

## **Green Products Purchase Decision during COVID-19 Pandemic: An Emerging Market Perspective**

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### **Abstract**

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*Green products are described as being environmentally friendly, non-toxic, and made from biological materials and components that have a positive impact on societal well-being (Schlegemich et al., 1996). The paper examines the impact of factors (environmental concern, environmental awareness, product awareness, product price), that influence consumer purchase intention during the COVID-19 pandemic in Bangladesh's ecological goods condition. The primary goal of this study is to study the elements that influence consumer purchase intention during the COVID-19 pandemic in Bangladesh's ecological goods condition. The information was gathered from 205 respondents via a structured questionnaire with five-point Likert scales and multiple items. The approach of convenience and judgmental sampling are applied. Frequency, mean, standard deviation, and regression analysis are used to examine the data. According to the regression analysis, the research is identify that factors environmental concern, environmental awareness, product awareness, product price significantly influence consumer purchase intention during the COVID-19 pandemic in Bangladesh's ecological goods condition. This paper may be contributed in this green purchase intension issues. Companies can be profited knowing the influential factors of consumers green products purchase decision. This paper creates consciousness among green consumers, researchers, academicians, politicians, government and greening practicing firms. Therefore, there is an indispensable need to identify the influential factors of consumers green products purchase decision in order to rush into the green purchasing decision among all consumers to save this world for next generations.*

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**Keywords:** COVID-19, buying behavior; Bangladeshi consumers, influential aspects.

### **1. Introduction**

The sum of the entire of the components, causes and conditions the atmospheres which have an effect on the upliftment, continued existence of an individual or group of organism (Medicine Net). Environment is the whole things that are around. It may be breathing or non-breathing things. It comprises chemical, physical and additional natural forces. In the environment there are several relationships between animals, plants, water, soil, and other breathing and non-breathing things. An ecosystem is a natural component comprising of everything animals, plants and micro-organisms in a zone operational together with all of the non-breathing physical features of the environment (Simple English Wikipedia). External marketing players and influences that influence marketing management's ability to create and maintain effective interactions with target consumers, as well as environmental challenges, expedite marketing events such as green marketing events (Kotler & Armstrong, 2009).

Patra and Joshi (2011) demonstrated that most of consumers measured individuals to be accountable necessity take suitable creativities to keep the atmosphere. Environmental issues like changing the weather, reduction of regular resources, worldwide warming is maximum talked regarding themes nowadays a day. This difficulty may have a direct or indirect influence on the way in which one treats, especially while making a purchasing decision. Consumer greed and the desire to have the most for the least has resulted in the destruction of vital life support structures such as land, water, and air (Smith, 2009). Green items can mitigate the environmental deterioration in this complete heating situation. Green products are described as being environmentally friendly, non-toxic, and made from biological materials and components that have a positive impact on societal well-being (Schlegemich et al., 1996). The standard for green is advancement at a fundamentally faster rate than the rest of the world. Consumers are also paying attention to appropriate events and approachable behavior when it comes to environmental endeavor. More and more environmental products are entering the market as a result of changes in customer behavior owing to eco-consciousness and goals to do better for the ecosystem (Shruti, 2014). The worldwide environment is increasingly subsiding as the global economy rapidly emerges. Protecting the environment and creating a healthy living environment has become one of the most pressing concerns for consumers. Green marketing typically attempts to provide environmentally friendly products and a safe environment in which people may live (Altaf, 2013). According to the study, 69 percent of the general population believes that pollution and additional environmental devastation are harming their everyday lives (Schlegemilch et al., 1996). According to Chase and Smith (1992), environmental safety information provided in product labeling and advertising influences 70% of customers' purchasing decisions. Customer purchasing choice depends on products performance and its influence on the atmosphere after its practice and consumers purchase those environment-friendly products which are ecologically pleasant and useful to decrease atmosphere contamination and consumers give incapability to individuals companies which are manufacturing Eco-friendly products (Manjunath, 2014). Green is a broad adjective that may imply many different things to different individuals. This research revealed that green product and green marketing events are important factors that influence customers' purchase decisions .it benefits both sellers and green purchasers, and it provides a compelling argument for Bangladesh to enter a new era of greening (Hossain & Khan, 2018).

