

A Study and Analysis on Indian Home Care Products, Changing Consumer Behaviour During Crisis

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Abstract

The present review paper explores the peculiarities of consumer behavior surrounding home care products within Indian culture and the changes that occur during a crisis period. Based on the results of an extensive survey, the following conclusions could be made. Gender differences occurred among the pullers, with men having more options, and separate buying options should be taken into consideration. Furthermore, professional activity plays a great role, as many employed people and students bought home care products more frequently than others. Household size also matters, as larger houses buy more products. Additionally, the most widely used products became more frequently used as well due to the COVID-19 pandemic. It should also be noted that during the crisis the brand image, and the product price lately, the natural and eco-friendly products, have had the most impact. Finally, the frequency change from physical stores to online placing an order occurred. Dissatisfactions, on the other hand, were more relevant to the availability of products and availability. Additionally, learning styles differed between consumers. Most households were driven by their desire to understand new products after reading online reviews, visiting stores for demonstrations, or purchasing them at a discount. These discoveries provide insights to help companies respond to crises by emphasizing the importance of consumer habits and assessing likely future research or marketing methods in the Indian home care product market.

keywords

1. Products for home care in India
2. Consumer purchasing patterns
3. Period of crisis
4. Disparities Between genders
5. Occupational engagement
6. Influence of COVID-19

INTRODUCTION

The global outbreak of COVID-19 has brought about shifts, in consumer behavior on a scale and the market in India has not been immune to this trend. In the face of health and economic challenges, people have reevaluated their preferences resulting in alterations in their spending habits, consumption patterns, and product choices. Among the sectors feeling the effects of these shifts is the home care products industry encompassing goods such, as cleaning supplies and personal care items.

The home care products industry in India is fiercely competitive and expanding quickly. Companies must grasp how consumer behavior changes during challenging times to stay current, adjust their approaches, and keep ahead of the competition. The pandemic has sped up the adoption of online platforms, raised the need for hygiene and health products, and highlighted the significance of getting value for money and affordability. Yet, it has also introduced fresh obstacles such as supply chain disruptions, heightened rivalry, and shifting consumer tastes.

This research examines how the COVID-19 pandemic impacts the home care product market in India, specifically focusing on understanding the evolving consumer behaviors and implications for businesses in this industry. The study aims to offer valuable insights and strategic guidance to home care product companies by delving into consumer attitudes, preferences, and buying choices during this challenging period. It will investigate the factors influencing consumer behavior, the influence of digital platforms on consumer preferences, and the approaches businesses take to address the challenges posed by the pandemic. Therefore, this research provides valuable knowledge regarding consumer behavior during crises and beneficial guidance for businesses facing those contexts and exploiting the potential of the pandemic.

REVIEW OF LITERATURE

- **Saini, A. Longwell R. Kenia. V & Bhambhu H. (2022 November 19)**
- Looking at the facts of COVID-19 and lockdown in India, the research focuses on the patterns of the change in Indian households' expenditure. It shows that during crises like COVID-19, people tend to panic buy initially, but eventually shift their focus to buying essential items. This change in consumer behavior, where essentials are prioritized, has had significant effects on the economy, particularly with rising unemployment and decreasing incomes.
- **Ritchie, C. S. & Leff, B. (2022, May 1)** The COVID-19 crisis has shown us the importance of having a healthcare system that reaches patients in their homes and communities. This patient-centered approach would prioritize those with the greatest needs, increase accessibility, promote fairness, and provide excellent care. It would combine short-term and long-term care and cater to a wider range of people as they age.
- **Tyler, D, Squillace, M. R. Porter, K. Hunter, M. & Haltermann, W. (2022 November 3)**
- Amidst the COVID-19 outbreak, home care agencies have faced a range of staffing-related difficulties. This paper explores the strategies used by the federal, state, and agency governments to address these problems. Through stakeholder interviews, policy changes, media reports, and literature reviews, the study clarifies the effects of these difficulties. It demonstrates that although many difficulties were novel, others made pre-existing issues worse. Thankfully, action has been taken to address these problems by the federal government as well as the states.

