

CONSUMPTION OF SANITIZER-MASK BEFORE AND AFTER COVID 19

Kriti Kumari¹, Anirudh Singh²

¹Department of Commerce, Graphic Era (Deemed to be University)

²Department of Management Studies, Graphic Era (Deemed to be University)

Abstract -The following research is about Consumption of Sanitizer and Mask before and after COVID 19. The title defines what research is all about. In this research we used Survey, Direct Interview and Observation method for the data collection. Sanitizer and Face Mask were consuming by people much before the Coronavirus outbreak. We observed in many big cities that people are using Face Mask due to pollution or tanning. Even in small towns people wrapping their faces with piece of cloth or with handkerchief much before this Coronavirus outbreak. This research is all about comparing the usage of Sanitizer and Face Mask before and after COVID 19. The question arises do anyone used sanitizer and mask before Coronavirus if yes then how much. This study will also see that how many times people are using sanitizer in a day and whether they are using Face Masks or its substitutes. Not only these questions but this study contains more questions like mentioned. We will be seeing all these questions in this research.

Key Words:Sanitizer, Mask, COVID 19, Coronavirus, Hand Sanitizer, Face Mask, Pandemic, Outbreak

1.INTRODUCTION

As coronavirus evolved two things all must having with themselves are Hand Sanitizer and Face Mask. This is because these two things are majorly responsible to protect humans from this virus called COVID 19 or coronavirus. Not only now but these two will remain essential until Vaccines are available for everyone. For meeting the demand of sanitizer and masks various new entrant entered into market with their own sanitizers and masks. Even they are gaining a good amount of profits as these two products are treated as essential. Even homemade sanitizers and handmade masks are also popular among the households. Consumption of these two things are happening much before COVID 19 but they came in limelight amid coronavirus outbreak.

2. Literature Review

New entrants and smaller brands are now dominating the hand sanitizer market, a segment which has witnessed multi-fold surge in sales post the coronavirus crisis, says a report.

- The New Indian Express

When demand for hand sanitizers increased, smaller players jumped in to exploit the demand surge and in the month of March, around 61 per cent of the market was captured by these newly launched brands, Nielsen said without naming the brands.

- The New Indian Express

I started making masks in early April after an email request from Etsy's corporate team.

I've sold over 250 in the last three weeks and over 1,200 ear protectors. My masks cost between \$12 and \$15.

- Amy Cassell of Stone House Crafts (Seller)

Hand sanitizer sales saw a year-on-year increase of 255% in February. Meanwhile, British shoppers were buying 7% more liquid hand soaps and spent 10% more on household cleaners compared to February 2019.

- According to data published Tuesday by market research firm Kantar, U.K.

"The coronavirus pandemic has brought about a drastic shift in consumption patterns which will have a major impact on the future scenarios. Our study looks at some of these trends and marks key action points for brands in the post-Covid19 era. Transformations within businesses and society take place during turbulent times that are ground-breaking & spark them towards a new land of challenges and opportunities."

- Divya Arora, Director Innovation & Strategy, Sacheerome

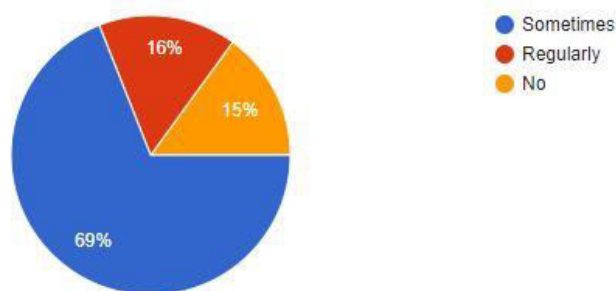
3. Research Methodology

As far as the secondary data is concerned we've collected the data from various websites on internet. The primary data is collected from survey, direct interview of shopkeepers and observations made by us.

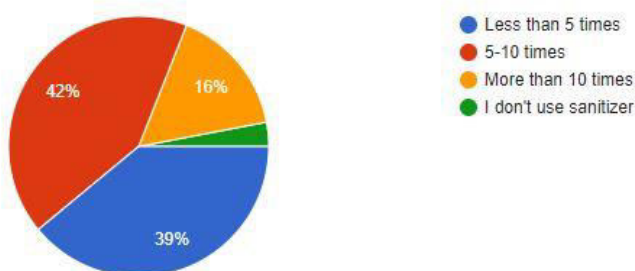
DATA ANALYSIS

The survey conducted various question related to the topic and here are the results.

