

A Study of Impact of COVID-19 on FMCG Product with Special Reference to Hand Sanitizer Users of the Rural Area in Indore District

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Abstract

The whole world has been facing pandemic disease of COVID -19 since November 2019 till the date problem is remain same around the world only the difference that some country has fewer positive cases of the COVID 19 and some Country has fewer rate of growth of Covid19 positive cases, but so far no specific standard treatment for COVID -19 in the World, but. the raised of hope from Vaccine of COVID 19, but, it would be said right treatment of COVID 19, it will be said so very quick, right now we can say the prevention is better than the cure for this disease, the prevention by using hand Sensitizer, it can be helpful for stopping to spread of COVID 19. This Study is based on FMCG product with reference to hand sanitizer, the study conducted in rural area of Indore district.

Keywords: *Covid-19, FMCG, Hand Sanitizer, OTC product, rural area, vaccine, Lockdown, WHO, pandemic, Virus.*

INTRODUCTION OF COVID 19

The first time COVID-19 had seen in December 19 at Wuhan city in China, that time, nobody could not be predicated that, due to COVID 19 whole world will go towards LOCK DOWN, according to scientific research the COVID-19 is a virus infection, which spreads by infected person to person by breathing, coughing, it is very dangerous disease of the Century, therefore, WHO has declared pandemic disease on January 2020, it was the waves of the tension around the world, the novel corona virus is known as the COVID -19, from the reported first case of COvid-19 still the remain panic for this disease worldwide, due lockdown the economy, employment has affected the result of this many people has lost the employment but, no solution. it will take time retain once again situation by then we have to be very care full from this disease by using precautions which has been declared by the WHO, Government and local administrator, so far more than 123,028,191 cases are reported and recovered cases are 99, 152,178, and death is 2,715,664, the death rate of this disease is around 3 percent. In India the first case has been seen in Kerala on January 2020 still to panic is be continued, at the time of the research work in the India, the total cases of COVID-19 are 1,15,56,263, recovered cases are 1,11,05,936 and death 1,59,599. It is in progressive ways, therefore, the panic is remains, but other side the battle against Covid 19 is running very fast by the vaccine programme so far 3,48,42030 has got first dose of Indian vaccine, it has big achievement toward prevention of the diseases but challenges are remains it is big task against the COVID 19, because of, question of survival of human life.

GEOGRAPHY OF INDORE DISTRICT

Indore district is the Business Capital of Central India, the population of Indore district is 3,272,335, it has been divided into five tehsil Indore, Depalpur, Mhow, Sanwer, Hatod, the Indore district is nearby Ujjain, Khargone, Khandwa, Dhar, Dewas District, Indore district has world class educational, medical, and transportation facilities, Indore district has witness of 63510 Covid 19 cases.

INTRODUCTION OF FMCG COMPANY

The daily need of human being are very different, it is differ from person to person the some daily need is fulfilled by the FMCG products (Fast Moving Consumers Goods) which may be toothpaste, Soap, Washing Soap, Detergents, Hygienic Product, Some OTC products, the FMCG product has wide product range it can be divided into many Category like Personal care, Family care, Fast Foods etc. The present time is Covid 19 disease, for the prevention of Covid 19 FMCG products may be very helpful like Hand wash, Hand sanitizer and other OTC FMCG products. The market of the FMCG companies is very wide; therefore, many FMCG companies are present in the Indian market with different segments of FMCG products, since the Covid 19 many FMCG Companies has launch the hand wash and hand sanitizers because of high demand of this type of products for prevention of COVID 19 disease. The major Companies are as given below.

1. Hindustan Unilever
2. Johnson & Johnson
3. Godrej Consumer care

Many regional companies are working with different brands of hand sanitizer. The hand sanitizer has been recommended by WHO as preventive product of COVID 19, according to WHO the product should be based on Isopropyl alcohol must be 75 Percent.

LITERATURE REVIEW

Dr Yogesh D Mahajan (2020) the impact of corona virus on the FMCG and the consumer behaviour. In customer preferences, companies and economic structures, we are experiencing a paradigm change in which certain firms will have to accelerate while others will slow down. Covid 19 such as this opened our eyes to the weakness of human beings, the few moments it is a battle of struggle of survival human life.

Seema Mehta¹, Tanjul Saxena (2020) the community of FMCG marketing scholars needs to urgently understand and research the role of traditional and modern consumption. This article is a starting point to understand consumer sentiments for FMCG products or requirement in buying 'what is enough' within the marketing context and how it can be understood post-COVID-19 crisis for ensuring sustainability of FMCG business models.

OBJECTIVE OF STUDY

1. To analysis of brand awareness of hand sanitizer.
2. To analysis awareness of prevention care product hand sanitizer.
3. To analysis of user behaviours towards hand sanitizer in rural area of Indore district.
4. To analysis the factors affecting of buying hand sanitizer.
5. To analysis the purchase pattern of consumers in the rural areas for hand sanitizer.

6. To analysis of the effect of hand sanitizer on COVID-19.

RESEARCH METHODOLOGY

In the following research study the primary data collected from 30 responded by direct interview method through the questionnaire in the rural area of Indore district, secondary data collected by websites, books, journals, Government reports, all collected data analysed by SPSS 25, T Test used for hypothesis testing and hypothesis have tested at 5 percent level of significant.

