

## **Consumers Buying Intention towards Eco-Friendly Products: A Perspectives of Coronavirus Outbreak**

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### **Abstract**

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*Eco-friendly refers to goods and materials that are not detrimental to the environment. This product promotes green living and green manufacturing practices that use less or different types of resources. The paper examines the influence of factors like social media, reference groups, promotional activities, and government initiative that influence consumers buying intention towards eco-friendly product during coronavirus outbreak in Bangladesh's eco-friendly product condition. The primary goal of this study is to study the elements that influence consumers' buying intentions for eco-friendly products during the coronavirus pandemic in the perspectives of Bangladesh. The information was gathered from 205 respondents via a structured questionnaire with five-point Likert scales and multiple items. The approach of purposive sampling is 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 social media, reference group, promotional activities, and government initiative significantly influence consumers green products purchase decision. This paper may be contributed in this green buying intention and buying decision issues. Companies can be profited knowing the influential factors of consumers' eco-friendly products buying intention. This paper creates consciousness among environmental consumers, investigators, academicians, officials, government and greening working companies. Hence, there is an obligatory need to recognize the persuasive aspects of consumers' eco-friendly products buying intention in order to rush into the eco-friendly products buying among all consumers to save this world for afterward generations.*

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**Keywords:** Buying intention, COVID-19, eco-friendly products, factors affecting.

### **1. Introduction**

The term "eco-friendly" refers to things and materials that are not harmful to the environment. These products encourage green living or green manufacturing practices that use less or other types of resources. Eco-friendly things are often labeled as such based on the components they contain, how they are manufactured, packaged, and distributed, and how they are used. Luckily, the Federal Trade Commission (FTC) issues Green Guides, which outline all of the criteria that firms must follow and tell customers about what is required to receive an eco-friendly rating. Understanding the underlying meaning of eco-friendly allows you to put habits in place that will lead to healthy living for the earth and its inhabitants, large and little. 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). External marketing players and effects 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).

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). According to the study, 69 percent of the general population believes that pollution and additional environmental devastation are harming their everyday lives (Schlegel 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. This article has implications for both sellers and green purchasers, and it provides a compelling argument for Bangladesh to enter a new era of greening (Hossain & Khan, 2018).

People in Bangladesh are becoming more conscious of the importance of purchasing environmentally friendly products. After the recent pandemic, people altered their buying intentions from regular products to green products. Green promotion is the advertising of eco-friendly goods and raising consumer awareness about the environment so that they are motivated to buy green products. Although firms working in Bangladesh are accustomed to the idea of green marketing, its practices have been limited to a few companies because of various encounters. But, confidently, these advertising practices will be adopted by 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 decisions when it comes to green goods, as well as their impact on satisfaction in Bangladesh.

The study is originated that social media, reference group, promotional activities, government initiative significantly influence consumer buying intention towards eco-friendly product during covid-19 pandemic. The COVID-19 caused a health and socioeconomic disaster unequalled 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 objectives to look at the aspects (social media, reference groups, promotional activities, and government initiative), that influence consumers buying intention towards eco-friendly product during corona virus outbreak in Bangladesh's eco-friendly product condition.

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

A green product is one that is environmentally friendly, non-toxic, and made from biological elements and materials that have a positive impact on humans. The consumer always prefers to buy a green product from a well-known company (Suki, 2013). 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 purchase green items are more conscious of environmental issues (Delafrooz 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). As emerald customers, people are concerned about environmental security, make emerald buying decisions, and consume green items (Yazdanifard & Yan, 2014). 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 likewise 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 conscience values commodities that are less harmful to the environment, all living things, and, most importantly, the environment (Borin et al., 2013). Emerald consumers are aware of the dangers of pollution to the environment. As a result, they resolve the impacts of an excessive product on ecological pollution and try to keep it at zero (Tiwari et al., 2011).