- **Chauhan, M., Pooja, P., & Nandwani, M. (2022, September 1).**
- The study surveyed 100 lactating mothers in Pataudi, Haryana, India, focusing on their knowledge of COVID-19 home care and vaccination. The majority were aged 25-30, with half having completed postgraduation. Most were self-employed, with 53% having a nuclear family. Most received information about the vaccine from social media and healthcare workers. Most were vaccinated, but 94% had average

- **AbdulHussein, A. Cozzarin, B. & Dimitrov. S (2022, November 14)**
- We examine the shift in consumer consumption through the World Wide Web due to the COVID-19 outbreak. In particular, we highlight pre-pandemic and post-pandemic consumption behavior on different types of products. Unlike previous studies, we explore more than one product class and consumers' characteristics thus giving a broader angle to consumer buying behavior. E-commerce was growing even before the pandemic occurred, although certain segments of the population were more hesitant about purchasing goods online. Nevertheless, when the possibility of in-store shopping was limited due to the virus outbreak, people had no other way but to purchase what was necessary through online channels. This change in online consumers' spending tendencies was rather profound. Using recent Consumer Expenditure data taken from Statistics Canada's Canadian Perspectives Survey Series (CPSS), we examine the relationship of various demographic characteristics.

- **Sungkawati E. Anugerah, R. & Mardhiyah M. A. (2023, March 30)**
- The world's fast development in technology has changed people's everyday routines and cultures, which has made it simpler to use the Internet. The advent of the internet has revolutionized every element of life, especially in the business and marketing spheres. As the number of internet users rises, more and more organizations are shifting their business models to allow for online buying. The purpose of this study is to ascertain the partial and simultaneous effects of price, trust, ease, and security on online shopping decisions. Quantitative research methodologies were used in this study. Multiple linear regression analysis is the method employed in this study. The findings indicate that, in part, online purchase decisions were significantly and positively impacted by the convenience variable, yet

Objective

- 1.** Understand the roles and effects of COVID-19 on the consumers of home care products in India.
- 2.** Identify key factors influencing changes in consumer behavior, such as hygiene, health, and value for money.
- 3.** Analyze the role of digital channels in shaping consumer purchasing decisions during the crisis.
- 4.** Assess challenges home care products companies face in adapting to changing market dynamics.

RESEARCH METHODOLOGY

Research design: -

Utilizes a combination of quantitative and qualitative approaches.

Data Collection: -

Quantitative Data: Using surveys or questionnaires, determine consumer preferences, buying habits, and opinions about home care items. motivation

Sampling technique: -

To ensure representation across various demographic groups in the form of quantitative information, stratified random sampling is required.

Purposeful sampling is applied for qualitative analysis to choose participants who have experience buying home care products during times of crisis.

Data Analysis: -

- Statistical methods are utilized in quantitative analysis to look for connections, trends, and patterns. Regression analysis, correlation analysis, and descriptive statistics are some of these methods.
- Qualitative analysis: to find recurrent themes, patterns, and narratives in customer experiences and perceptions, use thematic analysis or content analysis.

Ethical Considerations: -

- Ethical clearance from the applicable ethics group or hospital review board.
- Consent given voluntarily by each participant.
- Preserving the security and safety of participants

Limitations

- Possible limitations include sampling prejudices, self-reporting prejudices, and challenges in generalizing results.

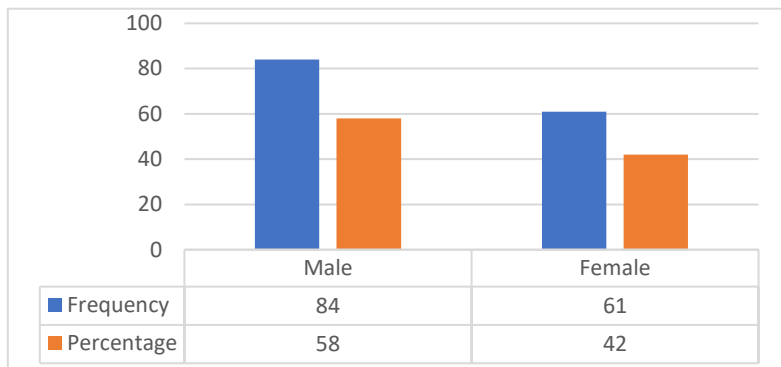
Sample size (100 Responses)

Questionnaire Data Collection: These data are collected by students, entrepreneurs, and random people using Google Forms. Google forms are sent to all known and unknown people via media such as WhatsApp, Facebook, etc., and data on entrepreneurial challenges are collected.

