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**An Indian Viewpoint On The Effects Of Covid 19 On Green Marketing And Organic Products In The Hospitality Industry**

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**Abstract:**

The purpose of this study is to ascertain how Covid-19 has affected the market for organic food in the hospitality industry. To better understand this impact, the four Ps—Product, Packaging, Place, and Price were assessed. White papers, company websites, and manufacturer research indicate that the Covid-19 epidemic has caused an imbalance in the marketing system. On the one hand, the need for green or ecologically friendly products has increased, while packaging has become more labor-intensive and harmful to the environment. The outcome is an imbalance throughout the entire marketing system. In order to statistically support the idea of marketing mix imbalance brought on by Covid 19, the researcher generated four hypotheses based on the 4Ps of the marketing mix following a thorough analysis of the literature. Data for this study was gathered from primary sources, such as survey questionnaires. The researcher used a non-probability accidental sampling technique to get 100 responses. There was a 5-point Likert scale on the survey. Through a Google Form, it was self-administered. The data were analysed using SPSS and AMOS, two statistical programmes, to support the hypothesis. Marketing specialists can benefit from research findings. Effective organic food policies that take into account the individual effects of COVID on each business are necessary if we are to thrive in these unsettling post-COVID times. Consuming organic food is good for your health and the environment. This study paper's statistical analysis demonstrates that creating and selling locally can be a feasible strategy for enduring the uncertain times in Covid.

**Keywords:** Hotel Segments, Health Hazards, Green Marketing, and Consumer Behavior.

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**Introduction:**

The COVID-19 pandemic presents a special challenge to the entire world. The first case was found in China, and it didn't take long for it to spread over the world. The WHO's Dr. Margaret Chan, Director-General, referred to the coronavirus epidemic as a "pandemic" on March 11, 2020. 2020 World Health Organization Due to the lack of a vaccine to stop the COVID-19 virus's spread, countries all over the world have been compelled to implement safety measures like social isolation and the declaration of nationwide lockdowns. (Kaplan and others, 2020) India and the rest of the globe first became aware of the importance of the environment and its effects on health and cleanliness during this period of lockdown.. Consumer behaviour changes are one of the key ways that the pandemic has affected the

organic food sector. As an attempt to promote small businesses and lower their risk of contracting the virus by limiting the number of places they had to visit, many people started to place a higher priority on buying locally produced, organic, and unprocessed goods. The demand for organic foods has increased as a result of this change in consumer behaviour, benefiting the organic food sector. Due to limits on travel and business operations, the pandemic has also caused interruptions in the supply chain for organic foods, making it more challenging for farmers and producers to get their goods to market. Due to this, some regions are experiencing a shortage of specific organic food kinds, and some goods now have higher pricing. The Covid-19 epidemic has generally had a conflicting effect on the organic food sector. Although the demand for organic food

has grown, there have been difficulties due to supply chain disruptions. In India and throughout the world, Covid-19 has had a huge impact on the hotel sector. However, due to the fact that more people are choosing to eat healthfully and stay away from processed foods during the epidemic, certain hotels have noticed an increase in demand for organic goods. A surge in the market for organic items in the retail business has also been brought on by the move to remote work and the rise in demand for food deliveries to homes, which may have partially offset the drop in demand in the hotel industry. It is important to note that Covid-19's effects on the organic food market in India have not been consistent, with some sectors, such as exports and online sales, being more negatively impacted than others. Overall, the pandemic has had a conflicting effect on India's organic food market, with some segments seeing a fall in demand while others have experienced an increase.

These findings make it abundantly evident that Covid 19 has impacted consumer behaviour for the better, raising awareness of Green Products and changing consumers' shopping habits to be more environmentally friendly. Environmentally friendly behaviours are more likely to be used by people who are knowledgeable about the environment. (1991, Sheltzer et al.). However, scholars have varied definitions of green purchasing behaviour. Numerous studies, such as that conducted by Chan (2001), have objectively defined, researched, and examined the relationship between the willingness or intention to purchase environmentally friendly goods and the likelihood that this willingness or intention will actually result in the purchase of environmentally friendly goods. Additionally, knowing how consumers perceive products in relation to the four marketing pillars will help them develop better strategy.