Customers' capacity to categories items with emerald thankfulness and recall is shown by their awareness of emerald items. Green product awareness may help industries introduce new environmentally friendly items and expand their current product offerings (Markwick & Fill, 1997). Green product knowledge among consumers is critical in overseeing product purchases. The study found that green product promotion events and mention groups had a significant impact on customers' green product consciousness (Siddique & Hossain, 2018). 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). Social media as a vital factor that influence consumers buying behaviors. Consumers steadily examined the blogs on web to see green advertisements. They apply social media to give feedback regarding the eco-friendly products. Social media has transformed the universe of ads and has encouraged a far from outdated promoting. It is harmonized that social media is more useful. Intelligent and more solid that old-fashioned promotion tools (Nufazil A., 2014). Aindrila (2016) exposed that social media is a vital aspect, which positively influenced buying behavior of eco-friendly products. The beginning concern for the environment, mainly in consumers' products, has clutched the attention of both experts and academics similarly. With the help of new communication tools like social media, the concern for the environment has been broadly communal. So, more and more consumers are bringing to green buying and consume eco-friendly products and services that are not possible to pollute the environment (Zahid et al., 2017). 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). Customers' satisfaction with green products will influence future green purchasing decisions and develop customer loyalty. The term "contentment" is commonly used to predict future green purchases by consumers (Oliver, 1999). A happy customer is more likely to buy again in the future (Zeithaml et al., 1996). 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 buying intention span a wide range of topics and areas, examining the elements that influence customers' buying intention toward green products and their impact on satisfaction.

Green product and consumer behavior: an analytical study was written by Shamsi and Siddiqui (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 intention 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. D. S. Chaubey and Mayank Pant (2017) investigated the effects of marketing strategies on consumers' buying intentions and behavior when it comes to green products. This research aims to develop a complete model and examine the relationship between marketing promotions and environmental justification and repercussions, which has a significant influence on environmental protection motivations and consumer purchase. However, this study did not look into the elements that influence customers' buying intention when it comes to green products. Factors Affecting Green buying Behavior was investigated by Kataria, Kataria1, and Garg (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 buying intention. 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, P., and Ghodeswar, B. M. (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. R. H. Kaufmann et al. (2012) conducted research on factors affecting consumers' green purchasing behavior: an integrated conceptual framework. This study proposes a new method for evaluating the elements that influence customers' green purchasing decisions. In reality, according to the anticipated integrated framework, eight critical components of green concerns may have an impact on customers' green purchasing decisions. In the framework, demographic factors will play an intervening or mediating function. It was written as a qualitative research paper based on previous studies, but its present investigation is written as a quantitative study based on primary data and statistical methods. Hussain, Khokhar and Asad (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 knowledge, environmental awareness, product awareness, product convenience, product diversity, brand image, brand credibility, suitable pricing, collectivism, altruism, transparency, promotional efforts, social media, reference groups' advice and government initiative. The primary concern of researchers in the green product arena is to investigate demographic profiles. But elements such as social media, reference groups, promotional activities, and government initiatives can be significant for green products. Again, a significant literature gap has developed in Bangladesh's perspective by not assessing any predictive linkages that may be present in consumer choice toward green items. Previous researchers have not highlighted the predictive relationship between social media, reference groups, promotional activities, and government initiatives. The goal of this study is to look at the elements that influence customers' buying intentions when it comes to green products during the corona virus (COVID-19) outbreak in Bangladesh.

