



A STUDY ON CONSUMER'S PREFERENCE TOWARDS PERSONAL HYGINE PRODUCTS DURING PANDEMIC SITUATION

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Abstract:

Personal hygiene can be defined as a requirement for cleanliness and maintenance of the external environment. In the present research primary data were collected by structured questionnaire from 100 respondents in Palakkad. The main objectivity of the study was to find the consumer preference towards personal hygiene products during pandemic situation. The collected data was analysed using simple percentage, Z test, ANOVA and fried man ranking test. The study concludes that personal hygiene is not difficult. Once you have a personal hygiene routine in place, it becomes a habit not only in pandemic situation in all time. It is also important to set an example for your children so that they can also have their own personal hygiene routines to follow.

Key Words: Personal, Hygiene, Cleanliness, Pandemic, Environment, Preference, Consumers, Etc.,

Introduction:

The word "hygiene" comes from the Greek word "hygiene" (goddess of health and hygiene). Personal hygiene can be defined as a requirement for cleanliness and maintenance of the external environment. Failure to maintain the desired hygiene can have many implications. The potential for transmission or infection is the least effective, but there are many social and psychological factors that can be affected. The importance of personal hygiene is often forgotten in our daily activities. Fitness in a hygienic way with men or women in a personal way. Personal hygiene is a part of everyday life and is a mile of private work. Indeed, with our three private hygiene measures, there are excellent ways to protect yourself from many illnesses. Healthy behavior is an important part of an individual's hygiene. It responds to people without delay and provides private cleanliness and fitness support. Prevalence due to unsanitary conditions includes viral hepatitis, cholera, typhoons, diarrhea and food poisoning, bad breath, tonsillitis, throat contamination, cold, influenza, sinusitis, and ear excretion. Preventive techniques include hand washing before meals and after bowel movements, tongue washing, tooth and mouth rinsing, proper eating, daily shampoo bathing, daily soap and hot toe washing, daily Includes bathing and daytime exercise. In addition, this behavior helps protect their intellectual fitness and activity. True personal hygiene also helps to maintain true feelings for people. People who wear dirty clothes and don't care about their personal hygiene can suffer from discrimination due to background odors and shortness of breath, especially intellectual disability. But the most important factor is that absolutely everyone has their own personal hygiene, but some people make it higher than others. This depends on each person's culture, society, and their relatives. Everyone has their own personal actions and requirements, which are what they have been taught and what they have experienced from others. Motivational factors behind private hygiene practices include prevention of private infections, recovery from private infections, the most desirable fitness and experience of being correct, social cognition, and prevention of infections from spreading to others. Is included.

Importance of Sanitation:

After many years of independence, Indians still lack basic equipment such as running water and proper sanitation. In general, Indians blame the authorities for all issues. However, everyone is responsible for hygiene and cleanliness. Indians have no real action. They throw dung on the roadside from galleries and windows. Industry also dumps toxic chemical waste into rivers and seas, causing water pollution. It also circumvents harmful gases from the chimneys of the manufacturing unit, causing air pollution. It should be investigated how the western international location simply saved their city and aspects of the United States, and how the Indians are destroying them with soil. It must be a civil partnership with the authorities, which cannot be obtained by the authorities alone. The Swachh Bharat Abhiyan or Clean India campaign is one of the most important steps that the Government of India has taken in relation to private health. In his extensive experience in 1946, the World Health Organization (WHO) described fitness as "a kingdom of all physical, intellectual and social well-being, and now it's not just sick and sick-free." did. Personal hygiene is an exercise to keep the frame clean and is completed miles away by bathing, hair care, hand washing, brushing teeth, nail cutouts and ear cleaning. Social acceptance is gained through this private action. However, adherence to true or proper private hygiene is rarely recognized, and washing, washing and hand washing serve as a safety measure against illness. An individual's

hygiene consists of specific actions that consist of washing fingers and combing teeth, keeping bacteria, viruses, and fungi away from the body. In addition, this behavior helps protect our intellectual fitness and activities. True private hygiene also helps us feel loyal to ourselves. People who are no longer interested in personal hygiene are affected by discrimination, especially leading to intellectual problems.