DATA ANALYSIS & INTERPRETATION

- **What is your age?**

RESPONSE	FREQUENCY	PERCENTAGE
MALE	58	58%
FEMALE	42	42%
TOTAL	100	100%



DATA ANALYSIS

Based on the provided data, it seems that you are depicting the age-based gender distribution. According to the data, 42% of the 100 people polled are women and 58% of the people surveyed are men. However, the ages of these people are not stated specifically. To look at the age distribution of men and women, you would need to include age-specific data if you have it.

INTERPRETATION

The data you provided show the gender distribution of the respondents, 58% male and 42% female. However, without age information, it is difficult to draw further conclusions about the age population of the population studied.

2. How often do you purchase home care products?

Variables	Frequency	Percentage
Business (Self- Employed)	26	18
Employed	51	35
Homemaker	25	17
Student	43	30



DATA ANALYSIS

These data show the frequency of purchases of home care products in different employment categories. According to the survey, 35% were employed, 30 % were students, 18% were self-employed in business and 17% were homemakers. The

study indicated that a large proportion of people, particularly employed and students, regularly buy household care products.

Variables	Frequency	Percentage
Single	10	7
2 persons	4	3
3 persons	26	18
4 persons	62	43
More than 4	43	30

INTERPRETATION

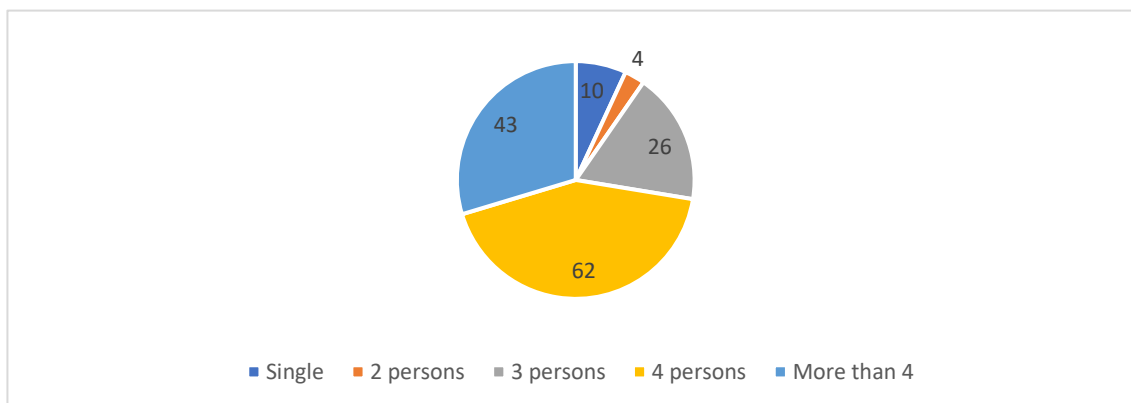
The information demonstrates how different employment categories impact the buying patterns of home care products. It indicates that working individuals and students are the top buyers, making up 35% and 30% of participants each. This implies that those with busy work or study schedules prioritize purchasing home care products to efficiently maintain their homes.

3. Which factors influence your purchase decisions for home care products? (Select all that apply)

DATA ANALYSIS

The statistics make it clear that a household's size has a big influence on the selections made about what home care products to buy. Most of the respondents—43% and 30%, respectively—come from larger households with four or more people. This implies that the demand for home care items rises with the number of people living in a family, presumably as a result of increasing usage and the requirement to maintain a larger living area.

