



“Impact of Covid-19 on Consumer Buying Behavior Towards Hand Sanitizers”

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ABSTRACT

The paper discusses the importance of hand sanitizers as an effective means of disinfection, particularly during the COVID-19 pandemic. The global health authorities and government initiatives have played a significant role in promoting the use of hand sanitizers. The panic buying of essential goods, including hand sanitizers, has led to production gaps and manufacturers struggling to meet the high demand. The COVID-19 pandemic has posed a unique challenge worldwide, with countries implementing preventive measures such as social distancing and lockdowns. India, as the second most populous country, faced challenges in implementing social distancing measures. To protect its population, the Prime Minister of India announced a nationwide lockdown on March 24, 2020.

INTRODUCTION

Hand Sanitizer is an antiseptic disinfectant available in the form of a liquid, gel, foam and many others. It is said to be more effective than soaps due to its ability to eliminate most microorganisms. Public awareness campaigns by global health authorities such as the WHO also play a significant role in promoting the use of hand sanitizers. Increasing consumer awareness about hygiene coupled with such government initiatives are driving the hand sanitizer market. The recent COVID-19 pandemic has brought the world to a standstill, with positive cases surpassing 22,213,869 and confirmed deaths 781,677 in India. Total number of confirmed cases are 85,940 and confirmed deaths are 2,752 till May 16, 2020, and confirmed cases are 2,767,273 and confirmed deaths are 52,889 as of 20th August. There is a drastic change in COVID-19 cases within 3 months which has led to the panic buying of essential



goods, hand sanitizer included. governments all over are trying to form a long-term habit of hand hygiene to mitigate the impact of viruses- and bacteria induced illnesses and diseases. the panic buying of hand sanitizers has created gaps in production capacities, with manufacturers struggling to meet this unforeseen demand.

The world faced a unique challenge due to the COVID-19 pandemic. China was the first country to face the mass spread of novel Coronavirus (Bennett, 2020) and promptly, the virus started spreading across the world. On 11 March 2020, the coronavirus epidemic was declared a 'pandemic' by the Director General of the World Health Organization (WHO, 2020). In the absence of a vaccine to curb the spread of the highly contagious virus COVID-19, countries around the world were forced to take preventive measures in the form of imposing social distancing and declaring country-wide lockdowns. This restricted cross border travel, suspended production, and the global supply chain came to a halt. Social distancing was a very challenging task in India as it is the second most populated country in the world. To protect the population of 1.3 billion from infection, the Prime Minister of India announced 21 days of nationwide lockdown on 24 March 2020.

REVIEW OF LITERATURE

Kurang, R. Y., Dollu, E. A., & Alelang, I. F. (2020), Hand hygiene is acknowledged as the single most important measure to prevent nosocomial Infections in the healthcare setting. There is lack of knowledge on the current topic as this Research is based on an ongoing issue so, before understanding about the impact of covid-19 On hand sanitizers it is very important understand the efficiency of hand sanitizers. Many Researchers have conducted experiments on hand sanitizers and gave several conclusions about the efficiency and uses.

Singh, P., Potlia, I., Malhotra, S., Dubey, H., & Chauhan, H. (2020), opined that COVID-19 affects different people in different ways and it is likely to spread through cough droplets from the direct contact of one person to another. It can also be transmitted through objects, food, and packages. For its reproduction, a virus always need host living cells so if hands are contaminated your eyes, mouth, or any type of wounds should not be touched or rubbed. As soap and water is not accessible everywhere, the hand sanitizer can play an important role in disinfecting the surface.

Reynolds, S. A., Levy, F., & Walker, E. S. (2006), opined that hand sanitizer should be used in those
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conditions where there is no availability of soap and water, which can offer a short-term solution. It can be considered as a temporary standby. At least 60 percent of alcohol should be used for disinfecting the surface. As it should not be used on soiled or greasy hands, sanitizers can disseminate various organisms. Alcohol-free sanitizers may not be as effective as alcohol-based sanitizers. The presence of chemical in alcohol-free sanitizers could irritate skin and make it dry.

RESEARCH GAP

- The data has been collected in Tirupur city alone and the findings will not be applicable to the other parts of India.
- The samples are collected only from 110 applicants; thus, the exact results cannot be expected.
 - Awareness about the hand hygiene and what kind of preventive measure used by them.

