

Disinfecting Dynamics

Analyzing how Pandemic Transformed Hygiene Behaviors

A Post-COVID Consumer Shift



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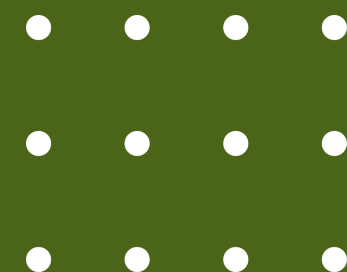
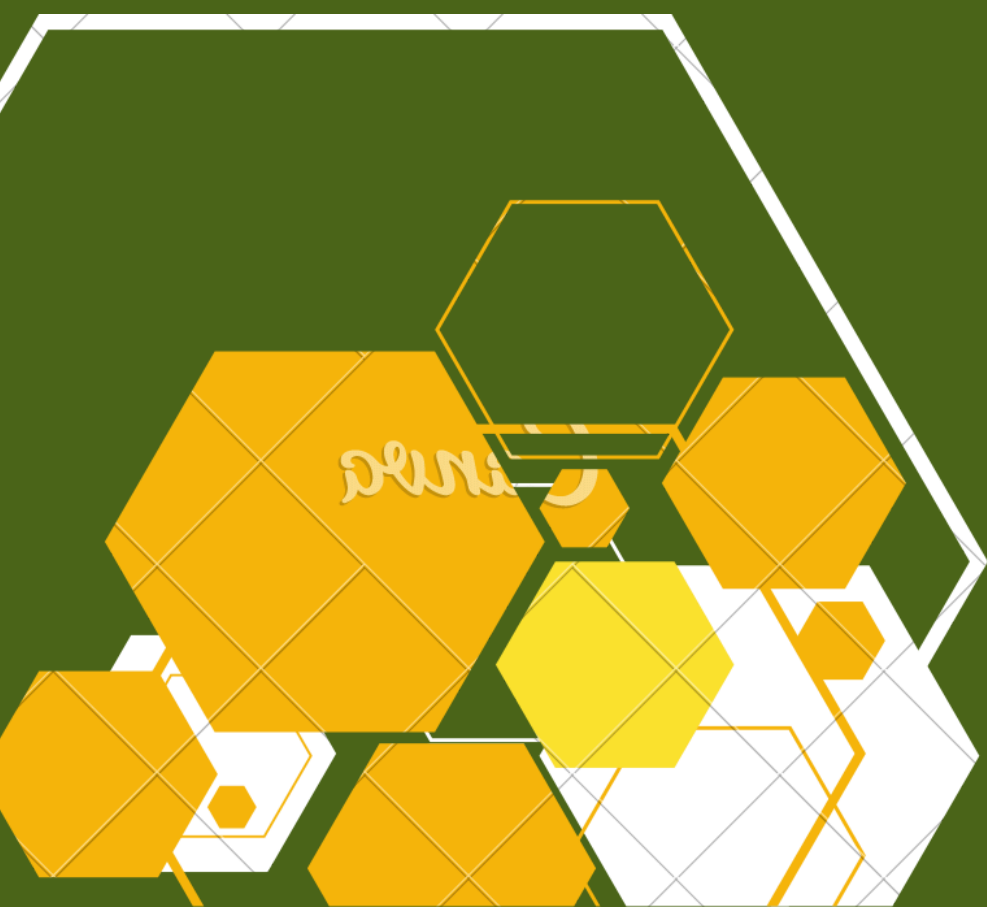
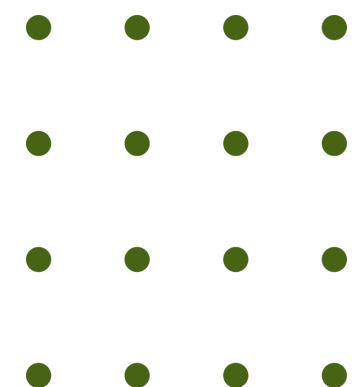