Green promoting is a modern phenomenon in the industrialized world. It is almost eco-friendly goods advertising and making alertness among the consumers about the atmosphere so that they are motivated to consumption green products. Although firms working in Bangladesh are accustomed with the idea of green marketing, its practices has ongoing few companies because of various encounters. But, confidently, this advertising practices will started of all companies in Bangladesh in the near future. As a result, the goal of this study is to look at the factors that influence customers' purchasing intension when it comes to green goods, as well as their impact on satisfaction in Bangladesh.

The study is originated that environmental concern, environmental awareness, product awareness, product price significantly influence Green products purchase decision during covid-19 pandemic: An emerging market perspective. The COVID-19 caused a health and socioeconomic disaster unequaled in human history. The epidemic has become a catastrophic disaster for people's health and livelihoods, resulting in complex inequities on a worldwide scale. People are looking for healthier products, such as environmentally friendly ones, as a result of the crisis.

The study aims to look at the factors (environmental concern, environmental awareness, product awareness, product price), that influence consumer purchase intention during the COVID-19 pandemic in Bangladesh's ecological goods condition.

## **2. Literature Review and Research Gap**

Green products are those that are safe for the environment, are non-polluting, and may be recycled or preserved. Products made of paper, glass (recyclable or reusable packaging), energy-saving equipment, and detergents that must be biodegradable and pollutant-free are examples of green products (Mostafa, 2006). Green consumption behavior refers to consumer actions that do not contaminate the environment, do not deplete natural resources, and are recyclable (Choi & Johnson, 2019; McEachern & McClean, 2002; Mostafa, 2006). Green items are becoming a market front-runner on a daily basis. As a result, the demand for green products is increasing all across the world (Wahid & Rahbor, 2011).

Environmental harm may be reduced by planning, consuming, and labeling green products, and customers' awareness must be consistent. Customers that buy green items are more conscious of environmental issues (Delafröoz et al., 2014). Customers' purchase and non-buying decisions are based at least largely on environmental factors in green ingesting (Peattie, 1992). Green consumers are those whose purchasing decisions are impacted by environmental concerns (Shrum et al., 1995). Green clients want to buy green items that are easy to reprocess and have no negative impact on the environment. Those clients who have a different attitude and different elements in their ideology and community, as well as age and sex, are targeted (Diamantopoulos, 2003). Green clients are eager to pay the greatest price because they believe that this extra purchase will bring them and civilization emerald profits. Green items also provide the thrill of being understandable to an intelligent environmental government that formulates us with positive environmental attention on a constant basis (Florenthal & Arling, 2011). Green product awareness may help businesses introduce new environmentally friendly items and expand their current product offerings (Markwick & Fill, 1997). Customers' green purchasing preferences were discovered, and it was discovered that many customers have a favorable and powerful desire to purchase green items, but do not do so due to exceptional prices and lower manufacturing costs as compared to non-green items (Ali et al., 2011). If businesses provide environmentally friendly items to clients at fair prices and with significant advantages over obsolete items, these green customers will be more likely to purchase them (Rao et al., 2011). Purchase decision is an important predictor of green product purchases, as it indicates that the goal of the purchase influences the likelihood of a consumer's decision to buy green products (Beckford et al., 2010; Chan, 2001). Highly satisfied customers are more likely to recommend their favorite green product to others (Reynolds & Arnold, 2000).

Many research and surveys that look into consumer purchasing intention span a wide range of topics and areas, examining the elements that influence customers' purchasing decisions toward green products and their impact on satisfaction.