Personal Hygiene Maintained during Pandemic Period:

Hand Washing:

The first place to start with your personal hygiene routine is your hands. We use our hands constantly during the day, touching many different surfaces, shaking hands with people, eating our meals, typing on the laptop or using a common telephone at work, or even playing at school. Naturally, our hands are the biggest carriers of germs.

Dental Care:

Caring for your teeth and practicing good oral hygiene wards off gum disease, bad breath, tooth decay and many infections. Make sure you and your family brushes their teeth twice a day – after breakfast, and before bed, floss the teeth daily and Store your tooth brush in a clean, dry place and replace it regularly

Bathing:

Do shower every day using warm water and soap. You could consider showering twice a day when the weather is warm. Bathing daily with soap and warm water prevents body odour because it kills the odour-causing bacteria. Skin infections such as Athlete's Foot can be reduced by carefully washing and drying the affected areas daily.

Hygienic Clothes:

Germs and dirt can cling to your clothes, too. Wash the clothes you wear after each use so that these germs and impurities are removed. This is especially important if you have been exposed to an ill family member or friend.

Review of Literature:

V. Prashad (2020) refocused out that cruel contagions have brazened a destroyed society. He told that the COVID-19 epidemic has laid bare the failure of the plutocrat and neo-liberal regime towards combating the contagion. Still, people have shown their support for a popular socialist state that places the health of its crowd at its center. He also suggested that the politicians need to hear to this epidemic situation

A L Wrightetal (2020) emphasized the places of social addition as important institutions in popular society, which can play an important part during epidemic situations like COVID-19. They also revealed the theoretical and practical significance of places as institutions, strengthened understanding of custodians and trust as a form of institutional work, and offered new sapience into the dynamic processes that connect feelings and institutional work.

Wen, Kozak, Yang, & Liu, (2020), The COVID 19 outbreak has formerly brought a significant impact on nearly every society and assiduity, study revealed A study of 120 responses was anatomized from the repliers of the three Southeast Asian countries (Bangladesh, India, & Nepal) during the recent epidemic. During thisCOVID19lockdown state, there were colorful factors that were likely to impact closeness, performing in a revision in sexual actions. Some factors that eased sexual closeness were increased time spent together, little occasion for recreation, lower work burden, lower social or family scores.

Z. I. Almarzooq (2020) in their paper described different disruptive technologies and how these technologies could help graduate medical scholars towards smooth handling of virtual literacy during the COVID-19 epidemic. COVID-19 has affected all situations of the education system, from preschool to tertiary education. Different countries have introduced colorful programs, ranging rom complete check in Germany and Italy to targeted check in the United Kingdom for all but the children of workers in crucial diligence.

Objectives:

- To determine the factors influencing the Consumers preference towards personal hygiene.
- To find the consumer preference towards personal hygiene products during pandemic situation.

Limitations of the Study:

- The study is restricted to the selected sample of respondents in Palakkad and hence the result of the study cannot be generalized.
- The statistical methods used to analyze the data have their own limitation.
- All the limitations of primary data are applicable to this study.

Research Methodology:

- **Area of study:** The research study was done in Palakkad.
- **Nature and source of data:** The study is based on primary data; primary data has been collected from various respondents in Palakkad using questionnaire method and the secondary data have been

collected from related websites, personal hygiene products, journals, magazines, internet and textbooks. A sample of 100 respondents were selected for the study.