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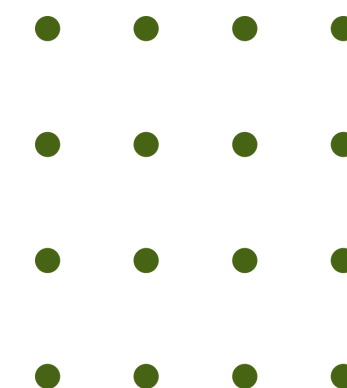
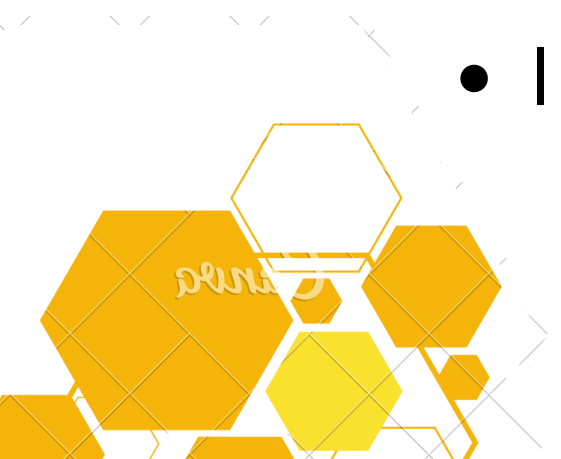
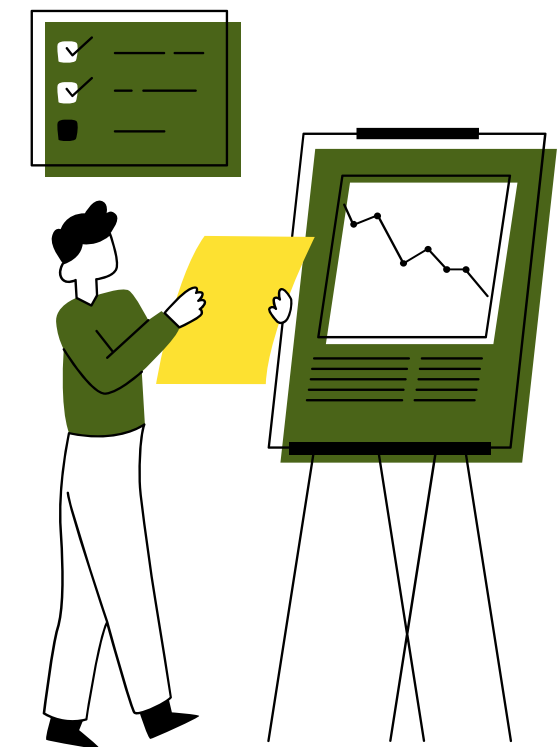
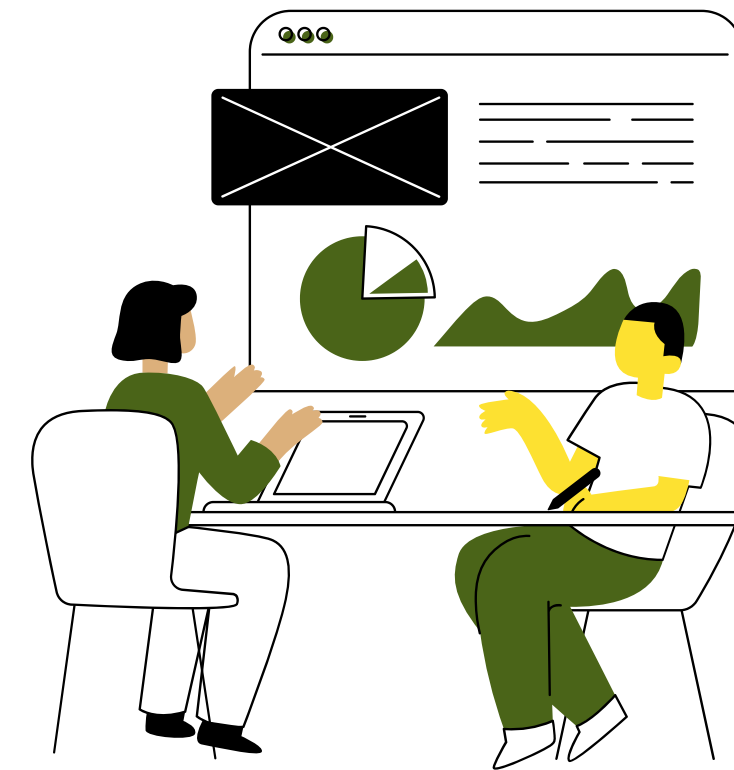
Introduction

Why this study is important?