Green Product and Consumer Behavior: An Analytical Study was written by Shamsi, M. S., and Siddiqui, Z. S. (2017). The study's goal is to better understand the notion of green products and how consumers react to them. The investigation also looks into the link between green product use and buying decisions and demographic factors (age, gender, income and educational qualification). However, this study did not look at the elements that influence a consumer's decision to buy green products and how that affects satisfaction. Determinants of Pakistani Consumers' Green Purchase Behavior: Some Insights from a Developing Country was investigated by Ali, A. et al. (2011). The decision of Pakistani customers to buy green products is investigated in this article. The main goal of this study was to examine and investigate the proposed relationship between predictor and criterion variables such as green purchasing attitude (GPA), green purchase intention (GPI), and Perceived Product Price and Quality. This document has sixteen components, whereas the previous one had only three. Factors Affecting Green Purchase Behavior was investigated by Kataria et al. (2013). Using the idea of planned behavior, this research tries to investigate the factors that influence customer behavior for green products. The findings revealed that values (concern for the health of children and family members) and knowledge (about environmental concerns and goods) influenced green buying decisions significantly. The notion of planned behavior was tested, although this study focused on the elements that influence green buying decisions. Factors Affecting Green Purchasing Behavior: A Study of Turkish Consumers was written by Ibrahim and Meryem (2017). The elements of environmentalism, economic behavior, and knowledge all have significant and positive effects on green purchase decisions, according to this study. It was carried out in Turkey, but this study is being carried out in Bangladesh. A Study on Consumer Behavior towards Purchase of Eco-Friendly Products in Coimbatore was investigated by Geetha and Jenifer (2014). The goal of this research is to determine the influence of green products on customer purchase decisions. A research study is required to promote green products and the green market. In the city of Coimbatore, a research study was undertaken with a sample of 100 green customers. It was done with a sample of 100 people in Coimbatore, while it was done with 300 people in Bangladesh's Dhaka division. Factors influencing customers' green product buying decisions were investigated by Kumar and Ghodeswar (2015). The purpose of this article is to investigate the factors that influence Indian customers' green product purchasing decisions. The data was acquired from 403 respondents in Mumbai using a 38-item questionnaire and the snowball sampling approach. Supporting environmental protection, a desire to be environmentally responsible, green product experience, company environmental friendliness, and social attractiveness are all considered as important factors influencing green product purchasing decisions.

However, the use of a 69-item questionnaire and the Convenient & Judgmental Sampling method were not considered in this study, the data are collected from 300 respondents in large portion of Bangladesh. Hussain, M. A., Khokhar, M. F., and Asad, A. (2014) collaborated on Green Awareness Effects on Consumer Purchasing Decisions in Pakistan. The purpose of this research is to investigate the impact of customers' environmental concerns, awareness of green products, as well as pricing and brand image, on their purchase decisions for green products. The findings confirmed that customers' pricing knowledge and brand image had a significant effect on their purchase decisions for green products. However, this study did not include environmental concern, environmental awareness, product awareness, product price. Or other factors.

The primary concern of researchers in the green marketing arena is to investigate demographic profiles. But elements such as environmental concern, environmental awareness, product awareness, product price, can be significant on green products. Again, a significant literature gap has flowed in Bangladesh's perspective by not assessing any predictive linkages that may be buy choice toward green items. Previous researchers have not highlighted the predictive relationship between environmental concern, environmental awareness, product awareness; product price. The goal of this study is to look at the elements that influence customers' purchasing decisions when it comes to green goods during the coronavirus (COVID-19) outbreak in Bangladesh.

### 3. Conceptual Framework and Research Hypotheses

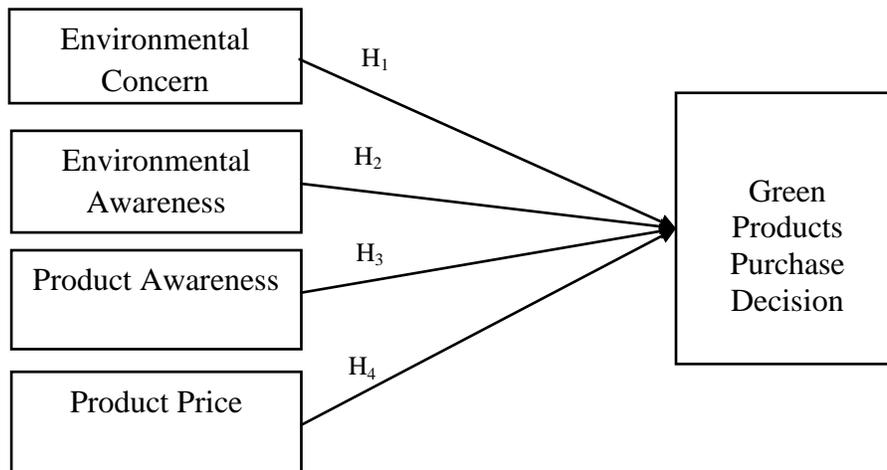


Figure 1. Research Model

#### 3.1 Environmental concern

Consumers are concerned about the atmospheres that arise from their focus on biological balance and tough with the customer's propensity. Consumers are more concerned about the environment, and they are more likely to purchase items that are environmentally friendly. Furthermore, buyers are more worried about the environment (Murphy et al., 1978). Environmental anxiety, according to Dunlap and Jones (2002), is the degree to which customers are aware of environmental issues and support efforts to fix them, or indicate a desire to give individually to their resolution. Consumers are more concerned about the environment when it comes to green products, and they are more likely to purchase them. Mostafa (2009) stressed the importance of environmental concern, as well as other factors, in predicting customer purchase decisions for green products. Consumers that are more concerned about environmental concerns have the option of purchasing green items (Yeonshin & Sejung, 2005). Kim & Choi (2005) demonstrated that environmental concern has significantly influenced consumers purchase decision toward green products. Therefore, it is expected that:

