

A STUDY ON IMPACT OF PANDEMIC ON SALES OF PERSONAL HYGIENE ITEMS

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Abstract- *The primary focus of this project report is on how the Pandemic (COVID-19) crisis has impacted Sales of hygienic products. Personal hygiene can be defined as the practice of keeping one's external body clean and groomed. Maintaining a high degree of personal hygiene will boost self-esteem and confidence while reducing the likelihood of acquiring flaws. The project centered around the Hygienic product business, which is a very complex business. "A STUDY ON IMPACT OF PANDEMIC ON SALES OF PERSONAL HYGIENCE ITEMS" is the title of the dissertation. Basically, it was a research-based effort. The primary goal of this project is to gain an understanding of the sector and to provide an overview of how hygiene product industry has dealt with obstacles in the pandemic scenario (COVID-19) and consumer behavior towards them. My project was based on primary & secondary sources of information. The project began by learning the processes of each department in order to learn more about the cosmetic personal hygiene product demand and its sale during pandemic. The findings through this project was that consumer has been more health conscious and it has even increased at greater extent as an impact of pandemic and how the organisations have dealt with demand of consumer and managed a well supply chain management for fulfilling all demands of consumers*

Indexed Terms: *COVID-19, Hygiene, Cosmetic, Consumer Behaviour, Pandemic.*

INTRODUCTION

A live organism's health is defined by its functional or metabolic efficiency. In humans, it refers to an individual's or a community's ability to adapt and self-manage when confronted with physical, mental, or social changes. In its 1948 constitution, the World Health Organization

(WHO) defined health as "a state of complete bodily, mental, and social well-being, not only the absence of disease or infirmity." Good health is crucial because a healthy person can enjoy a lot of enjoyment throughout his life. We can't do anything in this world if we don't have good health. A man with a fever is confined to his bed and unable to leave the house. He is incapable of doing anything for anyone.

Personal hygiene can be defined as the practice of keeping one's external body clean and groomed. Maintaining a high degree of personal hygiene will boost self-esteem and confidence while reducing the likelihood of acquiring flaws.

Personal hygiene, as represented by the two words PERSONAL and HYGIENE, refers to the idea of health and sanitary to be practiced properly, which offers great importance to the community and students as a whole. Personal cleanliness is reinforced in daily prayers in Vedic, Muslim, Christian, and Greek cultures, much as it was 5000 years ago when Moses laid forth a systematic hygiene code consisting of eight principles, the first of which is personal hygiene. In India, the concept of personal cleanliness is mixed with a variety of rituals, philosophies, and traditions. However, it must be properly implemented by individuals who take personal responsibility. Everyone should be guided by a motto to follow and practice. "Cleanliness in the vicinity of a child since primary school days"

Personal hygiene refers to the thorough cleansing and care of our bodies. Bathing, handwashing, brushing our teeth, and wearing clean clothing are all examples of good personal hygiene. Making safe and healthy judgments when interacting with people is also part of it. Good personal hygiene habits have been implemented both medical and social advantages. Keeping our bodies clean is essential in battling and preventing illness in ourselves and others. Washing our hands can help prevent the movement of germs from one person to the next or from one region of the body to another. Flossing and cleaning our teeth can

also help lower the risk of dental and other diseases. The universe "Hygiene is derived from the Greek Word Hygiene, which means "health goddess." Health is defined as the quality of life that allows people to live their lives to the fullest and participate in environmental physical activities. It can be imperialized either through dough or by failing to be certain things belonging to the body in line with natural rules. Fresh air, sunlight, diet, exercise, rest, relaxation, a positive mental attitude, sleep, cleanliness, illumination, and excellent habits are all beneficial.

Personal hygiene is a set of adjustments that an individual makes in order to maintain and improve his or her body and mind. Personal hygiene's goals are to maintain a high quality of health. Personal hygiene is the science of preserving and promoting health via an individual's active efforts. Personal hygiene comprises of clean habits and a healthy habit; how much significance an individual place on her or his health determines how well personal hygiene is maintained at home. It is attained by good habits and a healthy lifestyle.

