

A Study on Customer Attitude Towards Eco-friendly Products During Covid-19 with Reference to Chennai City

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The most serious problems the world is facing today are the corona virus pandemic remains a top concern in most of the countries. As time passed the economic consequences of lockdowns started to dominate. There is a significance difference between in the attitude except for age. The objective of the study is to increase consumer awareness on the sustainability of eco-friendly products and brought about substantial changes in the attitude among the customers making them environment friendly during crisis. The research conducted among 150 customers was non-experimental, descriptive, and quantitative research. The stratified random sampling technique was used in this research. It is very clear if we make the earth green our lives will be green. The challenges for eco-friendly are higher cost, non-cooperation, creating awareness among the customers promotion on eco-mark or eco-labeling and motivate manufactures by green product.

Keywords: Customer attitude, Pandemic, sustainability, Eco-friendly, Eco-Labeling

Introduction

Eco-friendly products are an important step in shielding the environment now it is essential to protect environment during this pandemic has become obligatory. If we make no attempts to switch to eco-friendly alternatives now, in no time, we will be enclosed by the pollution and toxins caused by producing, using, and disposing these non eco-friendly items. The recycling industry would also not be sustainable because there is little demand for recycle products, and we will also face a severe scarcity of resources and energy, because much of these capital and energy would have been wasted in driving non-energy-efficient tools and producing new materials and things. Hence, it is imperative to bear in mind that the use of eco-friendly products allows us to decrease the harmful effect we create when inhibiting this planet.

Everyone needs to give their family the most excellent; whether that earnings the best food or the uppermost quality healthcare, each parent or custodian is looking to offer their children with the best of the best. When looking into products for families, it is significant to believe all of the

effects of the products used. Many of these products are sneaky and may use harsh or even toxic chemicals to make their product in the cheapest way achievable, completely disregarding the safety and health of consumers. Some buyers have done their scrutinizing and have opted out of unsafe products and have selected to use eco-friendly products, which profit both the Earth and their families. Not meaningful what goes into a product that a family uses frequently can be worrying for many families, particularly those with children.

Statement of the Problem

A Problem statement is a lack that needs to be solved or researched to see whether a solution can be found. It is a gap between the real and the desired or a contradiction between principles and the practice. The Statement of the Problem selected for the present study is Customer Attitude towards Eco-Friendly products during Covid-19 in Chennai city. Informing and educating the consumers attracting the consumers to use eco-friendly products, motivating them to buy eco- friendly products and engaging consumers in the process of eco-friendly Marketing. In this context the researcher finds a gap among the customer towards refining and inspiring about the eco-friendly products during Covid-19.

Need and Significance of the Study

Customers are emotional buyers; their buying behaviour of the customer involves lot of exciting buying. As we see that many customers are more eco-friendly product oriented it gives a huge extent for the eco-friendly market to enlarge. Organization in India has indentified the need of the consumers, they are realizing the need for reaction of an ecological marketing as they are aware that customers make use of eco-friendly products that are not only safe for them to consume but should also be same to the surroundings. Conscious and eco-friendly customers prefer the organizations that provide environmentally safe products. Companies nowadays have taken eco-friendly marketing as a spirited advantage and large step towards eco-friendly during pandemic is really challenging for the customers, Industry, and the Government.

Objectives of the Study

- To study about the customers attitude towards eco-friendly products during Covid-19 with reference to Chennai city
- To understand relationship between awareness of eco-friendly products during the pandemic.
- To explore and analyse the consumer attractiveness towards eco –friendly products during the pandemic and their impact on purchase
- To examine the price factor influence their perception about purchase intention of green products during the Covid-19.

Review of the Literature

According to American Marketing Association, green marketing is defined on three perspective first marketing of the product which are very safe to the atmosphere, second the development and marketing products have brought down the pessimistic effect on the physical surroundings and the third perspective is that organization manufacture, encourage, wrap up and regain products that is responsive to environmental concern. (<https://www.ama.org/the-definition-of-marketing-what-is-marketing/>)

Nittala, R. (2011) stated in her article has attempted to appreciate the eco-friendly customer behavior of university teachers, one of the major educated segments as level of education is an significant demographic variable that has been connected by numerous to ecological attitudes and behavior. The objectives of the cram incorporated accepting the eco-friendly customer behavior of extremely educated customer section, identifying the factors that power their eco-friendly behavior and investigative whether the faculty of humanities and science disciplines differ in eco-friendly customer behavior. Price is the major principle in the procure choice and therefore all steps ought to be in use to give eco-friendly goods at aggressive prices. Therefore, still the extremely educated section needs to be educated about the accessibility of eco-friendly products, reusability, and the force of eco-friendly products on surroundings.

Ubba Savita and Naresh Kumar (2010) examined that the surroundings has been oppressed by companies in a numeral of ways to complete their objectives. So, it becomes the accountability of companies to pay compensation for their harm. Producing eco-friendly products and creating consciousness among customers are a few of the ways throughout which companies can give towards protection of natural world. The cram reveals that there does not survive any important diversity in attitudes of gender-wise citizens except after-use features of eco-friendly product. Metropolitan people have more positive attitude towards eco-friendly products than their countryside counterparts. Citizens residing in metropolitan areas have also come up with positive attitude towards raw material, wrapping and after-use features of eco-friendly products.

Two other significant articles include Olimpia, N. (2011), Influencing the Environmental Behaviour through the Green Marketing: The Case of Romania, International Proceedings of Economics, Development and Research (IPER), Singapore, Vol. 11, 210-214, and Purohit, H.C. (2011), Consumer Buying Behavior of Green Products, International Journal of Research in Commerce, Economics and Management, Vol. 1, No. 1, 94 - 97.