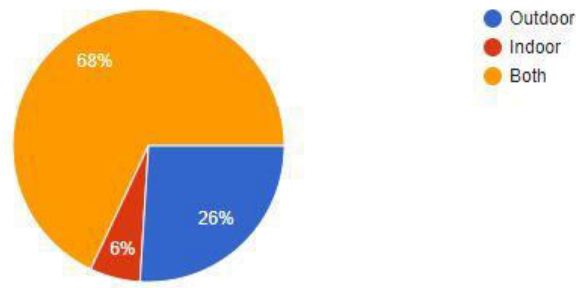
- Given below is the data of how many people used sanitizer before the pandemic coronavirus. The results obtained that 69% of people used it sometimes, 16% people on regular basis while 15% never used sanitizer before COVID 19 outbreak.



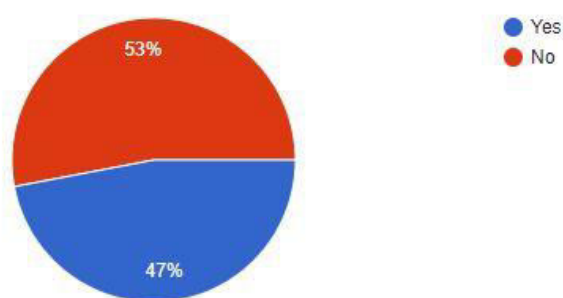
- Given below is the data showing how many times people using the sanitizer amid coronavirus outbreak. The categories are classified into less than 5 times, 5-10 times, more than 10 times and for those who don't use sanitizer in this pandemic. The results are as follows:



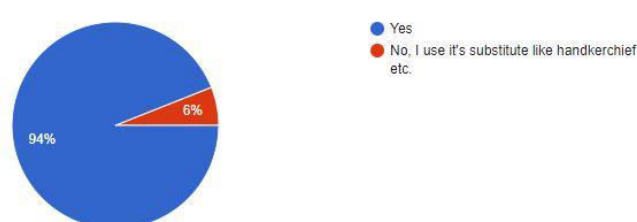
- Given below is the result from the survey which shows that 68% people use sanitizer in outdoors and indoors both, 26% people in outdoors, and rest 6% in indoors.



- Now the survey conducted for the research related to masks. So below is the result of the research for how many people are using face mask much before the COVID 19. It is showing that 53% people never used mask before coronavirus while 47% are using it before COVID 19 outbreak.



- Here arises a very common question that how many people are using masks and how many are using its substitutes like handkerchief etc. So below is the result of the research conducted through the survey. It shows that 94% are using face mask while rest 6% are using its substitute.



DIRECT INTERVIEWS

We conducted the direct interviews form various medical shops to compare the before and after state of sanitizers and masks. The interviews were conducted by asking the questions related to sale of sanitizer and mask before and after COVID 19.

“Masks were not available in our shops before coronavirus, there were demand of only few surgical masks which was

available in cheaper price as compare to present price. The prices of masks are hiked now. Even the demand of sanitizer was very low and now it is boosted after coronavirus outbreak.”

- Sapna Medical Hall

“Masks and Sanitizers are trendy nowadays everyone is demanding different types of masks and different brands of sanitizers. There was sale of sanitizer before coronavirus but there was no single unit demand for the masks.”

- Sdbhawna Medical Hall

“Previously we have to order masks specially to provide it to few customers. They were purchasing masks for bike riding or for protecting themselves from pollution and sunburn. But now we are selling masks and sanitizers in every few minutes. Many sanitizers’ brands entered into market now, before coronavirus only one or two brands were popular among all the customers.”

- Nandan Medical Hall

“Before coronavirus we were not treating masks and sanitizers as a major selling product for our shop but demand for these are hiked now and these are selling more than medicines sometimes.”