- **Statistical tools used for study:**
 - Simple Percentage
 - Z Test
 - Anova
 - Friedman Ranking Test

Analysis and Interpretation:

Table 1: Personal Profile

Factors	No. of Respondents	Percentage
Gender		
Male	45	45
Female	55	55
Age		
Upto30	35	35
31 to 45	42	42
46 to 60	8	8
Above 60	15	15
Occupation		
Agriculture	23	23
Employee	37	37
Business	28	28
Others	12	12
Educational Qualification		
Up to school level	12	12
Under graduate/ Diploma	48	48
Post Graduate	24	24
Professional	16	16
Family Income per month		
Upto 25000	35	35
25001-40000	53	53
40001-60000	12	12

The profile of data collected from 200 Consumers show that, 55 percent were female, 42 percent were in the age group of 31 to 45 years, 37 percent of the respondents were employed, 48 percent of the respondents were Under Graduates / Diploma and 53 percent of the respondent’s monthly family income was between 25001 - 40,000. Z – Test is used to study the opinion of the Consumers’s on the basis of their gender. Null Hypothesis: On an average both male and female have the same opinion on the factors influencing Consumers’s preference towards personal hygiene products like mask, hand wash, Lotions , hand cleaner dispensers, hand sanitizers, soaps, etc.,

Table 2: Z test between Gender and factors influencing personal hygiene during pandemic

Factor	Gender	N	Mean	S.D	Z	Sig.
Don’t touch your face	Male	45	21.51	5.18	0.14	0.905
	Female	55	21.63	5.22		
Don’t cough or sneeze into your hands	Male	45	14.68	14.68	0.783	0.378
	Female	55	14.41	14.41		
Wash, wash, wash your hands	Male	45	19.73	3.03	0.130	0.719
	Female	55	19.96	3.30		
Keep your distance	Male	45	28.40	6.92	2.288	0.134
	Female	55	26.34	6.62		

Table 2 reveals that, the calculated value are greater than 5% level of significance, hence the null hypothesis is accepted. It is inferred that, on an average both male and female have the same opinion on the factors influencing personal hygiene during pandemic. ANOVA is used to analyse the influence of demographic variables like age, education level and family monthly income on factors influencing personal hygiene during pandemic.

Table 3: ANOVA between Age and factors influencing personal hygiene during pandemic

Factor	Age	N	Mean	S.D	Z	Sig.
Don’t touch your face	Upto 20	70	21.62	5.73	0.712	0.598
	21 to 30	84	21.07	4.81		

	31 to 40	16	24	5.31		
	Above 40	30	21.6	4.85		
Don't cough or sneeze into your hands	Upto 20	70	14.82	1.54	0.802	0.685
	21 to 30	84	14.42	1.46		
	31 to 40	16	13.75	1.98		
	Above 40	30	14.6	1.29		
Wash, wash, wash your hands	Upto 20	70	20.11	3.37	0.309	0.79
	21 to 30	84	19.73	3.31		
	31 to 40	16	19	2.82		
	Above 40	30	20.06	2.46		
Keep your distance	Upto 20	70	28.37	8.42	0.326	0.001
	21 to 30	84	27.64	5.29		
	31 to 40	16	27.12	3.64		
	Above 40	30	23.73	7.01		

Table 3 indicates that, the calculated value are greater than 5% level of significance except in keep your distance, hence the null hypothesis is accepted. It is inferred that, on an average different age group have the same opinion on the factors affecting Consumers's preference towards personal hygiene like Don't touch your face, Don't cough or sneeze into your hands and Wash, wash, wash your hands. The calculated value is lesser than 5% level of significance indicating that, the null hypothesis is rejected. This means on the average different age groups do not have the same opinion on keep your distance.

Table 4: ANOVA between education and factors influencing personal hygiene during pandemic

Factor	Education	N	Mean	S.D	Z	Sig.
Don't touch your face	School Level	24	20.66	7.42	3.625	0.160
	Graduate/Diploma	96	22.41	4.81		
	Postgraduate	48	19.00	4.10		
	Professional	32	23.62	4.50		
Don't cough or sneeze into your hands	School Level	24	14.50	2.31	0.71	0.975
	Graduate/Diploma	96	14.50	1.27		
	Postgraduate	48	14.66	1.46		
	Professional	32	14.50	1.71		
Wash, wash, wash your hands	School Level	24	21.25	2.63	1.533	0.211
	Graduate/Diploma	96	19.75	3.48		
	Postgraduate	48	20.12	2.49		
	Professional	32	18.75	3.19		
Keep your distance	School Level	24	22.50	6.73	2.943	3.370
	Graduate/Diploma	96	27.41	6.36		
	Postgraduate	48	27.62	4.95		
	Professional	32	29.87	9.03		

From the table 4 it is understood that, the calculated value are greater than 5% level of significance except in keep your distance, hence the null hypothesis is accepted. It is inferred that, on an average different educational group have the same opinion on the factors affecting Consumers's preference towards personal hygiene like Don't touch your face, Don't cough or sneeze into your hands and Wash, wash, wash your hands.