*Hypothesis 1 (H<sub>1</sub>): Environmental concern is positively related to consumers purchase decision.*

#### 3.2 Environmental awareness

According to Panni (2006), the more customers participate in pro-social and pro-environmental actions, the more they are conscious of societal and recyclable issues. Environmental consciousness is defined as determining the impact of human activities on the environment.

Environmental consciousness comprises a knowledge-based component as well as an emotive, awareness-based component (Kollmuss & Agyeman, 2002). The additional the distinct is conscious regarding the environmental anxieties; it can generate positive purchase towards environment-friendly products. The enhanced information about the ecological matters generates affirmative approaches (Arcury, 1990). The consciousness regarding the topics of the surroundings can decide to purchase of the beings towards atmosphere. Customers' purchasing decisions for green products are positively influenced by their consciousness and approach (Roberts, 1996). Therefore, it is expected that:

*Hypothesis 2 (H<sub>2</sub>): Environmental awareness is positively related to consumers purchase decision.*

### **3.3 Product awareness**

Consciousness of green products has changed the duty of customers to show responsibility to safeguard the ecosphere prior to acquisitions (Cherian & Jacob, 2012). Customers are sensibly assessing and appreciating the structures of specific green commodities (Gan et al., 2008; Prakash, 2002). For example, green events cover well-contamination controls, efficient energy processes and reprocessed resources (Kotler & Armstrong, 2009). Green goods are widely known to customers. The article found that awareness of emerald goods is the major aspect that greatly impacts consumer green procurement decisions (Siddique & Hossain, 2018).

Therefore, it is expected that:

*Hypothesis 3 (H<sub>3</sub>): Product awareness is positively related to consumers purchase decision.*

### **3.4 Product price**

Product type and perceived benefit are important factors in influencing customers' willingness to spend top dollar for environmentally friendly items, while another study demonstrated the importance of value as a major roadblock to the adoption of emerald products. (Hopkins, 2009 ;). According to D'Souza et al. (2006), all of the commodities sold should be ecologically friendly, but it is also vital to pay the best prices for them. It is critical for sellers to recognize market segments in which buyers are more concerned about the environment and are more willing to pay a premium price for green items (Laroche et al., 2001). The price promotion past study recommends that framing the equal price campaigns in the layout of either extra advantages or decreasing damages can remarkably effect consumers purchase choice (Diamond, 1992; Thaler, 1985). According to the report, the majority of customers are concerned about environmental safety, while minorities are concerned about their health and cost. When it comes to the willingness to pay a premium for green products, cost is a major consideration (Shukla et al, 1998). Therefore, it is predictable that:

*Hypothesis 4 (H<sub>4</sub>): Pricing is positively related to consumers purchase decision.*

## **4. Research Methodology**

### **4.1 Research types & Design**

This research is quantitative in nature. Quantitative research is defined as "the collecting of data using bigger, more representative samples and numerical result computation" (Wiid & Diggins, 2009). The study design used in this study is exploratory, expressive and causal research design. By stress on expressive kind, in order to bearing primary data the study will have surveys on the features of environmental concern, environmental awareness, product awareness, product price, with consumers' green products purchase decision which effects on satisfaction. The study will be presented to have relationship between environmental concern, environmental awareness, product awareness, product price and green products purchase decision.

### **4.2 Sources of data**

Both primary and secondary data is used in this study. Primary data are data collected by the investigator for the purpose of determining the study's tenacity. Primary data is composed through the well-structured comprehensive questionnaire. The literature review has been developed from the secondary sources in this study. Daily newspapers, textbooks, various publications, PhD dissertations, and annual reports are examples of secondary data sources.