Personal hygiene refers to actions that aid in the maintenance and promotion of one's physical, social, emotional, and spiritual well-being. Personal hygiene aids in the maintenance of a physically fit muscle strength as well as a clean mouth and teeth free of cavities and other problems. Similarly, personal hygiene and sanitation entails maintaining the eyes, ears, and nose in good working order and free of infections. Various communicable and non-communicable diseases, such as skin disease and tuberculosis, are caused by a lack of personal cleanliness. As a result, it is the most crucial part of human life.

The worldwide hygiene product sector is concerned with the production of items that are used to keep one's personal hygiene and protect one from communicable diseases. However, since the onset of covid-19 in January 2020, demand for hygiene products has increased at an unprecedented rate. The most important thing to remember when fighting a virus is to keep your distance, wash your hands frequently, and wear a mask. It is recommended that the elderly, comorbid patients, and children remain at home. The COVID-19 pandemic has produced a situation in which people are forced to shun public contact and limit their movement. As a result, in the COVID-

19 pandemic situation, digital and e-services become increasingly important.

REVIEW OF LITERATURE

There has been a significant increase in the manufacturing of personal hygiene goods as a result of the covid-19 pandemic. PTI is a private company that specializes on (April 6, 2020) In the face of the Covid-19 danger, hygiene product preferences are expected to rise, and internet sales will soar. As a result of the corona virus, GCPL CEO Vivek Gambhir believes that there will be a significant shift in consumers' buying behaviour and preferences, and that they will be more concerned about health, hygiene, and sanitation. As a result of this threat and concern, he believes that there will be a good opportunity for e-commerce companies to increase their online sales.

Raina, R. Basu, P. Basu, P. Basu, P. Basu, P. Basu (April 24,2020) The epidemic of Covid -19 is having an impact on e-commerce. The e-commerce business had gained traction well before the pandemic, but with the installation of pandemic lockdown pressure has been placed on e-commerce companies for basic commodities like as pharmaceuticals and groceries, which may be considered as both a difficulty and an opportunity. Report on the global e-pharmacy market The impact of COVID19 on the e-pharma business was evaluated by 2020. According to the analysis, between 2020 and 2025, the E-Pharmacy market would grow at a significant rate. COVID-19's impact on the global economy and the E-Pharma business is also covered in the paper

Mrs. Simran R. Kalyani, (2021) The global beauty sector, which includes colour cosmetics, skincare, fragrances, personal care products, hair care products, and so on, has been profoundly rocked by the COVID19 pandemic. The first quarter's sales were disappointing, and there were numerous store closures around the world. The skincare and cosmetics business has reacted positively, with an increasing number of brands modifying their manufacturing processes to produce hand sanitizers or other cleaning agents. The beauty industry generates around \$500 billion in annual sales and employs a large number of people worldwide. The beauty industry has been greatly impacted by COVID19. The global crisis is also projected to profoundly alter the industry and will continue to do so in the future. This empirical investigation

discovers a considerable decrease in demand for beauty and cosmetic products and a significant increase in demand for personal hygiene products.

Alberto Berardi (2020) The world is facing a medical crisis amid the COVID-19 pandemic and the role of adequate hygiene and hand sanitizers is inevitable in controlling the spread of infection in public places and healthcare institutions. There has been a great surge in demand for hand sanitization products leading to shortages in their supply. A consequent increase of substandard products in the market has raised safety concerns. As a result, in light of the scientific evidence available to date, this article provides a critical review of hand sanitation approaches and products currently on the market. This review also includes a variety of hand sanitizer formulas and manufacturing instructions to allow for quick preparations in community and hospital pharmacies during this critical time.

RESEARCH GAP

From the above research papers, many of the researchers cover the arena of impact of COVID-19 purchase decisions, panic buying, health awareness and its impact on consumer behavior; the area covered in the above research includes how COVID-19 affects the customers, and how panic buying can affect more customers. Today in this pandemic situation everyone realizes that making proper purchase decisions of Hygienic items, stocking the right volume of hygienic products, to overcome unknown future is more important. This has made the organisations and other hygienic item stores highly competitive in terms of setting prices and discounts. In order for customer to make the right choice during this pandemic, he has to consider various factors to make right purchase decisions. However, there is no study conducted on the Impact of Pandemic on sales of personal hygiene items in Bengaluru city.

