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IMPACT OF COVID 19 ON CUSTOMERS ATTITUDE TOWARDS  
GREEN PRODUCT.WITH SPECIAL REFERENCE TO CHENNAI  
CITY

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**ABSTRACT**

In the recent times all over the world there is an argument going on about the global warming, pollution, deforestation, the population of the biological species getting decreased etc., The customer are becoming very much concerned about the adverse condition of the environmental issues. The change in the customers' attitude towards buying the product from chemical and non- degradable products to green products made many business concerns to adopt the green marketing. Companies are facing a lot of pressure to adapt to the new change to sustain in the market for a long run and to achieve their goals. As the green products involves innovation in packing, products, process, advertisings etc, which should jell with the nature. This paper explains the impact of COVID 19 pandemic on customers' attitude towards green products. This is an untouched area by the prevailing literatures. Though the consumers are much concerned about the environment they are not ready to spend on high priced green products in this situation. Primary data was collected using questionnaires and the analysis done using statistical tools.

**Introduction**

In this customer-oriented marketing era, the customers are very aware about the products they use, the services they avail and the environment they live in. This has given rise to many firms that started producing goods and services which are eco-friendly. Customers are now worth and health anxious therefore, they are eager to pay a shocking amount for the goods & services which are eco-friendly. Companies which are assuming the role of responsible citizens, in par with their Corporate Social Responsibility initiatives go green for a sustainable world. With the increase of globalization leading to a competitive era, Corporate

Social Responsibility is a idea which has gained pertinence. Corporate Social Responsibility is defined as the duties and responsibilities of the top system of a firm to create policies & act with a view to protect the entire society by performing ethically and morally. In order to assure that the risk holders of a business are protected, business policies and practices are framed in the process of the firm,

Which is called Corporate Social Responsibility. These days, the environmental issues are at its peak, as a result of human actions. These include global warming, depletion of ozone layer, acid rain etc. These days natural disasters are not uncommon than earlier days such as floods, landslides etc. the pollution of air, water, soil etc. may lead to many ailments for human beings as well as the flora and fauna. Therefore, producing, selling and marketing of those goods & services, which are good for the people and the environment, is the main force of green marketing. It is in marketing which is one of the major business scope, those lots of discussions have taken place regarding the environmental issues. So, businesses are trying to add in environment friendly activities into their organizational operations at an alarming rate. In this global market, now most of the countries as part of their corporate social responsibility initiatives are becoming green product oriented. Consumers are tending to spend more on environmentally safe products than on others, is a rare assumption. If a company which professes itself to be eco- friendly goes non eco-friendly in any of their products or operations, it can be threatening to the brand of the firm. All those functions or performance are to meet the human wants for a thought, in such a way that, these activities result in less harmful consequences on the eco-system.

### **FACTORS INFLUENCING THE BUYING ATTITUDE OF THE CONSUMERS**

**Habit:** The habit of the customers has been a major hindrance to buying green products. Habit and past behaviour guide customer preferences and influence their purchasing behaviour and making it difficult to change. This COVID 19 has also made a major change in the habit of the customers so habit influences the major part of the customers.

**Emotions:** Customers concern towards the environmental issues influences the buying behaviour of the customers. It is found that this ecologically affects the purchase intention customers and the responsibility of the customers were found to have a significant effect on customers green purchase behaviour. Thus, it can be said that customer emotions, specifically environmental concern, has a positive and direct impact on customer green purchase purpose and behaviour.

**Trust:** Every customer will have this trust issue on any product they buy either it is green product or any other product in the market. In such case when it comes to green product this trust plays a very important role in the buying attitude of the customers as it is defined as the trust or the belief of the environmental performance of the product. Green trust was found to facilitate the relationship between green value and green risk. So in this COVID situation the customers had a lot of trust issues on any product they buy. Trust also plays a vital role in attitude of the customers towards green products.

**Personal norms:** Environmental, social and ethical values of customers

and their purchase behaviour toward green products specifically diversity and thoughtfulness were values that were found to positively affect purchase objective and actual purchase of green products. Further the personal values such as health and safety, and self-indulgent values such as pleasure in eating positively affects purchase behaviour of green products, specifically green food products

Knowledge

**Price:** generally any customer will buy a products if the price is rational apart from the certain customers who do not think price is the major cause to choose any product. That too n India we are all influenced by price of the product at some point of our life. During COVID the price of the green products has been increased as there is a demand for the product and the supply of the green product is low to meet the demands of the customers as there is lots of hindrances faced by the manufacturer and the retailers.