Research Methodology

Based on the previously cited theoretical and empirical literatures, the following hypothesis referring to the customer attitude towards eco-friendly products during Covid-19 were proposed.

Hypothesis 1

Equal priorities are given to all the aspects by customers for going towards the eco-friendly products.

Hypothesis 2

Positive relationship exists between awareness and Customer attitude towards Eco-friendly products is significant.

Hypothesis 3

Positive relationship exists between awareness and Customer attractiveness towards Eco-friendly products is significant.

Sample and Data Collection

The respondents are selected from the Chennai city using convenient sampling techniques as it is less time consuming. The sample size for the study is 150 were chosen as respondents and they have given responses in the considerable manner.

Finding and Analysis

Table 1

Factor Scores Customer Attitude

Components	Factor Scores
Eco-friendly products are biodegradable, recyclable or compostable	0.632
It will not pollute the earth	0.736
It is safe and healthy	0.772
It is very expensive	0.803
Eco friendly products improve the quality of life	0.651
It can sustain for a long period	0.748
Increasing positive attitude about eco-friendly will change the environment	0.543
Eigen value	9.641
Percentage of variance	70.362
Cumulative percentage of variance	70.362

Table 1 revealed one factors solution and with Eigen value more than one exploring 70.362% of the total variance. Totally seven variables are loaded in the same factor and it is named

as Customer attitude. The factor scores range from 0.543 to 0.803. So, all the seven variables are retained and revealed the various characteristics of Customer attitude towards the eco-friendly products.

Table 2
Relationship between Awareness and Customer Attitude Towards Eco-friendly Products

	Customer Attitude towards Eco-friendly products	
	r-value	p-value
Awareness towards Eco-Friendly products	0.496**	<.000

**Significant at 1% level

Table 2 notifies that there is positive relationship exists between awareness and Customer attitude towards Eco-friendly products (0.496) and it is found to be significant. In this case H₀₂ is rejected at 1% level of significance. Hence it is inferred that the awareness level of the respondents will help them in changing their attitude towards the Eco-friendly products.

Table 3
Perception about Customer Attractiveness

Statement	Mean	SD
Innovative and new image of eco-friendly product attracts consumers in going green	3.80	1.219
Medias plays a very important role in advertising	3.98	0.783
Eco-friendly advertising is very common	2.85	1.022
Quality of the eco-friendly products are really good	3.85	1.003
Information about green products are unambiguous	3.97	0.875
Eco-friendly products are completely trustworthy	3.84	1.133
Choosing of eco-friendly product is simple	3.86	1.297

Source: Primary data

Table 3 displays the perception of the customers on attractiveness towards the eco-friendly products. The mean response given by the customers on variables of Customer attractiveness are:

Innovative and new image of eco-friendly product attract consumers in going green is 3.80, Media play a very important role in advertising is 3.98, Eco-friendly advertising is very common is 2.85, Quality of the eco-friendly products are really good is 3.85, Information about green products are unambiguous is 3.97, Eco-friendly products are completely trustworthy is 3.84 and Choosing of eco-friendly product is simple is 3.86. Media plays a very important role in advertising is the most attractive aspect of customers regarding the eco-friendly products. Unambiguous information about green products, simplicity in choosing eco-friendly product, good quality of eco-friendly products, trustworthiness of eco-friendly products and innovativeness and new image of eco-friendly product are the other aspects that attract the customers. However, the respondents felt that the advertisements regarding the eco-friendly products are not catchy.

Perception about Price Factor

Statement	Mean	SD
It is very expensive	3.81	0.835
The cost change according to the products	3.93	0.747
Competitors play an important role in pricing	3.82	0.923
Pricing eco-friendly products are complex	3.73	0.790
Customers are price conscious	3.76	0.893

Source: Primary data

Table 4 displays the perception of the customers on Price factor of purchase intention towards Eco-friendly products. The mean response given by the customers on variables under the Price factor are: It is very expensive is 3.81, The cost change according to the products is 3.93, Competitors play an important role in pricing is 3.82, Pricing eco-friendly products are complex is 3.73 and Customers are price conscious is 3.76. Variation in the cost according to the products is the most important aspect of the customers regarding the price factors. Competitors play an important role in pricing, Customers are price conscious and pricing eco-friendly products are complex are the other aspects contribute to the price factor of purchase intention. However, the respondents admitted that the eco-friendly products are very expensive.

Conclusion

The eco-friendly products play a vital step in shielding the environment. If we make no attempts to switch to eco-friendly alternatives now, in no time, we will be enclosed by the pollution and toxins caused by producing, using, and disposing these non eco-friendly items. It is great to bear in mind that the use of eco-friendly products allows each all of us to decrease the harmful effect we create when inhabiting this planet. Eco-Friendly Marketing is a breakthrough approach in the current era where the focus is on adopting practices those are safe on the surroundings i.e., having least or no pessimistic impact on the environment. This helps in creating a more sustainable

and healthier surrounding. The eco- friendly products practices 3R's i.e., Reduce, Reuse and Recycle these practices cuts down on a lot of spending that could have taken place.

Acknowledgement

Our grateful thanks are due to Dr. S. Sridevi, Principal and Ms. Y. Kavitha M.B.A., B.Ed., M.Phil. (NET), Head of the Department of Business Administration, Chevalier T. Thomas Elizabeth College for Women for their helpful guidance and encouragement.

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