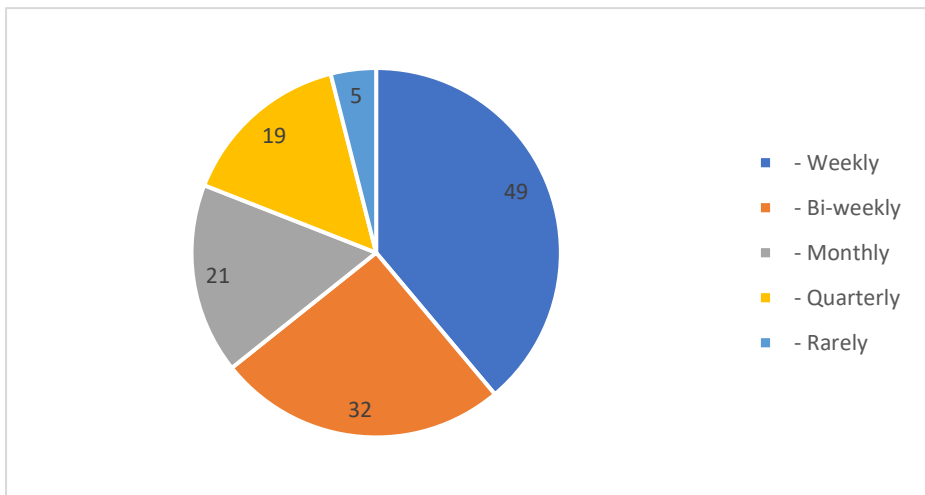
INTERPRETATION



The data indicates that the size of a household plays a crucial role in determining the purchase decisions for home care products. It reveals that larger households, especially those with four or more members, make up a significant portion of the respondents, comprising 73% of the total. This suggests that as the size of a household increases, so does the demand for home care products, which can be attributed to the necessity of maintaining larger living spaces and catering to the needs of more individuals.

4. Have you increased your usage of disinfectants and sanitizers since the COVID-19 pandemic began?

Variables	Frequency	Percentage
- Weekly	49	39%
- Bi-weekly	32	25%
- Monthly	21	17%
- Quarterly	19	15%
- Rarely	5	4%
total	126	100%



DATA ANALYSIS

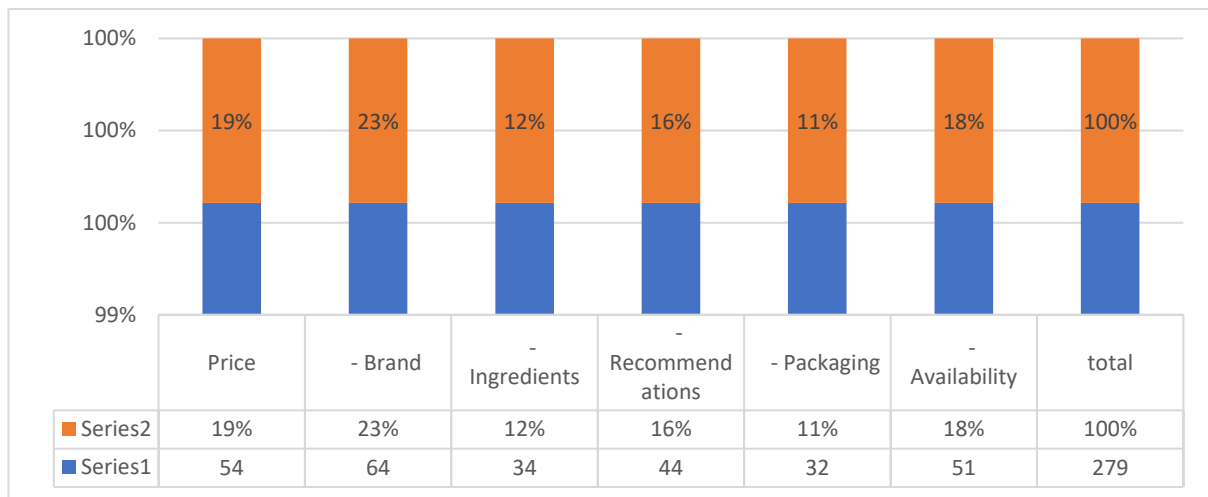
The information demonstrates that the use of sanitizers and disinfectants has significantly increased since the COVID-19 pandemic began. About 64% of the people surveyed use these products either weekly or every two weeks. Specifically, 39% use them weekly, while 25% use them every two weeks. This higher frequency indicates that people are more aware of the importance of hygiene and are taking extra precautions in response to the pandemic.