**Situational factors:** The current situation is like hell for many of us because the income is totally stopped and some of the companies have removed their employees from job so that they don't have to pay for the duration of COVID-19 in the country. This made the customers to think of buying certain green products which is of high cost.

**Availability of the product:** COVID has made the availability of the product very difficult as there is no proper transportations and lots of restrictions by the government all over the world. So the seller cannot meet the demand of the customers. As there were demand exceeding the supply.

**Quality of the product:** Either it is COVID situation or not any customer will buy the products which has good quality. When it comes to green products the customers will take much care to ensure that the green product has the good quality and there is no any adulteration.

**Brand image:** Brand image is also one of the main reason for customers to choose the products very easily as they have some knowledge about the brand. They also believe that the well established brand will sell best quality of the products

**Certification of the product:** There are lots of products available in market in the name of green products but the products is made sure that it is an green product only after many verification and by the certifying them by the government that the products are eco-friendly and chemical free. Customers are also gaining lots of knowledge about the green products and their certification as there is lot of sources available for them these days.

## REVIEW OF LITERATURE

1. Welling, M. N. & Chavan, A.S. (2010) in their article have studied the feasibility of practicing green marketing in case of small and medium scale manufacturers in Mumbai city and its suburb and have also analyzed whether these manufacturers are aware about green products and eco-labelling, and also the difficulties in implementing green marketing. The paper has given an account of MNCs and large scale organizations in India which are practicing environment friendly activities and hence the need for studying whether the small and medium

scale manufacturers are believing and implementing them. Data was collected from 114 respondents who come under the category of small and medium scale manufacturers. On the basis of the findings, the paper suggested that there has to be a stimulus provided by the Government in the form of financial assistance, tax holiday, tax incentives, recognition in the form of awards, compulsory eco-labelling etc. to encourage and support manufacturers who are manufacturing green products.

2. Roberts, J.A. & Bacon, D.R. (1997) This research paper have attempted to explore and measure the relationship between the New Environmental Paradigm (NEP) and the Ecologically Conscious Consumer Behavior (ECCB). NEP variables were the desire for balance in environment, allusions to biblical statements, concern for limited growth and human adaptation to nature. ECCB is defined the behavior of a person who purchases (avoids) products and services which he or she perceives to have a positive (negative) impact on the environment. ECCB variables were products recycling, energy saving, concern for biodegradability, consumers' purchase decisions, consumption of electricity, saving electricity. It signifies the Man's need to adapt to the natural environment seems to be a motivating force behind decisions to avoid (choose) products which have a harmful (positive) impact on the environment.

3. Drozdenko, R., Jensen, M. & Coelho, D. (2011) in their study of consumer perceptions, have examined three areas related to the pricing of green products, the premium consumers are willing to pay for a green product, the relationship between diverse 23 categories of green products, and how tax credits affect the amount consumers are willing to pay for a major green purchase for the home.. There were significant gender differences for three product categories, but no differences based on income or education. The results of this study led several conclusions regarding the pricing of green products. Consumers are willing to pay a premium for green products, although this premium varies by product category and potential savings resulting from the purchase.

4. IshaSwini. & Datta, S.K. (2011) in their research article have attempted to determine the consumers' pro-environmental concerns, knowledge of environmental issues, and awareness of eco-friendly products and have also investigated if pro-environmental concerns among consumers in India are predictive of their green buying behavior. In this context, data was collected from 134 respondents through a structured questionnaire which had questions about the consumers' awareness, knowledge of ecofriendly products, their willingness to pay more for such products, their proenvironmental concern and green buying behavior, and also their ecologically conscious consumer behavior. The findings revealed that though there was a high degree of awareness and knowledge about the ecofriendly products, most of the 24 respondents did not consider the effect on environment while making purchases of day-to-day products. But most of them were ready to pay an extra price for such products and a premium of 5 to 10% was found to be quite acceptable. Pearson's correlation revealed that pro-environmental concern and green buying behavior are significantly related.