### 4.3 Sampling method, sample size & Area

The study is used probability sampling technique. Residents in a few geographical regions have been chosen as the population since all people living in Bangladesh cannot be questioned. For the study it is pertinent to be able to obtain a sample of around 205 general public.

### 4.4 Questionnaire types & Design

Closed ended questions are used in this study. The first section is the overview, which includes the goal and scope of the research. By using the flowerpot approach, the questionnaire progresses from common to precise data. The first segment, titled "identification information requirements," consists of questions about age, sex, married status, educational requirements, profession, monthly salary, and types of green product purchases. The second segments permit writers to get more definite data about aspects of green purchase decision which influence customers' satisfaction on green goods. Thus, segment 2 consists of green purchasing choice procedures employing five-point Likert scales (from 1='Strongly disagree' to 5='Strongly agree') the third component is concerned with consumer purchases of green products. There are two multiple-item scale questions. The research opted to include in the questionnaire the first question regarding how frequently you buy Green items in order to assess consumer purchasing decisions. When needed, once every two weeks, once every week, once every month, and once every year. The Second question about do you repeat your purchase of Green Products?  Always  Often  Sometimes  Never

### 4.5 Data collection

The information was gathered from 205 defendants using a structured survey using five-point Likert scales and a variety of items. The data for the study was gathered from respondents in a personal interview using the survey method among Bangladeshi consumers.

### 4.6 Data analysis

Respondent data is compiled and encrypted in SPSS 25.0 software for analysis. Frequency, expressive statistics (mean and standard deviation), and regression analysis are used to assess it.

## 5. Results and Discussions

### 5.1 Descriptive statistics analysis

As illustrated in Table 1, it is revealed that majority of the respondents have agreed with product awareness (Mean= 3.9561 & Std. deviation = .91449) becoming the most important element, which impacts green products purchase decision during covid-19 pandemic. Environmental concern (Mean= 3.7512 & Std. deviation = 1.14256) is another crucial feature, which affects green products purchase decision during covid-19 pandemic. Correspondingly, environmental awareness (Mean = 3.6634 & Std. deviation = 1.96451) & product price (Mean= 3.1707 & Std. deviation=1.30802) are key component, which influences green products purchase decision. So, environmental concern, environmental awareness, product awareness, product price have a significant impact on green products purchase decision during covid-19 pandemic.

**Table 1. Descriptive statistics analysis**

Factors	Minimum	Maximum	Mean	Std. Deviation
Environmental awareness	1.00	5.00	3.6634	.96451
Environmental concern	1.00	5.00	3.7512	1.14256
Product awareness	1.00	5.00	3.9561	.91449
Product price	1.00	5.00	3.1707	1.30802

### 5.2 Reliability analysis

Reliability analysis is measured via Cronbach's coefficient alpha to check for internal dependability of the constructs. All constructs have no problem in reliabilities if the Cronbach's Alpha values exceeded the criterion of 7.00 (Hair, Rolph, Barry & William, 2010). As illustrated in table 2, it is demonstrated that the analysis showed that the lowest value of Cronbach's Alpha was .712 for product awareness. Accordingly, the survey instrument is reliable to measure all factors consistently and free from random error.

**Table 2. Reliability analysis**

S.L.	Factors	Number of items	Cronbach's Alpha
1.	Environmental awareness	4	.789
2.	Environmental concern	4	.742
3.	Product awareness	4	.712
4.	Product price	4	.874

### 5.3 Model summary

As illustrated in Table 3, the correlation coefficient value (R) is equal to 0.637 which recommends that there is moderate positive relationship between green products purchase decision and influential factors (environmental concern, environmental awareness, product awareness, product price). Nevertheless, only 40.6% (R-square values of .406) variation in respondents' satisfaction accounted due to factors. The adjusted  $r^2$  is .394 signifying that the four factors can significantly account for 39.4% variance in the green products purchase decision during covid-19 pandemic.

**Table 3. Model summary**

	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637	.406	.394	.66358

### 5.4 ANOVA

As illustrated in Table 4, multiple regression analysis is performed to scrutinize the relationship between influential factors (environmental concern, environmental awareness, product awareness, product price) with green products purchase decision during covid-19 pandemic. Four factors are proposed and results are computed. The F- value is 34.196 with a significant level 0.000 which is less than 0.01 with 4 and 200 degrees of freedom and it assures model fitness for regression analysis.