NEED FOR STUDY

- Hand Sanitizers have both positive and negative aspects due to the presence of alcohol content. it is seen that there is awareness regarding positive aspect but not negative aspects of hand sanitizers. it is very important to give awareness about the side effects also, this the reason which motivated me to do this research.
- WHO has provided guidelines for making hand sanitizers, this has been considered as an opportunity by many of the local manufacturers to boost their business. so, availability of this fake and local hand sanitizers is creating trust issues. many hand burns have been reported due to differences in alcohol content. hand sanitizers with high alcohol content has many side effects. issues like different alcohol content, odd smell, accidents like hand burns are reported, this created many trust issues.
- Many research reports say that frequent and improper usage of hand sanitizers can create problems like skin irritation, bacterial infection in the future. so, it is very important to give awareness regarding the proper usage

OBJECTIVES OF THE STUDY

- Awareness towards using hand sanitizers.
- To identify which is the most preferred type of hand sanitizers.
- To know analyze the usage of hand sanitizers in the times of Covid-19



RESEARCH METHODOLOGY

Research methodology:

Research is defined as a scientific and systematic search for pertinent information's on a specific topic. It also refers to a search for knowledge. Search comprises defining and redefining problems, formulating hypothesis, suggested solutions, collecting, organising and evaluating data, making deductions and reaching conclusion and testing the conclusion.

Research design:

The descriptive research studies are those studies, which reconnected with describing characteristics of a particular individual or group. In this study researcher has used descriptive method of research.

Sampling size:

Though a large sample size gives a better result and 110 samples in total were taken for the study. The sampling procedure were done through online survey and the sampling procedure is to get more reliable and validated from the analysis of the data collected.

Data Collection:

The study depends on primary data and secondary data.

Questionnaire:

A questionnaire for constructed in a structured form on the basis of the objectives. The questionnaire was used to collect the opinion and judgements from the respondents and it consists of closed-end questions, which make the respondents and researcher's job quick and easy.

Sampling Technique:



The sampling technique adopted for the study is non probability convenience sampling.

Sample Size:

The size of the sample was finalised to 110 samples after considering the factors like the extent of error, degree of confidence etc.,

Analysis:

The analysis for this research will be done using Simple percentage analysis method.

Simple Percentage Analysis:

Formula: $\text{Number of respondents} / \text{Total number of respondents} \times 100$.

SCOPE OF STUDY

- The study is about Public to know the important usage of hand sanitizer from Spread of covid 19.
- Awareness about the hand hygiene and what kind of preventive measure used by people.
- The small retailers for purchase of cheap hand sanitizers creating trust issues in them and lack of awareness about the proper usage and description can lead to hand burns, skin problems, etc.

ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

Table 1: Gender of respondents

GENDER	NO OF RESPONDENTS	% OF RESPONDENTS
Male	68	62%
Female	42	38%



	110	100%
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Interpretation:

This table conveys that 62% of the respondents are male and 38% of the respondents are female.

Inference:

Majority of the respondents are male.

2) AGE OF THE RESPONDENTS

Table 2: Age of respondents

AGE	NO OF RESPONDENTS	% OF RESPONDENTS
Below 20 yrs	46	42%
20 - 40 yrs	56	51%
40 and Above yrs	8	7%
	110	100%

Interpretation:

This table shows that 42% of respondents belong to age category of below 20, 51% of respondents fall between 20-40 years and 7% of respondents fall between 40 and above years.

Inference:

Majority of the respondents fall between 20-25 years.

3) HOW OFTEN DO YOU USE HAND SANITIZER IN A DAY

Table 4: Frequency of use of sanitizer



	NO OF RESPONDENTS	% OF RESPONDENTS
Once in day	24	22%
2-4 times in a day	64	58%
More than 7 times in a day	20	18%
I don't use hand sanitizer	2	2%
	110	100%