### **Review Of The Literature**

#### **Green Advertising**

Peattie and Charter (2003) argue that internal processes should be green as well as the long-term effects of marketing procedures. That will affect life quality and contribute to the creation of a sustainable society. Customers' satisfaction, product safety, social acceptability, and sustainability are additional 4 S's that should be added to the classic 4 P's of marketing, according to marketers and researchers.

#### **Organic products**

In average, higher producer prices more than make up for reduced organic yields. Therefore, the profitability of organic farms is significantly influenced by farm gate prices. However, price surcharges typically have a detrimental impact on consumer purchases of organic products (Misra et al. 1991).

#### **Price of Green and Organic Products:**

Research by Chekima et al. (2016), Gleim et al. (2016), and Malhotra and Maheshwari (2016) has demonstrated that the cost of green products has an impact on customer purchase decisions (2016). Meanwhile, Malhotra and Maheshwari concur with Neff (2012)'s assertion that consumers are generally less inclined to spend more for green items (2011). Economic Times reports that the pandemic has affected people's income in general. So, one of the construct questionnaires' purposes was to gauge public opinion regarding the cost of green products.

#### **Packaging and eco-friendly goods:**

Since the pandemic, there has been a rise in environmental concern as people have become more conscious of the significance of sustainable development. Studies are being undertaken more frequently as a result of consumers' increased concern over sustainable consumption, such as (Pekkanen et al., 2018; Fischer, Stanzus et al., 2017; Liu et al., 2016; Geels et al., 2015 ). Both of these problems are related to worries about the amount of waste that is produced annually (Hoornweg & Bhada- Tata, 2012). One of the marketing Ps that was most impacted was packaging, out of all the Ps. The packaging business was most impacted by this. Since everything was delivered to homes and there was a worry of viruses spreading through "contact," plastic packing was in more demand. Plastic was thought to be more easily cleaned or sprayed, and it offers strong wrapping for goods. One of the few examples that was seen was an Amazon carton. According to a poll, packaging has increased between the pre- and post-covid periods by at least 40% to 50%. This was the "Green Marketing" part of the Organic Foods that suffered a hit.

#### **Place:**

According to researchers and marketers, businesses should make their distribution channels as short as possible during uncertain times like a recession, pandemic, or conflict. (2007) Keoksal and Ozgetal

Additionally, according to the report, buyers like locally produced goods that give off the idea of being more eco-friendly because they haven't travelled as far. A construct was built for the paper using factors from the literature to assess the consumer's impression both before and after the intervention.

### Objectives Of The Study

- 1) Covid's impact on the consumption of Natural products before and after COVID-19.
- 2) The clients assessment of the price change for green goods before and after Covid.
- 3) How packaging affects the "green" component of Green Products.
- 4) Consumer preference for locally produced green products after Covid.

### Research Suggestions:

- H0: Covid 19 has no beneficial effects on green products.  
 H1: The influence of Covid 19 on green products is favourable.  
 Hypothesis 2: The impact of Covid 19 on consumer spending power on green goods.  
 H0: Covid 19 has no effect on the purchasing power of green product consumers.  
 H2: The purchasing power of green products is positively impacted by Covid 19.

Third theory: Covid 19 created environmentally unfriendly packaging  
 H0: Covid 19 has no effect on how green products are packaged.

H3: Covid 19 has created non-eco-friendly packaging

Fourth hypothesis: Covid 19 influenced customers to shop locally.

H0: Covid 19 has no effect on where green products are sourced.

H4: Covid 19 has prompted customers to shop locally for eco-friendly products

### Statistical Evaluation Of Data

The elements influencing the consumer's behaviour after covid were discovered using factor analysis. Factor analysis, by definition, reduces numerous variables to a single countable variable.

To demonstrate that the matrix did not contain any redundant variables, Bartlett's test for sphericity was performed. The KMO measure of sampling is used to assess the suitability of the factor analysis. When the value is between 0.5 and 1.0, factor analysis is helpful. Table 1 demonstrates unequivocally that factor analysis is appropriate because the data meet both requirements.

**Table 1**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.844
Bartlett's Test of Sphericity	Approx. Chi-Square	3345.462
	Df	350
	Sig	.001

**Table 2: Total Variance Explained**

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3.503	19.002	14.003
2	3.213	9.945	24.009
3	2.322	9.241	32.314
4	2.454	8.762	41.374
5	1.893	7.342	56.294
6	1.764	7.824	49.512
7	1.525	7.011	62.277

\*Extraction Method: Principal Component Analysis

Table 2 classified almost 63 % of the variance in data is explained by 7 components.