- Sadhu Medical Hall

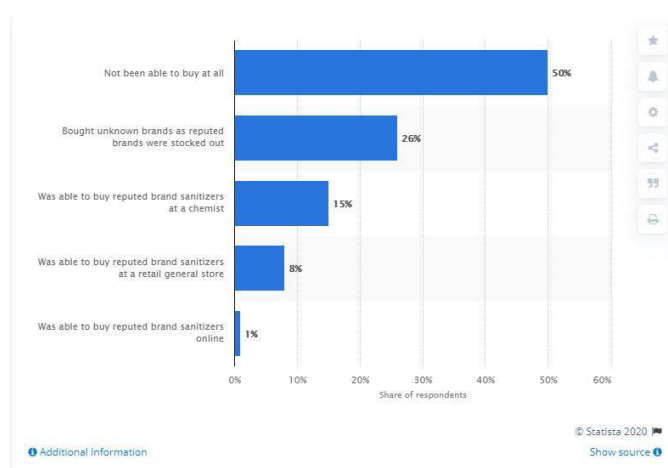
OBSERVATIONS

- We’ve observed that people are using mask and its substitute like handkerchief etc. to wrap their faces much before the coronavirus outbreak. They are using it to protect them from pollution tanning and sunburn.
- These things are generally being observed in big cities like Dehradun, Kanpur, Lucknow, Patna, Delhi etc.
- Masks were being consumed before COVID 19 in big cities/metro cities while its substitutes were popular in small towns like Siwan and Etawah. People were using mask’s substitute before COVID 19 to protect themselves from tanning and pollution.
- Girls mostly use scarfs for covering their face, even in this coronavirus outbreak many of them are using the same.
- Previously the masks were available in shops who sells belts, caps etc. but now masks are available in medical shops as well.
- It has been observed that students in schools and colleges are having the habit of washing or sanitizing their hands regularly much before this pandemic.

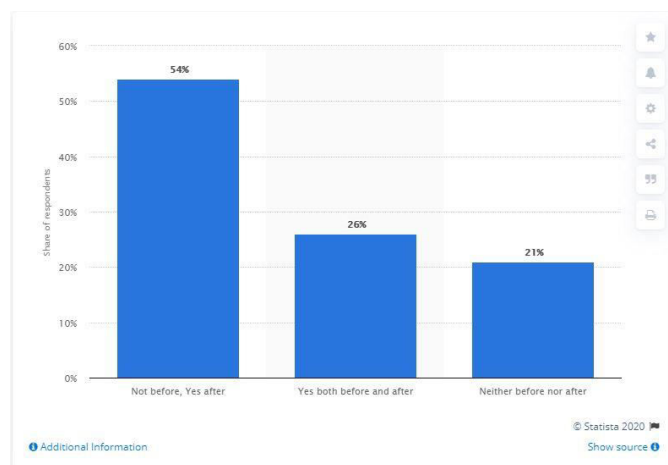
- Nowadays people are sanitizing the things that they are purchasing and keeping it for long time before using it to avoid the contact with coronavirus.
- After touching any object majority of people are using hand sanitizers or washing their hands.
- In households various antiseptic liquids are in the use for sanitizing purpose.

DATA EXTRACTED FROM WEBSITES

- According to a survey about the impact of the coronavirus (COVID-19) on Indians in March 2020, half of the respondents were not able to buy hand sanitizers at all due to its unavailability. Hand sanitizers from unknown brands were purchased by about 26 percent because reputed brands were sold out during the survey period.



- According to a survey conducted in South Korea, around 54 percent of respondents stated that they started to use hand sanitizer or hand wash after coronavirus outbreak. About 26 percent were already using them even before the outbreak and another 21 percent said they do not use hand sanitizer or hand wash regardless of coronavirus.



- According to a survey conducted in South Korea, around 70 percent of respondents stated that they started to wear face masks after coronavirus outbreak. About 19 percent were already wearing masks even before the outbreak and another 11 percent said they do not wear masks regardless of coronavirus. The most popular type of face masks among South Koreans was KF94 health masks.

3. Result

The research has proved that the consumption of face masks and sanitizers is happening before COVID 19 but the rate of consumption increases after the outbreak of coronavirus. Companies and businesses are making good profits from the sale of these two products as they are now being treated as essentials. To prevent extra or abnormal profits, Government of India fixed the prices of hand sanitizers and face masks. Given below are the statements when price of these two commodities were fixed by Government of India:

"Under the Essential Commodities Act, the prices of fabric used two-ply and three-ply surgical masks will remain the same as it was on February 12, while the retail prices of three-ply masks will be at Rs 8 per mask and not exceed Rs 10."

- Pawan

"The retail price of a 200 ml bottle of hand sanitizer will not exceed Rs 100. Other sizes of bottles will also be priced in the same proportion. These prices will be applicable throughout the country till June 30, 2020."

- The Union Minister

This proves that there is a boom in sale of these two things in the market which resulted in the price fixation by the Government.

Before this pandemic, these products were easily available in the market and online store but due to maximum demand in this situation these two things are mostly out of stock from market as well as from online stores. Now companies are creating good supply as per the demand in the market.

3. Conclusion

We saw that 42% people use sanitizer 5-10 times in a day, moreover hand wash from a soap is also widely preferred by the scientist but due its easiness and reliability majority of people are using it which made it more popular as compare before the coronavirus. Even many clothing brands and online retail brands are jumped into mask production. As they are producing cool and funky masks their sale is also hiking and

becoming more popular among youth. Before COVID 19 outbreak there was hardly any brand which was popular for masks but now everyone knows even the types of masks present in the market and which is best to wear amid coronavirus outbreak. It is said that even after when vaccine will be available in the market, sanitizers and masks will always be preferred by everyone. Previously masks are seen on the people's face in metro cities but now everyone is wearing and will be wearing it for long time.

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