**Table 4. ANOVA**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	60.231	4	15.058	34.196	.000 <sup>b</sup>
	Residual	88.069	200	.440		
	Total	148.300	204			

### 5.5 Coefficients

As illustrated in Table 5, the results of multiple regression analysis that environmental concern as the important factor, which significantly effects on green products purchase decision ( $\beta_1 = 0.105$ ; t-value = 1.842;  $p < 0.05$ ). H1 is accepted. Therefore, environmental concern factors influenced green products purchase decision during covid-19 pandemic. Then, environmental awareness as the vital factor, which remarkably influences green products purchase decision ( $\beta_2 = 0.373$ ; t-value = 6.498;  $p < 0.05$ ). H2 is accepted. Consequently, environmental awareness factor is persuaded on green products purchase decision during covid-19 pandemic. After that, product awareness as the important factor, which significantly impact on green products purchase decision ( $\beta_3 = 0.199$ ; t-value = 3.563;  $p < 0.05$ ). H3 is accepted. Therefore, product awareness factor are persuaded on green products purchase decision during covid-19 pandemic. Then, product price as the vital factor, which notably influences on green products purchase decision ( $\beta_4 = .311$ ; t-value = 5.513;  $p < 0.05$ ). H4 is accepted. So, product price factor is influenced on green products purchase decision during covid-19 pandemic.

**Table 5. Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.685	.278		2.463	.015
	Environmental awareness	.329	.051	.373	6.498	.000
	Environmental concern	.080	.044	.105	1.842	.067
	Product awareness	.154	.043	.199	3.563	.000
	Product price	.262	.048	.311	5.513	.000

## 6. Conclusion

Green products that endure longer than plastic or any other product is hazardous to the environment and if the product lasts longer than plastic, its cost will be significantly higher. Nonetheless, eco-friendly products are more worthwhile to purchase, and they are easily disposable, so there is no need to be concerned. Green products promote a sustainable balance between the two and so contribute to an increase in the use of eco-friendly items. When you go from conventional to green items, you have to believe that you are helping to save the environment. This also contributes to the conservation of natural resources such as fuels (coal, diesel, and gasoline, for example). Green items in your daily life will benefit the environment by reducing pollution, which will have a direct effect on your health and improve it. Green products not only help your business stand out in a competitive market, but they also help alleviate some of the pressure human's places on the environment. The advantages of green products are paralleled in the service business. For instance, if a hotel proposes that guests refrain from having their sheets and towels laundered daily, this conserves water and lowers the company's costs. Green products are described as being environmentally friendly, non-toxic, and made from biological materials and components that have a positive impact on societal well-being (Schlegemich et al., 1996). The paper brings out the influence of factors (environmental concern, environmental awareness, product awareness, product price), that influence consumer purchase intention during the COVID-19 pandemic in Bangladesh's ecological goods condition. From the regression analysis, the paper is originated that environmental concern, environmental awareness, product awareness, product price significantly influence consumer purchase intention during the COVID-19 pandemic in Bangladesh's ecological goods condition. This study may be contributed in this consumers buying intention towards eco-friendly product issues. Companies can be profited knowing the influential factors of consumers green products purchase intension. Those it may help consumers buying intention towards eco-friendly product enlargement along with emerald products offers to consumers. Therefore, there is an indispensable need to identify the influential factors of consumers buying intention towards eco-friendly product in order to rush into the green purchasing decision among all consumers to save this world for next generations. The findings of this study may be useful to both researchers and consultants. For academics, it provides advice for comprehending green purchasing choice forms, levels, and comparative relevance. Furthermore, this study provides practical counsel and relevant recommendations to businesspeople and marketing professionals in order to support techniques for eco-friendly product decisions, since environmental issues are possibilities to develop green demand among customers.

## 7. Limitations and further study

The study is confined on 205 respondents using questionnaire survey in Bangladesh. The Results may vary over time and place. The result is obtained based on the respondent's opinion. So, there is a chance of respondent's bias. These findings may not be applicable to other places. This investigation found some influences of the independent variable. As a result, there may be some other variable which may affect green product purchase decision during covid-19. Those factors are left for future investigation. The secondary data may not be real representative of overall concept. The researchers, therefore, suggests that the investigation will be conducted in a more substantial area or in the whole of Bangladesh to determine the actual factors that affect green product purchase decision during covid-19 pandemic. Future investigation is recommended to improve more significance.

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