Analysis and conclusions: Data were gathered using a Google form, and SPSS 2.0 was used for statistical analysis. A reliability test was also conducted using the questionnaire.

### Testing For Reliability And Factor Analysis

MS Excel was used to index the data, which was then ran via SPSS 2.0. With a questionnaire's Cronbach's alpha value of 0.802, the questions are very internally consistent. For the variale factor analysis, the researcher used principal component analysis and varimax rotation. Both the Bartlett's test score of 0.000 and the KMO

score of .719 satisfied the requirements for factor analysis. The factor loading of components greater than 0.5 was maintained as a significant factor. According to earlier studies in the subject (Gregory and Leo, 2003; Kucukusta et al., 2013), this is accurate. The six-factor model, which was the best match to the data, had an adjusted goodness of fit index (AGFI) and a 2 statistic of 688.662. As a result, it can be said that the best way to describe organic foods is to take into account six of the 4Ps. The reliability of composites ranged from 0.63 to 0.91, which is significantly higher than the benchmark of 0.06.

The empirical analysis supports the variables found in the secondary analysis of the white paper and business website. Consumer perceptions of green products after Covid underwent a positive change are explained by the first component, "Impact of Covid on Green Products." They do think that products for the hotel industry should be made environmentally friendly. Customers believe that the price of environmentally friendly items should be made affordable, which is related to the second element, "Impact of Covid on Price of Green Products." According to analysis, green products tend to be more expensive, so the cost should be decreased to make them more accessible. Consumers' concerns over the influence of Covid on the packaging of Green Products are related to the fourth factor, "Impact of Covid on Packaging of Green Products," which shows that the factor is positively evolving in line with the hypothesis. In other words, customers do think that packing has suffered. They believe that recyclable, environmentally friendly packaging is essential. The fifth element, "Impact of Covid on Sourcing of Green Products," influences customers' purchases of green products by the distance the product travels before and after manufacturing. According to the analysis, consumers now believe that in order to maintain the "Green Product" or eco-friendly product's definition, the raw materials utilised should be acquired locally and the products should travel less. AMOS was used to construct a structural model by testing hypotheses. A regression weight table was used to assess and analyse the results. First, the impact of pre- and post-covid on sales of green products was examined. It was discovered that since covid, the sales of green products have increased. This analysis,

which was confirmed by H1 and deemed statistically significant with ( $p < 0.05$ ), was also supported by the data analysis. They also understand that spending more money on environmentally friendly products helps the environment. Purchase power and the impact of COVID on it are proven to be significantly correlated. This shows that people who care about the environment are willing to choose green items even if the price is a little higher as long as quality is guaranteed. As long as they are assured to be of high quality, it doesn't matter if they are a little more expensive. According to Lee (2009), customers who understand how important it is for individual actions to have an impact on environmental quality are more inclined to take action. This study supports that finding. The analysis also provides strong evidence ( $p < 0.001$ ) in favour of the hypothesis (H3) that Covid and packaging for green goods are related. This conclusion is in line with those made in white papers and business reports that mention how the use of packaging materials has increased over time. And there is an unbalance when it comes to the effect on carbon footprints. The lockdown had such an impact that it was impossible to maintain eco-friendly packaging. (Economics Times, 2020 October)

#### **Discussion Of The Results:**

Every market and business operations will be impacted by a pandemic like Covid 19. In these unsettling times, strategies are required for both survival and gaining a competitive edge. Therefore, the purpose of this study is to provide answers to the questions addressing changes in customer perceptions of green products before, during, and after Covid. Data study reveals customer preferences that indicate a rise in interest in environmentally friendly items. Price-conscious consumers are willing to pay more for environmentally conscious products as long as quality is guaranteed. Both businesses and consumers share a common worry about the increase in packaging materials. Secondary research indicates that packing has increased significantly in a non-eco-friendly direction, yet making eco-friendly packaging and lowering packaging slightly won't hurt demand. Even if a sizable portion of customers do think packing is crucial since it guards against products carrying viruses during Covid, Accenture's study on the impact of Covid on retail consumers also found that the rise in online

shopping has led to an increase in packaging material. Therefore, having eco-friendly packaging is crucial to maintaining market leadership and gaining a competitive edge. Local sourcing and keeping the product straightforward also performed well on the scale, and marketers can use these strategies to reduce costs for products other than logistics.

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