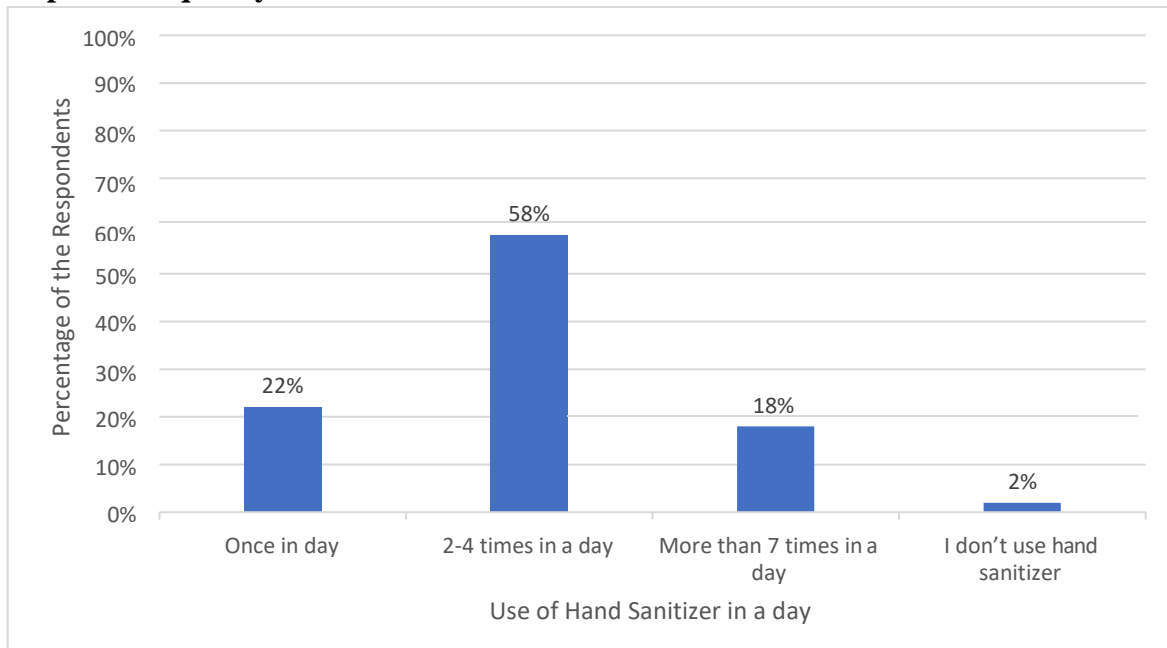
Interpretation:

The table found that 22% of the respondents uses hand sanitizer once a day, 58% respondents uses hand sanitizer 2-4 times in a day, 18% respondents uses hand sanitizer more than 7 times in a day, 2% respondents doesn't uses hand sanitizer.

Inference:

Majority of the respondents uses hand sanitizer 2-4 times in a day.

Graph 4: Frequency of use of sanitizer



FINDINGS:



The important finding of the study are as follows:

The demographic description of the study are here with a majority of 62% of the respondents are male. 51% of the respondents age fall between 20-40years. 67% of the respondents are unmarried. 44% are pursuing their under graduate degree. 31% respondents are unemployed. 40% of the respondents earn less than 20,000 monthly income. 36% of the respondents are from urban areas.

Further the findings show that 45% of the respondents wash their hands with hand sanitizer. specially 33% of the respondents have pointed the fact that they use hand sanitizer while travelling. Most of the respondents tried to avoid hand sanitizers kept in the public places. 58% of the respondents prefer to use hand sanitizer 2-4 times in a day and others are quite frequent users i.e more than 10 times. Among the respondents 51% of the respondents buys their hand sanitizer in pharmacy, where most of them prefer pocket hand sanitizer. Majority of the respondents have opined that the importance of using hand sanitizer was through social media. Only 41% preferred brand for hand sanitizer is Himalayas. 85% of the respondents didn't get any side effects like rashes, itching, allergies by using hand sanitizers.

SUGGESTIONS

- People must know the importance of using hand sanitizer get the knowledge through various sites so that they can make their health more healthier.
- People must use their hand sanitizer where ever they travel because in this certain situation it is necessary to use it often.
- Mostly in the public places it is necessary to use sanitizer frequently so that it shouldn't affect them.
- It is necessary to carry pocket hand sanitizer so that it could be easy in case if needed.

CONCLUSION

This study clearly states that most of the people are aware of importance of hand sanitizer and they are using it often to make them have a healthy life. Even most of the people has agreed that they



will use this hand sanitizer even after this covid is over. As this sanitizer is more used during the covid and people are more aware of the benefits and they will use this even after covid. There are many ways to find the importance of hand sanitizer detailed this social media has made people understand about it. People often uses pocket hand sanitizer so that it was very comfortable to use it everywhere they travel and convenient.

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