NEED AND SCOPE OF STUDY

The purpose of this study is to create deeper consideration and to know about how COVID-19 affected the sales of hygienic products. Consumers when they go for purchasing hygienic items there is need to identify their buying pattern. Now a day's price quality and quantity is playing significant role in Consumers purchase decisions.

Consumers majorly considering stocking the hygienic items for future as this pandemic day are uncertain. Purchasing branded can be the important thing and the issue at the same time as shopping for the goods however now no longer in all of the instances is same and take a look at what can be performed with in the Bangalore city to pick out different factors which have an effect on the sale of hygienic products during pandemic.

OBJECTIVES OF THE STUDY

- To study the impact on pandemic on sales of personal hygiene items
- To draw meaningful inferences and suggestions to the e-commerce companies selling personal hygiene items.
- To review the government initiatives towards E-Pharmacies during COVID-19 pandemic.

METHODOLOGY

The descriptive research is undertaken for the study. This study is based on survey method and mainly a quantitative approach of data collection through well-structured questionnaire for consumers.

RESULTS AND DISCUSSIONS:

- Most of the respondents in age group are of age 21-35.
- Males are the one who responded most and 20% are females.
- Majority respondents are degree holders and few respondents are post graduates and remaining respondent's education qualification matriculation.
- Majority of the respondents who purchase hygiene items are employees.
- People with monthly income of 10000-15000 Rs are maximum respondents, 24% of respondents' income is 15000 to 25000 and only 10% of the respondents' income is above 40000
- The maximum number of respondents are students, 25% of the respondents Are employees remaining respondents are business people and formers.
- Many of the respondents are using Masks

during this pandemic, 34% of the respondents are using sanitizers, 17% of them are using soaps, 09% are using soaps.

- 91% of the respondents have felt that pandemic impact on increase in sales of personal hygiene products, only 09% of the respondents have said it has no impact.
- One can access that 45% of the respondents have said that no discounts are provided by the companies, 33% of the respondents have said that companies are provided discounts to them, 22% of the respondents have said that sometimes they get the discounts.
- Customers are feeling that prices of the personal hygiene items during this pandemic is high, 36% of the respondents have felt that price is reasonable, 09% of the respondents have thought the prices are low.
- Most of the customers have responded that personal care items are not easily available to them, 45% of the respondents have said that it's easily available.
- 56% of the respondents have said that there is increases in the profits of the Personal Hygiene category, 33% of the respondents have said that their might be, remaining 11% of the respondents have said no.
- The sanitizer segment and tissue are ascending with the fastest growth during pandemic.
- Pandemic has increased in customers enquiring for personal hygiene products.
- There is Increase in demand for personal hygiene products.
- We find that there is Increase in customers' total basket size (in monetary terms) for personal hygiene items.
- Companies have realized there is increase in profit from personal hygiene product category.

CONCLUSION:

People's lifestyles have changed as a result of the pandemic. The influence of the pandemic on the

sales of aesthetic and cosmetic products, as well as personal hygiene products, is captured in this study. According to the findings, there has been a significant decline in the former category and a significant increase in the latter. The core data for this study covers the first 5 months of the lockdown, so the influence of the pandemic on the aforementioned categories is averaged; alternatively, the situation in the first 2 months of the lockdown was far more extreme. People's attitudes have shifted as a result of the outbreak. However, since the beginning of the unlocking process, the situation has altered, but individuals still prioritize personal safety and hygiene, with beauty and cosmetic products coming in second.

Consumers are putting up their best efforts to embrace these new habits, which they will be required to follow for an extended period of time. Even in ordinary circumstances, they must embrace these routines as part of their culture. Because India is a land of festivals and diverse cultures, it is difficult for Indians to make these adjustments permanent in their lives. However, these social distancing standards, as well as the use of masks and sanitizers, must be followed on a long-term basis. When the number of cases decreases and the lockdown ends, there will be a ray of optimism that consumers will soon return to regular purchasing habits, and the impact of changes in consumer purchasing behaviour will diminish but not vanish from people's lives around the world. This covid-19 outbreak hit many or almost all industries, but by following the rules and regulations, one day everyone will be in this crisis scenario, as nothing lasts forever, and this temporary shift in things will soon be over with a small permanent adjustment in consumer behaviour

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