HYPOTHESIS TESTING

Null Hypothesis H₀₁: There is no significant factor affect the consumer buying decision towards Hand sanitizer.

Null Hypothesis H₀₂: There is no significant difference between Gender purchasing patterns for Hand Sanitizer.

DATA ANALYSIS AND HYPOTHESIS TESTING

Table 1

Gender of Users					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	19	63.3	63.3	63.3
	Male	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

Table 2

From which time hand sanitizer is Being purchased by you.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Before Covid-19	12	40.0	40.0	40.0
	After Covid-19	18	60.0	60.0	100.0
	Total	30	100.0	100.0	

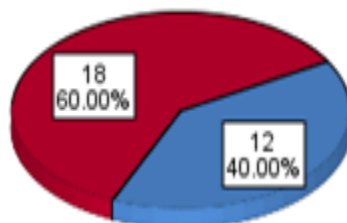


Figure 2

Table 2 is shown about from which time hand sanitizer is being purchased by you, the frequency of Before Covid-19 is 12 and frequency of after Covid-19 is 18, the after covid has highest frequency, it means that after the covid 19 the awareness of hand sanitizer has increased in the rural area of Indore district. This is being shown in figure 2.

Table 3

Why Do you use Hand sanitizer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Prevention of Covid 19	18	60.0	60.0	60.0
	Low Price	1	3.3	3.3	63.3
	Easily available	11	36.7	36.7	100.0
	Total	30	100.0	100.0	

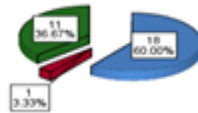


Figure 3

Table 3 is shown about Why Do you use Hand sanitizer, the frequency of prevention of Covid 19 is 18, frequency of the low price is 1, and the frequency of easily available is 11. The prevention of Covid 19 has highest frequency; it means that users are known benefit of hand sanitizer, Covid 19 can be prevented from use of hand sanitizer in the rural area of Indore district. This is being shown in figure 3.

Table 4

Do you Think that Hand sanitizer can prevent from COVID 19					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	16	53.3	53.3	53.3
	NO	7	23.3	23.3	76.7
	can not say	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

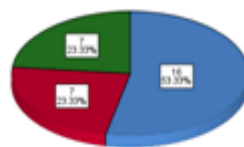


Figure 4

Table 4 is shown about Do you Think that Hand sanitizer can prevent from COVID 19, the frequency of yes is 16, frequency of NO is 7, and the frequency of cannot say is 7. The yes has highest frequency; it means that users are known benefit of hand sanitizer, Covid 19 can be prevented from use of hand sanitizer in the rural area of Indore district. This is being shown in figure 4.

Table 5

What Factors are effected to your buying decision for hand sanitizer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Health Issue	14	46.7	46.7	46.7
	Promotional Activity	8	26.7	26.7	73.3
	Brand Name	8	26.7	26.7	100.0
	Total	30	100.0	100.0	



Figure 5

Table 5 is shown about What Factors are effected to your buying decision for hand sanitizer, the frequency of Health Issue is 14, the frequency of Promotional activity is 8, the frequency of Brand name is 8. The Health Issue has highest frequency; it means that users are known, hand sanitizer is very use for health issue, by which can be prevented to Covid 19 in the rural area of Indore district. This is being shown in figure 5.

Table 6

What do you like in hand sanitizer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Small Pack with easy use	8	26.7	26.7	26.7
	Good Labelling with easy use	7	23.3	23.3	50.0
	Good Quality with easy use	15	50.0	50.0	100.0
	Total	30	100.0	100.0	



Figure 6

Table 6 is shown about what do you like in hand sanitizer, the frequency of Small Pack with easy use is 8, the frequency of Good Labelling with easy use is 7, and the frequency of Good Quality with easy use is 15. The Good Quality with easy use has highest frequency; it means that users are known, hand sanitizer should have well quality of product and easily useable, by which can be prevented to Covid 19 in the rural area of Indore district. This is being shown in figure6.

Hypothesis Testing

Table 7

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
Why Do you use Hand sanitizer	30	1.7667	.97143	.17736
Gender of Users	30	.37	.490	.089

Table 8

One-Sample Test						
	Test Value = 0					
	t	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Why Do you use Hand sanitizer	9.961	29	.000	1.76667	1.4039	2.1294
Gender of Users	4.097	29	.000	.367	.18	.55

For testing of hypothesis H01, H02 have used one sample t test from the table 8 it is being cleared that total number of respondents are 30, from the table 9 is being shown that value of t is 9.961 and 4.097, degree of freedom is 29, the significant value is .000, this value is compared with 0.05 then we find that both significant values are less than 0.05 therefore, in both cases null hypothesis H01, H02 are rejected and alternative hypothesis H11, H12 are accepted it means that there is significant difference.

FINDING

In following research study found that users have significant difference for buying hand sanitizer in the rural area of Indore district, but they have aware about the benefit of hand sanitizer and they feel so, the use of sanitizer can prevent to COVID 19 .

CONCLUSION

The following research study has concluded as, the users of the rural area in Indore district, the good quality of products are being purchased by them, because of, they think that no compromise from health issue, they attract from quality product not than low price ,labelling ,advertisement of hand sanitizer, the male and female both have awareness for use of hand sanitizer after the COVID 19, it means that they have favoured to use as per the WHO recommended hand sanitizer.

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