

Corona virus pandemic: Transforming to sustainable lifestyle practices

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Abstract: The Coronavirus outbreak has transformed all our lifestyle practices. The transformation is so huge, that we could even compare it with before Covid-19 and after Covid-19. The Covid-19 pandemic have raised several questions to human race and its existence in future. The pandemic made people to rethink on adopting strategies to maintain a healthy relationship with the environment. It was during this period of time, people gained lot of information on immunity building, personal healthcare, cleanliness etc. This has all led to a change in the consumption styles of individuals. This study is an attempt to recognize the lifestyle changes people have made after coronavirus outbreak. The study also focuses on the products people use as part of sustainable lifestyle practices. The findings of the study reveals that many people have made a transformation in the lifestyle practices after Covid-19 pandemic.

Keywords: Sustainable lifestyle practices, attitude, lifestyle change, Covid-19 pandemic.

1. INTRODUCTION

The Covid-19 pandemic has made a tremendous impact on the lifestyle of people. The Covid-19 pandemic have raised several questions to human race and its existence in future. It made an impact on all the areas pertaining to human existence like our lifestyles, food habits, education, healthcare, family relationships, product consumption, purchase behavior etc. Sudden shutdown in all the fields due to the spread of coronavirus had led to a shift in the human behaviors. People got additional time to spend on their personal matters and to identify their core area of interests. Also, there was a drastic change in the outlook of people towards their health, food habits, cleanliness, hygiene, personal care, fitness etc.

During the covid-19 pandemic people got to spend more time with the nature and hence they started to think on preserving the natural resources. The pandemic also made people to rethink on adopting strategies to maintain a healthy relationship with the environment. Covid-19 has made a great realization on a minority of people on the significance of adopting sustainable practices while consuming products. Understanding the business opportunities during covid-19 with less financial investment, many small-scale businesses came with the idea of sustainability. As a result, after coronavirus outbreak there are a wide range of products available in the market, which revolves around the concept of sustainability.

People also realized the need to support small scale business units which are into sustainable business practices during covid-19 pandemic, as they are more into utilizing the locally available resources. Since sustainable products were more available in market through online mode during this period, many people tried to shift to these products. People even started growing vegetables and medicinal garden at home. The idea of kitchen gardening, and growing more indoor plants at home evolved during Covid-19 pandemic.

2. REVIEW OF LITERATURE

Echegaray (2020) in his study emphasized on the human behavior of re-conceptualizing on lifestyle, food habits, health and hygiene, consumerism etc. after Covid-19 pandemic. Health centered decisions of consumers resulted in opting for more natural and organic products. Repeated discussions on various media platforms about building immunity during covid-19 pandemic and healthcare tips to be healthy created awareness on individuals while choosing on food items, its frequency of consumption, method of preparation etc. Also to an extent, these media discussions has made a positive impact on getting involved in sustainable lifestyle.

Arora and Mishra (2020) in their article discussed frequent outbreak of various diseases caused by viruses' paves the way on accomplishing sustainable development goals. Implementation of lockdown in various countries have improved the air and water quality, thereby healing the environment and improving the ecosystem.

Saravanan and Rajasekaran (2020) in their study highlighted the significance of using green products as it reduces the impact on the environment. Green products are prepared with utmost care and innovative methods that it's consumption does not affect the ecosystem.

Statement of the problem

As majority of the people were staying at home and maintaining distance from others, the possibility of physical meetings was less. This has led to a change in the attitude of people while purchasing products. As most of them were going with just virtual meetings, there is a change in the consumption pattern. People started to spend only on essential items rather than spending on things which became irrelevant after coronavirus outbreak. It was during this period of time, people gained lot of information on immunity building, personal healthcare, cleanliness etc. This has all led to a change in the consumption styles of individuals. People became more conscious on following sustainable practices as it helps in preserving the natural resources for the future generations. People even started cultivating essential food items on available space, with the usage of natural homemade fertilizers. The terms such as natural, organic, eco-friendly and sustainable became part of daily life routine. This shows that there is a drastic change in the outlook of people after the coronavirus outbreak. The study is focusing on identifying these areas and the sustainable practices people started following after the Covid-19 outbreak.

Objectives of the study

1. To analyze the attitude of people towards sustainable lifestyle practices.
2. To identify the products that they prefer to use and the reasons to adopt it as part of sustainable lifestyle practices.

3. RESEARCH METHODOLOGY

Primary and secondary data have been used for the study. The primary data is collected through questionnaire using Google Form. The secondary data was collected from online journals. The data for the study is collected from 113 respondents.

The sampling technique used for the study is snowball sampling. The study is carried out in Bangalore city from August 2020 to December 2020.

Limitation of the study

The study is based on the data collected from the respondents residing in Bangalore city and hence the outcome may be biased.

Due to time constraint, the number of respondents is limited to 113.

Analysis and Interpretation

Chi-square analysis is used to test the significance of relationship between two variables. In this study, level of attitude is taken as dependent variable. Demographic factors such as gender, age and education were taken as independent variables.

The formula used is:

$$\chi^2 = \frac{\sum(O-E)^2}{E}$$

Null Hypothesis (H₀) : “There is no significant relationship between demographic factors like gender, age and educational qualification and the level of attitude towards sustainable lifestyle practices”.

Alternative Hypothesis (H₁) : “There is a significant relationship between demographic factors like gender, age and educational qualification and the level of attitude towards sustainable lifestyle practices”.