### 3. Conceptual Framework and Research Hypotheses

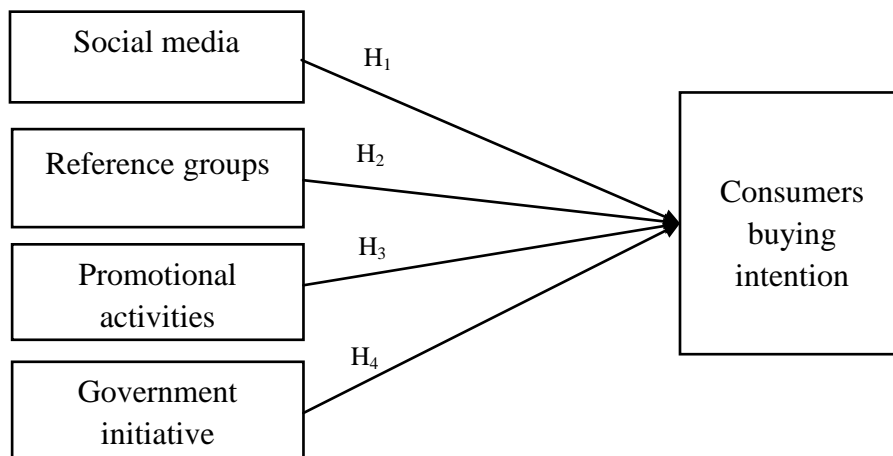


Figure 1. Research Model

### **3.1 Social media**

According to Aindrila (2016), social broadcasting is a crucial component that influences customers' buying decisions for green products in a good way. The first concern for the environment, mostly in the products of customers, has elicited the generosity of both specialists and researchers. The fear for the environment has primarily been collective, thanks to novel communication channels like social media. As a result, an increasing number of customers are opting to buy and consume green goods and services that are less likely to pollute the environment (Zahid et al., 2017). Mohammadreza & Mohammadreza (2012) found a high link between social broadcasting and the buying of environmentally friendly items. From pre-purchase evidence gathering through post-purchase conduct, social broadcasting has a significant impact on customers' choosing behavior, approach, perception, and purchasing decision-making (Williams & Cothrell, 2000). The role of social media in consumers' decision-making process for complex purchasing those measured by vital brand differences, high consumer involvement and risk, and which are expensive and infrequent. Social media usage influences consumers' fulfillment in the portions of information scrutinize and alternative evaluation, with satisfaction getting amplified as the consumers' moves along the process towards the final purchase behavior and post-purchase evaluation (Voramontri & Klieb, xxxx). Therefore, it is expected that:

*Hypothesis 1 (H<sub>1</sub>): Social media is positively related to consumers buying intension.*

### **3.2 Reference groups**

Reference group is an individual or group of people that pointedly affects an individual's behavior (Bearde & Etzel, 2011). Effect of social reference groups is one of the many subliminal facets that can form a consumer's behavior for products used in public settings. The phenomenon influences favorites for specific brands or products and effects purchase behavior relating to them. All marketer endeavors to tap the subliminal aspects that can aid strengthen the brand associations and drive purchase. The paper finds to assess the effect of three main kinds of reference group effects such as informational effect, utilitarian effect, and value expressive effect on the buying behavior (Reza & Valeecha, 2013). The influence of reference group is recognized to explain attitude-purchasing decision in organic consumerism spending social dilemma model to identify variance between emerald and non-green customers (Gupta & Ogden, 2009). Customers choose to keep an eye on the norms, practices, attitudes, or principles of their reference groups and make an attempt to adopt them on their own as a guide for purchase decisions (Mowen & Minor, 2000). Household memberships and groups are the active characteristics through which clients were familiar with the purchasing choice. Customers' purchasing decisions might be influenced by reference groups (Mohammad, 2016). Therefore, it is expected that:

*Hypothesis 2 (H<sub>2</sub>): Reference group is positively related to consumers buying intension.*

### **3.3 Promotional activities**

Kotler and Keller (2009) define advertising as "sales campaign, marketing, sales force, community relations, and direct marketing." Ginsberg and Bloom (2004) found that ad and bundle information on environmental security, recyclability, and other factors influence positive intentions to buy green items. When buyers consider that it is the conservancy or reason proper to put down the conscience to purchase intension, they are concerned about the green product promotion (Ann et al., 2012). Sales campaigns have evolved into a key instrument for marketing, and their value has grown dramatically over the years. The firm's customers' green goods buying decisions have been significantly impacted by sales promotion (Familmaleki et al., 2015). Ginsberg & Bloom (2004) have revealed that advertisement and package provide information like ecological protection recyclability etc. affects affirmative intensions to buy behavior of eco-friendly products. The exploration is exposed that sales promotion is most effective on the consumers purchase behavior. The study also verified that sales promotion and advertising is much more effective in low contribution type products where a simple promotional signal can lead the consumers to purchase behavior a product (Chakraborty, et al., 2013). Therefore, it is expected that:

*Hypothesis 3 (H<sub>3</sub>): Promotion is positively related to consumers buying intension.*

### **3.4 Government initiative**

Government judicial policies must play a more active and prominent role in order to encourage and even power superior environmental responsibility (Dummett, 2006). There is an urgent need to bridge the gap through raising public understanding of ecological biodiversity and the importance of the administration's role, process, and rules in order to promote ecological consumption (Tan & Lau, 2010; Wang, 2010; Yahya, 2011).