5. Joshi, N. & Mishra, D.P. (2011) in their article have attempted to understand the behavior of customer awareness on environmentally friendly car in the state of Maharashtra in India. The study has been done keeping in mind age group and geographical area of the respondents. The study was exploratory in nature and data was collected from the car owners and also prospective car buyers in the state from metros like Mumbai and Pune and also non-metros. Data was collected with the help of a structured questionnaire which had questions about the awareness on pollution by automobiles, carpooling, use of public transport, environmentally friendly design of cars, legislations etc. which the respondents were asked to rank on a five- point scale. The study revealed that there is no significant difference in the awareness levels of the customers in the various age groups regarding the eco-friendly car. It was also found that there is a significant difference in the awareness levels of the customers in metros and non-metros which indicate that the awareness level of the respondents is higher in the metros as compared to the non-metros in India for environment friendly cars.

6. AIMA Journal of Management & Research, February 2014, Volume 8 Issue 1/4, ISSN 0974 – 497: In recent years the company's started to concentrate more on green products and they have accepted the responsibility not to harm the environment. They understood that they can make profit without polluting the environment. As business activities caused many of the environmental problems in the past and still do, there is increasing recognition that business is vital in the process of a more ecological sustainable society. Companies, especially multinationals, play an essential role in the world economy, and they have also the resources and capacity to put ecological solutions into practice. At least two motives for companies to change to more environmentally appropriate strategies and practices are cost saving and the market opportunity potential. Companies can save money by reducing the amount of raw material and energy used in production. 25

#### **OBJECTIVE OF THE STUDY:**

1. To analyze how was the availability of the green products in covid-19 situation.
2. To measure whether there is increase in price of the green product due to COVID-19.
3. To find that the income of the buyer influenced the buying attitude.

**RESEARCH METHODOLOGY:** The questionnaires were randomly sent to the customers through online mode to collect the primary data from the customers. Based on these sample units the analysis has been done to know the impact of COVID-19 on customers' attitude towards green product.

#### **DATA COLLECTION METHOD:**

For the reason getting the data and information to attain the research objectives and illustrate its importance the following resources and instruments are used.

1. Primary sources: The researcher will depend on collecting the primary data on the questionnaire, through distributing it to the customers the research's sample and helps in building the study's scientific frame.
2. Secondary sources: Information will be received through referring to the books and the previous studies related to the research, the articles and the scientific journals to prepare the theoretical frame and to explain the basic terms in the research and moving the search, also the researcher will use the electronic sites to attain some information.

**VARIABLES AND MEASURES:** The paper questionnaire was created to collect data from the sample of the study after reviewing some of the previous literature addressing each of the variables examined in the study, it contains one main variable which consists of questions, the first group is about demographic question, about the study population, the second is about green product. The third group is about impact of COVID-19 customers' attitude towards green products.

**RESEARCH LIMITATIONS:** The research is done only with a specified number of customers that is only 50 respondents and time was also a major limitation of this research.

#### **DATA ANALYSIS**

Table 1.1 Gender wise classification.

Particulars	Frequency	Percentage
Male	19	38%
Female	31	62%
Total	50	100%

**INTERPRETATION:** The above table show that 62% of respondents were female and 38% of the respondents were male for the study.

Table 1.2 Age wise classification

Particulars	Frequency	Percentage
Up to 25 years	10	20%
25 years – 35 years	30	60%
35 years and above	10	20%
Total	50	100%

**INTERPRETATION:** The above table show that 20% of the respondents were upto 25 years, 60% of the respondents are 25 years – 35 years and 20% of the respondents are 3 years and above.

Table 1.3 Educational qualification.

Particulars	Frequency	Percentage
Higher secondary	8	16%
Under graduate	19	38%
Post graduate	27	54%
Total	50	100%

**INTERPRETATION:** The above table shows that 16% of respondents are higher secondary, 38% of the respondents are under graduate and 54% of the respondents are post graduate.

Table 1.4 Income level of the respondents.