Table 1 Gender and Level of Attitude

S.No.	Gender	Level of Attitude			Total
		High	Medium	Low	
1	Male	16 (37.2%)	18 (40.0%)	9 (36.0%)	70
2	Female	27 (62.8%)	27 (60.0%)	16 (64.0%)	43
	Total	43	45	25	113

It can be inferred that, from the above table the highest percentage in the level of attitude is 62.8% from female respondents and the lowest is 37.2% from the male respondents.

The percentage of medium level of attitude is highest among the female respondents i.e 60% and the lowest 40% is among the male respondents.

The percentage of low level of attitude is highest among the female respondents i.e 64% and the lowest 36% is among the male respondents.

Hence, the female respondents are having high level of attitude towards sustainable lifestyle practices.

Table 2 Gender and Level of Attitude (Chi-Square Test)

Factor	Calculated Value	Table Value	D.F.	Remarks
Gender	9.04	5.99	2	Significant at 5% level

It is clear from the above table that the calculated value of chi-square is more than the table value. Hence null hypothesis is rejected.

That is, there is a significant relationship between gender and level of attitude towards sustainable lifestyle practices.

Table 3 Age and Level of Attitude

S.No.	Age	Level of Attitude			Total
		High	Medium	Low	

1	Below 25 years	7 (16.3%)	11(24.4%)	7(28.0%)	25
2	25-35 years	13(30.2%)	13(28.9%)	5(20.0%)	31
3	36-45 years	16(37.2%)	14(31.1%)	5(20.0%)	35
4	Above 45 years	7(16.3%)	7(15.6%)	8(32.0%)	22
	Total	43	45	25	113

From Table 3 it can be disclosed that the percentage of high level of attitude among the respondents is found in the age group 36-45 years (37.2%) and the lowest 16.3% is in the age groups below 25 years and above 45 years.

The percentage of medium level of attitude is highest with 31.1% among the respondents with the age group 36-45 years and the lowest 15.6% is above 45 years.

The percentage of low level of attitude is highest with 32% among the respondents above 45 years and the lowest 20% among the respondents in the age groups 25-35 years and 36-45 years respectively.

Thus, the highest response 37.2% belongs to the age group 36-45 years and they are having high level of attitude towards sustainable lifestyle practices.

Table 4 Age and Level of Attitude (Chi-Square Test)

Factor	Calculated Value	Table Value	D.F.	Remarks
Age	12.98	12.53	6	Significant at 5% level

There is a close relationship between age and level of attitude towards sustainable lifestyle practices as the null hypotheses is rejected.

Table 5 Educational Qualification and Level of Attitude

S.No.	Educational Qualification	Level of Attitude			Total
		High	Medium	Low	
1	School Level	6(14.0%)	11(24.4%)	10(40.0%)	27
2	Graduate	11(25.6%)	12(26.7%)	5(20.0%)	28
3	Post-Graduate	15(34.9%)	15(33.3%)	5(20.0%)	35
4	Diploma	11(25.6%)	7(15.6%)	5(20.0%)	23
	Total	43	45	25	113

It can be concluded from table 5 that the percentage of high level of attitude is highest with 34.9% among post-graduates. The highest percentage of medium level of attitude among the respondents is with the post-graduates i.e 33.3%. The percentage of low level of attitude is highest with 40% among the respondents who have basic school level education.

That is, highest 40% of school level respondents are having low level of attitude and 34.9% of the post-graduate respondents are having high level of attitude towards sustainable lifestyle practices.

Table 6 Educational Qualification and Level of Attitude (Chi-Square Test)

Factor	Calculated Value	Table Value	D.F.	Remarks
Educational Qualification	15.09	12.53	6	Significant at 5% level

The null hypothesis is rejected as the calculated value is more than the table value and therefore, the relationship exists closely between educational qualification and level of attitude towards sustainable lifestyle practices.

Table 7 Most Preferred Product During Pandemic – Garrett Scores and Rank

S.No	Factors	Total Score	Average	Rank
1	Carry bag/Storage bag	58431	55.76	II
2	Organic food items	67013	64.25	I
3	Home decors	46198	44.03	V
4	Liquid dish wash cleaners	47030	45.03	IV
5	Cooking essentials	50559	48.30	III
6	Others	42020	40.21	VI

From the above table, it is clear that ‘Organic food items’ were ranked first by majority of the respondents, while ‘Carry bag/Storage bag’, ‘Cooking essentials’, ‘Liquid dish wash cleaners’, ‘Home decors’ and ‘Others like clothing, beauty products, natural fertilizers, detergents, etc were ranked second, third, fourth, fifth and sixth respectively.

4. CONCLUSION

The findings of the study reveals that the majority of the respondents prefer to use organic food products during this pandemic period. In terms of gender it was found out that female population is more in to the concept of sustainability and they are the ones trying to implement it at home. They are also worried about the health of all other family members and slowly they are trying to adopt to sustainable lifestyle practices. The respondents falling between the age group of 36-45 years with post-graduation are having high level of attitude towards sustainable lifestyle practices. This means, the working class people above 36 years are more worried about the unhealthy practices they have followed until now. Covid-19 outbreak has transformed their ideologies and they are ready to try out new lifestyle practices if such methods can improve their health condition. Also it was found that, the majority of the respondents are likely to continue practicing sustainable lifestyle for the betterment of their health and also for the betterment of the environment.

5. REFERENCES

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