Monitoring forces are essential shareholders who affect business strategies through their activities (Wood, 1991). In order to be environmentally friendly in the future, governments and organizations must work together to achieve sustainability and the multilateral bottom line of consumers, return, and planet. All activities related to administration aimed at attaining sustainability necessitate responsibility from everyone in the society in order to care for and improve the civilization's well-being (Elkington, 1997). Therefore, it is expected that:

*Hypothesis 4 (H<sub>4</sub>): Governmental initiative is positively related to consumers buying intension.*

#### **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 social media, reference group, promotional activities, govt. initiative for consumers buying intention towards eco-friendly products which effects on satisfaction. The study will be presented to have relationship among social media, reference group, promotional activities, govt. initiative with consumers buying intension towards eco-friendly product and this study will be revealed that green awareness impacts on satisfaction

##### **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 purposive 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 people.

##### **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.

##### **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. Descriptive statistics analysis, collinearity statistics analysis, reliability analysis, 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 reference groups (Mean = 4.0585 & Std. deviation = 1.10102) becoming the most important element, which impacts Consumers buying intention towards eco- friendly products. Promotional activities (Mean = 3.8195 & Std. deviation = 1.00567) is another crucial feature, which affects consumers buying intension. Correspondingly, Social media (Mean = 3.7463 & Std. deviation = 1.03092) & Government initiative (Mean = 3.6585 & Std. deviation = .89140) are key component, which influences consumers buying intension. So, Social media, Reference group, promotional activates, Government initiative have a significant impact on consumers buying intension towards eco-friendly products.

**Table 1. Descriptive statistics analysis**

Determinants	Minimum	Maximum	Mean	Std. Deviation	Rank
Social media	1.00	5.00	3.7463	1.03092	3
Reference groups	1.00	5.00	4.0585	1.10102	1
Promotional activities	1.00	5.00	3.8195	1.00567	2
Government initiative	1.00	5.00	3.6585	.89140	4

### 5.2 Collinearity statistics analysis

Generally, a VIF above 4 or tolerance below 0.25 indicates that multi-collinearity might exist, and further investigation is required. When VIF is higher than 10 or tolerance is lower than 0.1, there is significant multi-collinearity that needs to be corrected. From the above table we see that for social media there is VIF 1.260 which is less than 4 and also tolerance is .794 which is above .25 so we can say for social media variable there is no multi Collinearity. From the above table we see that for reference group there is VIF 1.074 which is less than 4 and also tolerance is .931 which is above .25 so we can say for reference group variable there is no multi Collinearity. Again from the above table we see that for promotional activities there is VIF 1.293 which is less than 4 and also tolerances is .773 which is above .25 so we can say for promotional activities variable there is no multi Collinearity. Finally from the above table we see that for Government initiative there is VIF 1.357 which is less than 4 and also tolerance is .737 which is above .25 so we can say for reference group variable there is no multi Collinearity.

**Table 2. Collinearity statistics analysis**

Model		Collinearity Statistics	
		Tolerance	VIF
1	Social media	.794	1.260
	Reference groups	.931	1.074
	Promotional activities	.773	1.293
	Government initiative	.737	1.357

### 5.3 Reliability statistics 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 3, it is demonstrated that the analysis showed that the lowest value of Cronbach's Alpha was .709 for Reference group. Accordingly, the survey instrument is reliable to measure all factors consistently and free from random error.

**Table 3. Reliability analysis**

Determinants	Number of items	Cronbach's Alpha
Social media	3	.874
Reference groups	3	.709
Promotional activities	3	.761
Government initiative	3	.851

### 5.4 Model summary

As illustrated in Table 4, the correlation coefficient value (R) is equal to 0.891 which recommends that there is highly positive relationship between consumers buying intension towards eco-friendly product and influential factors (Social media factor, Reference group factor, Promotional activities factor, Government initiative factor). Nevertheless, only 79.3% (R-square values of .793) variation in respondents' satisfaction accounted due to factors. The adjusted  $r^2$  is 0.789 signifying that the four factors can significantly account for 79.8% variance in the consumers buying intension.