INTERPRETATION

According to the data, there has been a notable rise in the usage of disinfectants and sanitizers since the COVID-19 pandemic started. Around 64% of the respondents use these products on a weekly or bi-weekly basis. More specifically, 39% use them weekly, while 25% use them every two weeks. This increased frequency suggests that people are now more conscious about hygiene and are taking extra measures to stay safe during the pandemic.

5. Which home care product categories have you purchased more of during the pandemic? (Select all that apply)

Variables	Frequency	Percentage
Price	54	19%
- Brand	64	23%
- Ingredients	34	12%
- Recommendations	44	16%
- Packaging	32	11%
- Availability	51	18%
total	279	100%



DATA ANALYSIS

The information shows that different things affect the buying of home care items during the pandemic. According to the people surveyed, brand (23%) and price (19%) are the most important factors, with availability (18%) and recommendations (16%) following closely behind. This means that customers tend to Favor well-known brands and budget-friendly choices, while also taking into account product availability and suggestions from others when deciding what to buy during the pandemic.

INTERPRETATION

The information uncovers important aspects that impact the buying of home care items amid the pandemic. It indicates that consumers mainly take into account the reputation of the brand and the affordability, with 23% giving priority to the brand and 19% considering the price. Moreover, factors such as the availability of the product (18%) and recommendations (16%) also have a significant influence on purchase choices. This implies that consumers are looking for trustworthy brands, competitive prices, and dependable product availability in times of uncertainty like the pandemic.

Research Scope

Understanding Consumer Behavior Dynamics

Exploring nuances in organized Consumers' conduct, beliefs, and perceptions of Home Care Products in India during crises.

Impact of Crises on the Home Care Product Market

Evaluate the wider effects of emergencies such as the COVID-19 epidemic on the Indian market for home care products.

Exploring Factors Influencing Consumer Choices

looks at things including product availability, perceived efficacy, brand reputation, price, and marketing tactics.

Regional and Demographic Variations

Investigate the differences in consumer behavior during crises according on geography and demographics.

Identification of Market Opportunities

Identifies possible markets for companies in the Indian home care product industry during times of emergency.

Policy Implications and Recommendations

Provides policy implications and recommendations for policymakers and industry stakeholders.

Research Limitations

Data Collection Challenges

- Potential challenges include limited access to respondents, reluctance to participate, and the subjective nature of self-reported data.
- Mitigation strategies include rigorous sampling techniques and incentivizing participation.

Limited Time Frame

- The study may not capture the full spectrum of changes in consumer behavior over extended periods.
- Findings may provide only a snapshot of consumer behavior during specific phases of the crisis.

Contextual Factors

- Findings may be influenced by regional preferences, cultural norms, economic disparities, and crisis severity.
- The study's scope may limit its generalizability to broader contexts beyond the Indian market.

Response Bias

- Risk of response bias, where participants provide socially desirable or biased responses.
- Mitigation techniques include anonymity, confidentiality assurances, and diversified data collection methods.

External Influences

- Government policies, market interventions, and media influences may impact consumer behavior during crises.
- Researchers aim to control for external variables where possible.

CONCLUSION

The home care product market has been greatly affected by the COVID-19 pandemic, with purchasing decisions being influenced by gender distribution and employment status. The pandemic has resulted in an increased use of disinfectants and sanitizers, highlighting the importance of hygiene among consumers. Trust and affordability were key factors in purchase decisions, with brand reputation and price playing a significant role. Thus, the cases of the orientation of the increased usage of natural materials and products for their lower impact on the environment led to the conclusion that customer's sensitivity to the problem of sustainability is growing. Therefore, the reality that a growing number of consumers become interested in home care products and make their purchases through e-shops is rather revealing in terms of overall well-being. The following are some of the customers' pull factors that encourage consumers to experiment with new products: Online reviews How well the retailer can demonstrate products in the store The use of discounts or promotions. To further leverage these motivations, Triatszki recommends that businesses should strive to make a web presence and indulge their customers in in-store experiences while providing value-added promotions or incentive schemes. Currently, the home care products market's stakeholders are required to analyze peculiar factors that dynamically alter over time as well as affect people decision making the global COVID-19 scenario.

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