Particulars	Frequency	Percentage
Up to 15,000	3	6%
15,000 – 25,000	19	38%
25,000 – 35,000	25	50%
35,000 and above	3	6%
Total	50	100%

**INTERPRETATION:** The above table shows that there are 6% of the respondents are up to 15,000, 38% of the respondents are 15,000 – 25,000, 50% of the respondents are 25,000 – 35,000 and 6% of the respondents are 35,000 and above.

Table 1.5 Table showing occupation of the respondents.

Particulars	Frequency	Percentage
Student	4	8%
Private sector	37	74%
Public sector	4	8%
Business	5	8%
Total	50	100%

**INTERPRETATION:** The above table shows the occupation of the respondents that is 8% of the respondents are students, 74% of the respondents are private sector, 8% of the respondents are public sectors and 8% of the respondents are business people.

**One way ANNOVA**

Table: 1.6 Comparison between income and the frequency of buying green product.

	Sum of Squares	D f	Mean Square	F	Sig .
Between Groups	1.471	3	.490	1.099	.359
Within Groups	20.529	46	.446		
Total	22.000	49			

**INTERPRETATION:** The analysis of the variance (ANOVA) results in the value which is denotes as “F” and df refers to number of degree of freedom, table value of F 5% level = 1.099. From the above table it is observed that calculated value is 1.099 which is said to be greater than the table value .359. Therefore, H0 is rejected at 5% level and H1 is accepted. Hence there is no significant difference among the respondents in income and the frequency of buying green products.

**One way ANNOVA**

Table: 1.7

IS THERE ANY PRICE INCREASE IN GREEN PRODUCTS DUE TO COVID?

	Sum of Squares	df	Mean Square	F	Sig .
Between Groups	1.400	3	.467	1.042	.383
Within Groups	20.600	46	.448		
Total	22.000	49			

**INTERPRETATION:** The analysis of the variance (ANOVA) results in the value which is denotes as “F” and df refers to number of degree of freedom, table value of F 5% level = 1.042. From the above table it is observed that calculated value is 1.042 which is said to be greater than the table value .383. Therefore, H0 is rejected at 5% level and H1 is accepted. Hence there is no significant difference among the respondents in income and the frequency of buying green products.

**CORRELATION STATISTICS**

Table: 1.8



		WHAT MAKES YOU BUY THE GREEN PRODUCT DURING COVID SITUATION?	USAGE OF GREEN PRODUCT
	Pearson Correlation	1	.169
	Sig. (2-tailed)		.241
WHAT MAKES YOU BUY THE GREEN PRODUCT DURING COVID SITUATION?	N	50	50
	Pearson Correlation	.169	1
USAGE OF GREEN PRODUCT	Sig. (2-tailed)	.241	
	N	50	50

CORRELATION  
Table: 1.9

Control Variables		USAGE OF GREEN PRODUCT	CHANGE IN INCOME LEVEL DURING PANDEMIC HAS INFLUENCED THE BUYING OF GREEN PRODUCTS.
	Correlation	1.000	.046
	Significance (2-tailed) df	.	.753
WHAT MAKES YOU BUY THE GREEN PRODUCT DURING COVID SITUATION?	Correlation	0	47
	Significance (2-tailed)	.046	1.000
CHANGE IN INCOME LEVEL DURING PANDEMIC HAS INFLUENCED THE BUYING OF GREEN PRODUCTS.	df	.753	.
		47	0

**INTERPRETATION:**

From the above table it is observed that calculated value of r is .046. Which shows a positive relationship between the usage of green product and change in the income of the customers during covid 19

situation.

#### **SUMMARY AND FINDINGS:**

- The study shows that the majority of the respondents were female.
- Educational status of the respondents shows that the respondents are well educated.
- Majority of the respondents are between 25 years - 35 years.
- Most of the respondents uses the green products as they are aware of green products.
- 70% of the respondents are working in private sector.
- 50% of the respondents comes under the income of 25,000 – 35,000

#### **CONCLUSION**

The corona has proved that although humans are a superpower and have Weapons that are capable to destroy the whole world but still if humans are creating. Mess with nature then even now nature is itself powerful to destroy humans with this small virus which is having very common symptoms like cold and cough. The customers well educated about the green products and they are started to use the green products not only needed but also in their day today life. The producers also should take some measure to make the smooth flow of availability of the green products in any situations.

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