

A study on the buying behavior of hygiene products on organized and unorganized working people with special reference to post COVID-19 in India

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Abstract

Health Care and hygiene products are generally available to the consumers via over the counter. These products are mainly used by them to prevent infection and transmission of disease. As the world started witnessing new forms of virus and diseases people started becoming more health conscious and there was an increase in demand for health-related products. Among them it is the personal hygiene products whose shift in demand attracted lot of entrepreneurs. As a result of that lot of business organization added hygiene products to their portfolio. The demand which was more on urban economy started to shift to rural economy due to the impact of COVID-19. Sanitizers for example which were purchased by 1% of the households now jumped to more than 40%. Hence the present study is done in order to find out the buying behavior of hygiene products on organized and unorganized working people in Kerala with special reference to post COVID-19 scenario. And thereby finding out whether there is a difference in the buying pattern among organized and unorganized working people.

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Introduction

Consumer buying behavior can be defined as the different actions or process that a consumer goes through before purchasing a product. This process can include using a search engine, referring social media post or can be a combination of many other means. Even though these combinations can be different for different customers, every customer goes through this before purchasing a product. Hence it is very important to find out and interpret the various buying behavior and their implications. If we group working customers based on their working environment, we can find some common factors that affect the buying behavior but the impact of those factors may be different or even opposite on different working environment. If we divide the working people into organized and unorganized groups, where organized group include people working inside an office building and unorganized working people as people

who work outside brick and motor buildings.

Hygiene products have seen a massive growth in demand starting from January 2020. In a country like India where we have large population, household metric is a tool used by FMCG players to measure the market penetration of a product. And it has shown that millions of household customers have started using sanitizers and handwash. As new forms of virus and diseases being spotted the demand of hygiene product will definitely see an increase on the days to come. Hence there will be a gap in the demand and supply of hygiene products which could be used by the entrepreneurs. This research is an attempt to find the difference in the buying behavior of hygiene products organized and unorganized working people with special reference to post COVID-19 scenario

Statement of the problem

Covid 19 created a noticeable difference in the demand and use of hygiene products in all age groups and all markets. Even though each segment shows a positive trend, there is a difference in the buying behavior for these products in each group. In a country like India where entrepreneurs are coming forward day by day, it is of utmost important to know the difference in buying behavior of different groups. Only if the entrepreneurs know this difference, they could formulate strategies accordingly and thereby capture the markets. The research paper titled “**A study on the buying behavior of hygiene products on organized and unorganized working people with special reference to post COVID-19 scenario**” tries to find out the solution to this problem and thereby tries to bring an insight to the buying behavior of organized and unorganized working people in Kerala towards hygiene products.

Scope of the Study

The study helps to find out the buying behavior of hygiene products. The study focuses on the working people (both organized and unorganized) at Trivandrum, Ernakulam and Kottayam district. It also helps to explore the different entrepreneurial opportunities that is available in this segment. Business entrepreneurs are always looking for problems in the economy which could be converted as an opportunity to develop a product, the study further provides insight to the areas that they could focus. The study also helps to understand which category of working people falls on higher risk category of getting infected by covid 19.

Objectives of the study

- To find out the buying behavior of hygiene products on organized and unorganized working people
- To find out whether there is a difference in purchase pattern among organized and

unorganized working people

- To find out the factors affecting the purchase decision of hygiene products on organized and unorganized working people

Research Methodology

The research was conducted in two parts: a qualitative preliminary investigation and a quantitative conclusion. In March 2020 when the spread of coronavirus was started the initial research was started and was completed by February 2021 when the spread has reached the peak. Working people belonging to three districts namely Trivandrum, Kottayam and Ernakulam are selected for the study. The population size is infinite and a sample of 324 working people (162-organized & 162- unorganized) is selected to collect data and the sampling method used is convenient sampling. The credibility coefficient, Cronbach's Alpha is used to check the scale's reliability, and the final questionnaire is then generated for this research.

Tools used for analysis

- Cronbach's alpha coefficient analysis
- Percentage analysis
- Chi square analysis
- Weighted mean analysis

Analysis and Discussion

Cronbach's Alpha test Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.746	.753	324

Interpretation

The Cronbach's alpha coefficient for the 324 items is found to be 0.746, which means that the items have relatively high internal consistency. Since the reliability coefficient of 0.7 and above is considered acceptable the data considered is reliable.