**Table 4. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891	.793	.789	.39176

### 5.5 ANOVA

As illustrated in Table 5, multiple regression analysis is performed to scrutinize the relationship between influential factors (Social media factor, Reference group factor, Promotional activities factor, Government initiative factor) with consumers buying intension towards eco-friendly product. Four factors are proposed and results are computed. The F- value is 191.570 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 5. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.605	4	29.401	191.570	.000 <sup>b</sup>
	Residual	30.695	200	.153		
	Total	148.300	204			

### 5.6 Coefficients

As illustrated in Table 6, the results of multiple regression analysis that Social media as the important factor, which significantly effects on consumers buying intension ( $\beta_1 = 0.130$ ; t-value = 3.596;  $p < 0.05$ ). H1 is accepted. Therefore, Social media factors influenced on consumers buying intension towards eco-friendly products. Then, reference group as the vital factor, which remarkably influences on consumers buying intension ( $\beta_2 = 0.084$ ; t-value = 2.508;  $p < 0.05$ ). H2 is accepted. Consequently, reference group factor is persuaded on consumers buying intension towards eco- friendly products. After, Promotional activities as the important factor, which significantly impact on consumers buying intension ( $\beta_3 = 0.172$ ; t-value = 4.696;  $p < 0.05$ ). H3 is accepted. Therefore, Promotional activities factor are persuaded on consumers buying intension towards eco-friendly products. Then, Government initiative as the vital factor, which notably influences on consumers buying intension ( $\beta_4 = 0.715$ ; t-value = 19.087;  $p < 0.05$ ). H4 is accepted. So, Government initiative factor is influenced on consumers buying intension towards eco- friendly products.

**Table 6. Coefficients**

Model		Unstandardized Coefficients		Standardize d Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.075	.157		.480	.631
	Social media	.107	.030	.130	3.596	.000
	Reference groups	.065	.026	.084	2.508	.013
	Promotional activities	.146	.031	.172	4.696	.000
	Government initiative	.684	.036	.715	19.087	.000



## 6. Conclusion

Eco-friendly, all-natural products protect families from toxic chemicals and allow them to avoid risky additions that can cause any of these problems. The use of environmentally friendly products enhances the quality of life in terms of mortality, age, diseases, and illnesses. Eco-friendly items may appear to be more expensive at first, but they are actually more cost effective in the long run. Eco-friendly items have a considerably longer lifespan. Along with the environmental benefits, utilizing all-natural products has personal benefits. By purchasing eco-friendly products, each individual contributes to the protection and preservation of the planet's natural resources, such as metals, plastics, and even water. If more individuals utilize environmentally friendly products, the cost of other products will decrease, benefiting all occupants, human and animal alike. Solar panels, for example, are environmentally friendly since they generate energy from the sun. They are used to generate power in place of fossil fuels. They are non-renewable, which means they do not require fossil fuels such as coal, gas, or oil to operate. Eco-friendly products contribute to the improvement of the home environment. Nowadays, it is becoming fashionable to opt for architectural designs that incorporate natural lighting, ventilation, and air quality. These factors contribute to the room's bright and inviting atmosphere. Green buildings create an aesthetically pleasing environment that benefits both physical and mental health. They alleviate stress and improve one's quality of life. We let healthy and fresh air inside through the large windows, and the natural sunlight creates a clear and cheerful ambiance. 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 impact of social media, reference group, promotional activities, and government initiative on consumers buying intention toward eco-friendly product during corona virus outbreak. From the regression analysis, the paper is originate that social media, reference group, promotional activities, and government initiative significantly affect consumers buying intention towards eco-friendly product during corona virus outbreak. 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 decision. 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. In addition providing writings for further inquiry, this study specifies methods for discovering additional profound elements that influence consumers buying intention towards eco-friendly product. Also, this study offers 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 Direction for the Further Research

The research 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 consumers buying intention towards eco-friendly product. Those factors are left for future investigation. The secondary data may not be real representative of overall concept. The researchers, thus, 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 consumers buying intention towards eco-friendly product in Bangladesh during coronavirus outbreak.

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