosters a closed-loop system where biological materials are returned to the earth and technical materials are refurbished or repurposed through innovative

industrial processes. Ultimately, the circular economy aims to decouple economic growth from the consumption of finite resources. By transitioning to renewable energy and regenerative practices, we can protect global ecosystems, mitigate climate change, and foster a resilient economy built on innovation and long-term sustainability.

Consumer Behaviour on Green products

Through the study of various reports, we are witnessing a powerful shift, while 92% of consumers value sustainability, only 49% currently buy green products due to high costs. Interestingly, India leads this change, with 80% of citizens willing to pay more for eco-friendly goods. This proves that our behavior is evolving we are moving beyond mere shopping to a conscious commitment that truly honors the well-being of all.

Literature Review

Error! Reference source not found. This paper discusses how businesses have increased their rate of targeting green consumers, those who are concerned about the environment and allow it to affect their purchasing decisions. The paper identifies the three particular segments of green consumers and explores the challenges and opportunities businesses have with green marketing. The paper also examines the present trends of green marketing in India and describes the reason why companies are adopting it and future of green marketing and concludes that green marketing is something that will continuously grow in both practice and demand.

Error! Reference source not found. In the EPA's 1994 study consumers gave the following reasons for why they damage the environment. The environmental damage is driven by a conflict between systemic barriers and personal convenience. While 26% blame a lack of alternatives, a combined 56% cite laziness, time, or inconvenience. This indicates that most damaging behavior isn't intentional, but rather the result of choosing the "path of least resistance." Consequently, sustainability will only succeed when eco-friendly options become the most effortless, affordable, and accessible choices for the average person.

Error! Reference source not found. Eco-innovations, new products and processes providing customer value, while using less resources and resulting in reduced environmental impacts, are therefore of great importance. On the basis of selected parts of the existing innovation theory, this article explores the eco-innovation phenomenon. The theory is used to analyse two examples of eco-innovation; the struggle between steel and aluminium to the application of light weight car bodies, and the development of lawn mowers with improved environmental performance. The analysis shows that innovation theory is useful for creating a better understanding of the concept and development of eco-innovations. It is therefore concluded that the innovation theory should be part of the frame of reference when analysing and managing eco-innovations. concluded that the innovation theory should be part of the frame of reference when analysing and managing eco-innovations.

Error! Reference source not found. The detailed study of various components of Green Marketing helps in laying down the various opportunities and challenges that a Green Marketer faces. Recommendations to make Green marketing a success story have been elaborated by enumerating the simple rules to be followed. The conclusion focuses on various aspects of green behaviour, sustainability and other measures for Green marketing to gain foothold for the betterment of the society at large.

Error! Reference source not found. This paper focuses primarily on promoting products by employing claims about their environmental attributes or about firms that manufacture and/or sell them. Secondly, it focuses on product and pricing issues. Drawing on multiple literatures, it examines issues such as what needs to be greened (products, systems or processes), why consumers purchase/do not purchase green products and how firms should think about information disclosure strategies on environmental claims.

Error! Reference source not found. This study aims to give information about the effect of green marketing on customers purchasing behaviors. First of all, environment and environmental problems, one of the reason why the green marketing emerged, are mentioned, and then the concepts of green marketing and green consumer are explained. Then together with the hypothesis developed literature review has been continued and studies conducted on this subject until now were mentioned. In the last section, moreover, questionnaire results conducted on 540 consumers in Istanbul are evaluated statistically. According to the results of the analysis, environmental awareness, green product features, green promotion activities and green price affect green purchasing behaviors of the consumers in positive way. Demographic characteristics have moderate affect on model.

Error! Reference source not found. This paper will attempt to introduce – the terms and concept of green-marketing, about the importance of green marketing it examine some reasons that make the organizations interested to adopt green marketing philosophy; it also highlights some problems that organization may face to implement green marketing and it's managerial implications along with few case points. Last but not the least the paper “Green Marketing – A Changing Concept In Changing Times”, is a conceptual paper on green marketing, which is an emerging area of interest. There is a need of paradigm shift in the way the management institutes and business- houses think about their role in attaining sustainable development.

Error! Reference source not found. Green marketing fails because consumers, firms, and governments lack systems thinking, favoring anthropocentric micro-decisions over macro-ecological perspectives. To achieve transformative change, marketers must: (1) integrate environmental value into metrics, moving beyond purely financial measures; (2) reshape discourse through education on the human-environment interface; and (3) prioritize "want satisfaction" over material acquisition. These shifts will operationalize a marketing model that simultaneously improves the human condition and the natural ecosystems we inhabit.

Error! Reference source not found. A literature analysis was performed based on papers extracted from Web of Science, Emerald Insights, Springer Link, and Science Direct. As a result, various factors that influence consumer behavior toward green products were identified, such as social norms, natural environmental orientation, the company's perceived green image, green product characteristics, perceived risks and inconvenience of buying green products, perceived benefits of buying green products, institutional trust, sociodemographic characteristics, and consumer confidence. Even though completing a systematic literature review is not something new in academic research, the novelty of this paper is found in its theme: consumer behavior toward green products. Although the analyzed articles highlight quite varied reasons, the articles emphasize that the green products should take into account the needs, expectations, and perceptions of customers.

