

## IMPACT OF GREEN MARKETING DURING COVID 19

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### ABSTRACT

*In this particular period, people are concentrated to develop their immunity. They are very much involved to the usage of turmeric, garlic, ginger, lemon, and other natural foods. So, the marketers are concentrated to the above products and also the immunity growing products to sustain in the concern period. In this article the researcher analyse the impact of covid 19 and satisfaction level of customers during Covid 19 period. The people are getting awareness of health, sales of the health products are increased and the people are more conscious in the hygienity in this period.*

**KEYWORDS:** *Green Marketing, COVID-19, Immunity, Hygienity.*

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### Introduction

COVID-19 is a worldwide issue that knows no borders, has affected most of people. It reflected the risks of health, unemployment, financial crisis and so on. This challenge for people to overcome from the above crisis. There is a huge changes in the market after the outbreak of Coronavirus, the marketers are change their business based on the need of the people. Most of the brands have tweaked their business, tactics of marketing and what they offer to their consumers to supply to their growing requirements due to the ever-changing macro factors.

### Review of Literature

**Yaty Sulaiman (2017)** "A study of consumption patterns on green food among students in University Utara Malaysia". Journal of advances research in social and behavioural sciences. Volume 7. Issue 1. This purpose of this article is to identify the green food consumption pattern on under graduate students. It finds to environmental consciousness, perceived consumer effectiveness and health consciousness is related to use the green foods by under graduate students in Malaysia.

**Ullah A(2018)** Consumer's Beliefs and Attitudes toward Green Marketing in Bangladesh. Journal of Accounting & Marketing. Volume 7 • Issue 3 • 100029. Green marketing is the newly arising crucial marketing strategy in current decades. It helps consumer as well as the organization to produce and use the products and services which is environment friendly. To provide free of pesticides product and service are the prime objectives of green marketing.

**Hongwe hi(2020)** The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy. Journal of Business Research. "In this article, we offer some initial examination on how Covid-19 pandemic can influence fundamental essences and developments of CSR and marketing. Some potential directions of how consumer ethical decision making will be shifted to due to the pandemic. In our discussion of marketing, we outline how we believe marketing is being effected and by this pandemic and how we think this will change, not only the context of marketing, but how organizations approach their strategic marketing efforts. We end the paper with a identifying a number of potentially fruitful research themes and directions".

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**Tanjenarume et al(2020)** Environmental effects of COVID-19 pandemic and potential strategies of sustainability.Heliyon. volume 6 Issue 9. This article aims to explore the positive and negative environmental impacts of the COVID-19 pandemic. The pandemic situation obviously reduces air pollution in different cities across the world, reduces GHGs emission and water pollution and noise, reduces the pressure on the tourist destinations. The negative consequences of COVID-19 are increase of medical waste, haphazard use and disposal of disinfectants, mask, and gloves; and burden of untreated is affect the environment.

**Seema Mehta et al (2020)** The New Consumer Behaviour Paradigm amid COVID-19: Permanent or Transient?Journal of Health management.Volume 22. Issue 7.“This research studies the consumer behaviour during COVID-19 and in the subsequent lockdown period. Further, the article attempts to weave through the maze of literature available about consumer behaviour in normal times and in crisis times, strengthens it with the rapid assessment reports culled out by the different consulting organisations during lockdown phase, substantiates the same with first-hand telling and retelling of experiences by consumers and professionals with marketing background to bring up a hypothesis of the pandemic affecting a paradigm shift from consumer materialism to consumer spiritualism. The proposition offers further testable hypotheses for future research to understand consumer sentiments or requirement in buying ‘what is enough’ within the marketing context and how it can be reinforced post-COVID crisis for ensuring sustainability of business models. It would also be interesting to explore the correlates of this forced consumer behaviour with other variables such as learning from crisis, changing needs, personality, nationality, culture, new market segment and age to develop new models of consumer behaviour”.

**Objectives of the Study**

- To study the impact of green marketing during covid 19
- To measure the satisfaction level of customers using Green products

**Impact of Green Marketing**

In the covid -19 periods the people are getting more awareness among their health. They are concentrated intakes especially they are using only hygiene products. Hence, the green marketing sales increased automatically. The following table shows the impact of green marketing in covid19.

**Table 1: Impact of Green Marketing**

	N	Mean	Std. Deviation	Std. Error Mean	t - value	Sig
Sales	100	3.17	1.457	.146	21.760	.000
Awareness	100	3.17	1.303	.130	24.327	.000
Hygiene	100	2.61	1.675	.168	15.581	.000
Consumption	100	3.07	1.328	.133	23.123	.000
Competition	100	3.27	1.462	.146	22.361	.000

Source – Computed data

There was shown in the above table the mean values range from 2.61 to 3.17. The t – values are 21.760, 24.327, 15.581, 23.123 and 22.361 are statistically significant at the 5 % level. Therefore, it can be concluded, among the five factors awareness level of customers are highly increased during the covid-19.

**Table 2: Anova**

		Sum of Squares	df	Mean Square	F	Sig.
Sales	Between Groups	199.962	4	49.991	467.984	.000
	eWithin Groups	10.148	95	.107		
	Total	210.110	99			
Awareness	Between Groups	218.264	4	54.566	87.084	.000
	Within Groups	59.526	95	.627		
	Total	277.790	99			
Hygiene	Between Groups	158.401	4	39.600	233.543	.000
	Within Groups	16.109	95	.170		
	Total	174.510	99			
Consumption level	Between Groups	204.587	4	51.147	682.111	.000
	Within Groups	7.123	95	.075		
	Total	211.710	99			
Competition	Between Groups	129.031	4	32.258	174.526	.000
	Within Groups	17.559	95	.185		
	Total	146.590	99			

Source – Computed data

It was observed in the above table Sales ( $F=467.984$ ,  $P=.000$ ) Awareness ( $F=87.084$ ,  $P=.000$ ), Hygiene ( $F=233.543$ ,  $P=.000$ ), Consumption ( $F=682.111$ ,  $P=.000$ ), Competition ( $F=174.526$ ,  $P=.000$ ) are statistically significant at 5% level. It leads to increased the consumption level of green marketing during covid 19 period because of awareness of peoples and fear of hygiene.

### Findings and Conclusions

The Covid19 has put everything on hold including green marketing. The eco-friendly products admires customers during covid 19. People concentrates their health and they are practicing to use Green marketing in this period. The impact of green marketing adversely positive effect to the marketer and even customers.

Green Marketing offers energy and hygiene products. Hence, the sales of the green marketing increased and the people are getting more awareness about the green marketing products. They get satisfaction while they are using green products. The impacts are increased sales, increased consumption level of green products, getting awareness of people, importance of hygiene and increased competition between the marketers.

Finally, it concludes that Green marketers are concentrate to stabilise the sales level not only in this covid 19 in the following period also and hygiene and awareness are the two main factors to develop the Green Marketing.

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