Percentage Analysis

Percentage Analysis	

			organized working people	unorganized working people
Sl No:	Content	Factor	Percentage (%)	Percentage (%)
1	Frequency of purchase of hygiene product	At least once a week	0	0
		At least once every 2 weeks	20.4	16.4
		At least once every month	57.4	38.6
		At least once every 2 months	11.1	14.5
		Not as frequently as once in 2 months	11.1	30.5
2	Brand influences the purchase	Strongly agree	20.8	15.5
		Agree	30.2	29.7
		Neutral	34	38
		Disagree	15.1	16.8
		Strongly disagree	0	0
3	There is an increase in demand	Strongly agree	79.6	80.4
		Agree	20.4	19.6
		Neutral	0	0
		Disagree	0	0
		Strongly disagree	0	0
4	Usage of Sanitizers	Not at all	0	0
		Less than 5	38.9	50.9
		Less than 10	40.7	30.7
		Less than 15	20.4	18.4
		More than 15	3.7	0
5	Preferred place of purchase	Departmental store	56	23.2
		Pharmacy	61.1	47
		Online store	0	0
		Anywhere available	33.3	29.8
		Pocket size	38.9	36.8

6	Type of packaging preferred	Standard size	5.6	7.8
		Pocket size with refill	37	39.5
		Standard size with refill	18.5	15.9

Interpretation: Majority of the organized work people are of the opinion that they purchase handwash or hand sanitizers once in every month. But when it comes to unorganized work force majority people purchase hand ash and sanitizers once in two months. From the analysis is understood that name of the brand doesn't play a major role in the purchase of sanitizers. More than 70% of the respondents both from organized and unorganized working sector are of the opinion that there is an increase in the demand for sanitizers after covid 19. 40.7 % of the organized professionals use sanitizers in the range of 5 to 10 times a day, at the same time it is only 30.7% when it comes to unorganized workforce. Pharmacy stores and departmental stores are the preferred place for the purchase for sanitizers or handwash. Pocket size sanitizers are preferred more by the respondents.

Weighted average analysis

Major Factors	Organized Workforce Mean	Rank	Unorganized Workforce Mean	Rank
Quality	6.11	1	5.73	1
Price	2.04	2	3.81	2
Packaging	1.58	3	1.8	3
Brand	1.1	4	1.07	4

Interpretation: Among the various factors considered among organized and unorganized working people, quality of the sanitizers is the most important criteria whereas price is the second, packaging turned out to be third and brand is considered last before purchasing sanitizers.

Testing of Hypothesis

Chi Square Analysis

To find out the whether there is a significant difference in purchase pattern among organized and unorganized working people.

H₀: There is no significant difference between purchase pattern among organized and unorganized working people.

H₁: There is significant difference between purchase pattern among organized and unorganized working people.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.137 ^a	3	.000
Likelihood Ratio	17.922	3	.000

N of Valid Cases

324

Interpretation

Since value of $P < 0.05$, we reject null hypothesis and accept alternative hypothesis. So, there is significant difference between purchase pattern among organized and unorganized working people, which means that employees in the organized and unorganized sectors use sanitizers differently as there is difference in the environment, they work

Findings

- From the study it is found out that 79.6% of organized working people and 80.4% of unorganized working people are of the opinion that there is an increase in demand for sanitizers and handwash
- From the analysis it can be understood that 57.4% of organized working people buy sanitizers at least once in every month while only 38.6% of unorganized working people buy sanitizers in the same period.
- 40.7% of organized working class of people use sanitizers more than 5 times a day, at the same time only 30.7% of unorganized working class of people use sanitizers more than 5 times a day
- From the study it is also found out that 88.7% of organized and 93.2% of unorganized workforce considers quality as the main factors while purchasing sanitizers
- Only 20.8% of organized work force and 15.5% of unorganized work force considers brand as a major factor
- 61.1% of organized working people and 47% of unorganized working people prefer to buy sanitizers from pharmaceutical store
- 38.9% of organized working people and 36.8% of unorganized working people prefer pocket size packaging for sanitizers

Conclusion

From the research it can be concluded since value of $P < 0.05$, we reject null hypothesis and accept alternative hypothesis which means there is significant difference between purchase pattern among organized and unorganized working people. There is also an increase in the demand for sanitizers in the market and no one brand have captured the market. Hence there exist an entrepreneurship opportunity for entrepreneurs in the market. Since customers focus primarily on quality of sanitizers companies should also focus on communicating the quality of their sanitizers while doing marketing. It is also evident that the purchase pattern and the frequency of usage of sanitizers is different among people belonging to organized and

unorganized working groups. From the analysis it is clear that the usage of sanitizers is less among unorganized working people. And the reason for that is in organized working environment the organization is providing sanitizers at their office and employees are making use of that. But in unorganized group people themselves have to purchase and use them. Literacy is also a factor for the difference in usage. Hence it can be concluded that working people belonging to unorganized working group falls in a higher risk basket compared to people belonging to organized working group.

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