Error! Reference source not found. The rotated factor matrix validated the underlying dimensions of environmental attitudes into three major dimensions (environmental protection, government's role, and personal norm). Results from the multiple linear regression analysis revealed that consumer attitudes on the government's role and their personal norm towards the environment contributed significantly to their attitude on green product. Further investigation revealed that personal norm was the most important contributor to the attitude towards green product. However, environmental protection did not contribute significantly to consumers' attitudes on green product.

Error! Reference source not found. The story of Chai Sutta Bar (CSB) is a masterclass in how to take a traditional, fragmented Indian habit drinking tea and turn it into a scalable, modern brand. With over 350+ stores, serving 3 lakh kulhads a day, CSB has clearly become a trustable beverage point for the youngsters as it provides the perfect ambience - the many trending reels on Instagram are proof. "We aim to open 1500+ outlets soon, not just in India but around the world."

Error! Reference source not found. Among the industrial paint makers, Maharani Paints is known for its technology to convert sludge or waste paint into reusable one. The company owns patents for the technology in India, Canada and Korea, and counts among its customers automakers such as Tata Motors, Hero MotoCorp and Mahindra & Mahindra. Its gross sales have grown from around Rs 82 crore in 2010/11 to Rs 100 crore in 2013/14. It aims to cross Rs 132 crore by the end of this fiscal year.

Error! Reference source not found. Poonam Bir Kasturi has made home composting a habit for thousands of people across the globe with Daily Dump, India's first home composter for urban spaces, which she designed back in 2006, before Swacchh Bharat became a popular phrase. Today, with around 60,000 customers on board, Daily Dump's solutions not just help save over 50,000 kg of organic waste daily, but have also taken waste composting mainstream. It's truly a trash-to-treasure story.

Error! Reference source not found. The Uttar Pradesh-based enterprise recycles cigarette butts into fluffy soft toys, stationery, home decor, etc. "The tobacco is decomposed using 100% natural microorganisms and converted into compost powder. Our composting is

aerobic, unlike traditional anaerobic processes to ensure that the leachate doesn't harm the soil and groundwater," says founder, adding that the recycled fibre goes on to be used as filling for their toys, and other products that are crafted by local artisans at their Noida factory.

Objectives

- To evaluate the intersection of Green products and Circular Economy through a comprehensive case study analysis and literature review.
- To identify the impact of sustainable practices on consumer behavior.
- Identify emerging future trends that promote universal well-being within the global marketplace.

Research Methodology

This study employs a conceptual and descriptive research design grounded in a systematic analysis of secondary data.

Research Paradigm and Data Sources: The study adopts a qualitative and conceptual paradigm, utilizing a comprehensive review of existing literature to synthesize complex consumer behaviors. Data is exclusively derived from secondary sources, including:

- Peer-reviewed academic journals.
- Academic Books.
- Systematic literature reviews of research papers.
- News Paper Articles

Discussion

The future marketplace increasingly reflects the philosophy of *Sarve Bhavantu Sukhinah*, advocating for universal well-being. This ethical lens encourages businesses to adopt Extended Producer Responsibility to maintain ecological balance. Emerging trends favor "transformative green marketing" that prioritizes environmental value over pure profit. Companies like Lohum and Bambrew represent a new industrial wave focused on resource efficiency and waste elimination, fostering a resilient, nature-honoring global economy.

Green products serve as the foundational building blocks for a circular economy. A product is truly "green" only when it minimizes environmental impact throughout its entire life cycle, including post-utility. This aligns with circular principles emphasizing durability and regeneration. Case studies like Code Effort, which recycles cigarette butts, and Phool, which transforms floral waste, prove that circularity decouples economic growth from finite resource consumption through creative upcycling.

Consumer behavior is shifting from "mindlessness to mindfulness". While 92% of consumers value sustainability, only 49% purchase green products, citing high costs as a primary barrier. Interestingly, India leads this evolution, with 80% of citizens willing to pay more for eco-friendly goods. However, personal convenience often dictates choices. To succeed, green

options must become the most effortless, affordable, and accessible choices for the average person.

Conclusion

It is widely acknowledged that adopting eco-friendly products yields significant benefits for both humanity and the environment. However, several obstacles most notably the lack of viable substitutes and prohibitive pricing prevent consumers from fully embracing these alternatives.

Current research indicates a positive shift toward mindful consumption yet, a disconnect remains. Approximately 80% of the population reports that they do not utilize green products primarily due to limited accessibility.

Despite these challenges, a growing number of industries are successfully implementing the "Reduce, Reuse, and Recycle" framework. These organizations demonstrate that it is possible to maintain profitability while supporting the well-being of the planet. Ultimately, if more corporations integrate these sustainable practices into their core operations, the global impact would be profoundly beneficial for all.

References

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