Table 5: ANOVA between family income and Consumers's Preference towards personal hygiene products

Factor	Family income	N	Mean	S.D	Z	Sig.
Don't touch your face	Upto 15000	70	21.06	4.61	0.755	0.473
	15001-30000	118	22.42	6.08		
	30001-45000	12	21.66	4.92		
Don't cough or sneeze into your hands	Upto 15000	70	14.64	1.42	5.666	0.005
	15001-30000	118	14.62	1.41		
	30001-45000	12	13.00	2.36		
Wash, wash, wash your hands	Upto 15000	70	20.69	3.16	5.78	0.007
	15001-30000	118	18.77	2.82		
	30001-45000	12	18.00	2.44		
Keep your distance	Upto 15000	70	26.11	6.66	0.950	0.390
	15001-30000	118	26.33	6.32		
	30001-45000	12	27.62	4.93		

The table 5 indicates that, the calculated value are greater than 5% level of significance except in keep your distance, hence the null hypothesis is accepted. It is inferred that, on an average different family income

group have the same opinion on the factor's affecting Consumers's preference towards personal hygiene products like Don't touch your face, Don't cough or sneeze into your hands and Wash, wash, wash your hands. The calculated value is lesser than 5% level of significance indicating that, the null hypothesis is rejected. This means that Consumers's with different age groups do not have the same opinion on don't cough or sneeze into your hands and Wash, wash, wash your hands.

Table 6: Consumer preference towards Personal hygiene products

Factors	Total Score	Rank
Mask	686	1
Hand Wash	578	2
Lotions	295	7
Hand Cleaner Dispensers	329	6
Hand Sanitizers	558	3
Soaps	454	4
Disinfectants	397	5

It is found from the above table using friedman ranking test, that mask was the first factor which satisfied the respondents towards personal hygiene products , hand wash was ranked as the second factor to choose personal hygiene products services, hand sanitizers was ranked as third factor; soaps was ranked as fourth factor; disinfectants was the fifth factor; hand cleaner dispensers was the seventh factor and Lotions scored the eighth position.

Conclusion:

Covid-19 case numbers and deaths had been exponentially growing in India. We all have visible how correctly our corona warriors have fought the battle. The second and third wave changed into too effective and the range of instances in a unmarried day stretched our fitness network badly. Though, the instances are actually on top of things however we aren't in that surroundings in which we are able to stay just like the ordinary days. This is the time whilst all of us want to return back collectively and feature a spirit with the aid of using doing our bit in preventing towards the disease. s a accountable citizen, we want to apprehend that our awareness must be on preserving private hygiene now no longer simplest for ourselves, however for others also. Wherever we go, we must sanitize the location nicely, hold social distance, and wash our fingers nicely to win the conflict towards the lethal virus.

Keeping in thoughts the scenario many manufacturers stood up and released merchandise in hygiene and protection class at less expensive prices. The contamination entails extra hazard whilst one makes use of public washrooms which can be regularly unclean and unhygienic. Apart from Toilet seats and lavatory tops it's far vital to spray the disinfectant on flush, faucets, door knobs and different difficult surfaces to keep away from the possibilities of having infected. Increase in COVID- 19 instances noticed a spike and this generated a surge with inside the requirement of masks, sanitizers and different COVID merchandise as well. In this type of scenario, the usage of personal hygiene and sanitation merchandise and adhering to cleanliness can maintain us secure from illness. People are asked to take utmost care of themselves with the aid of using the usage of mask, sanitizers and smash the COVID- 19 chain that's a obligation of each.

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