COVID-19 pandemic has significantly altered societal norms and behaviors, particularly in terms of hygiene practices.

Understanding the changes in consumer behavior will help:

- Market understanding
- Demand/supply chain optimization
- Risk mitigation
- Innovation



Data methodology

How we collected and analyzed data
What did we do with data in steps?



01



02



03



04

Step 1: Data Description

- **Collection:** Online platforms.
- **Source:** 122 online survey responses.
- **Type:** Cross-sectional study with multiple-choice and rating questions.

Step 2: Variables

Dependent

- Frequency of hygiene product use
- Monthly hygiene spending
- Hygiene attitudes

Independent

- Demographics (age, gender, etc.)
- Pre-pandemic habits
- COVID-19 impact

Step 3: Analysis Techniques

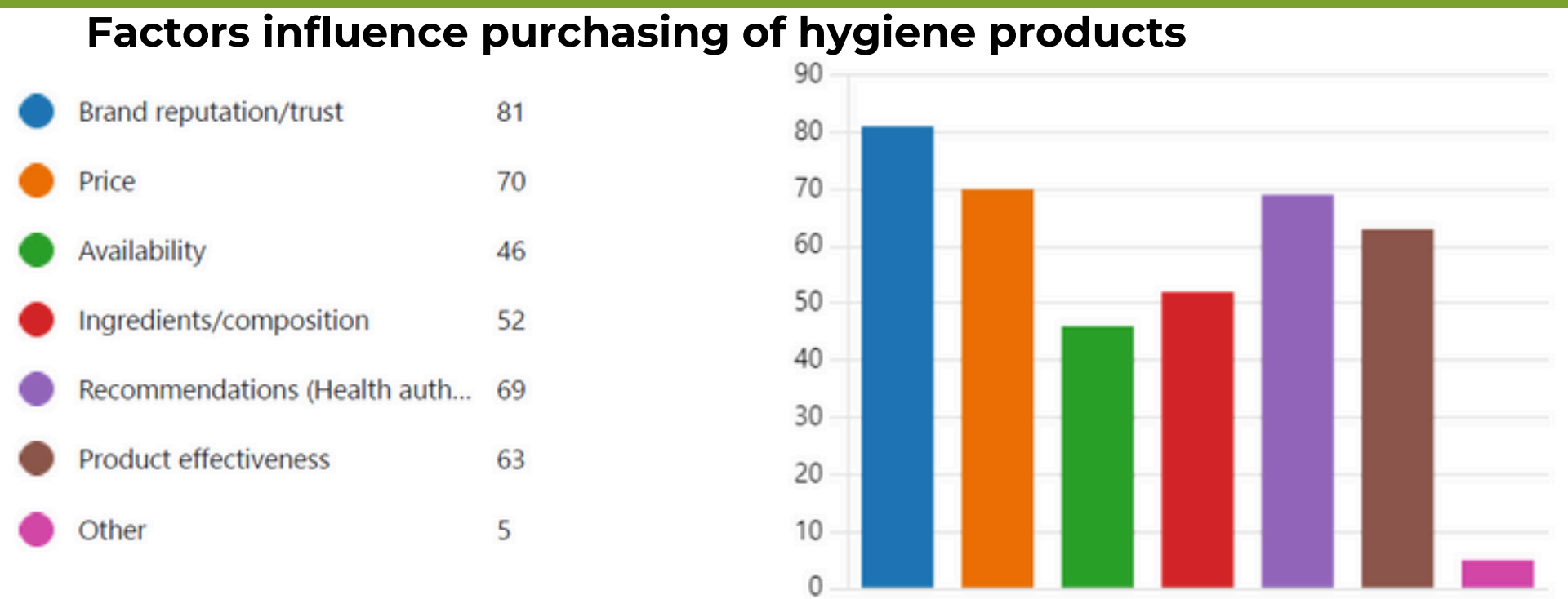
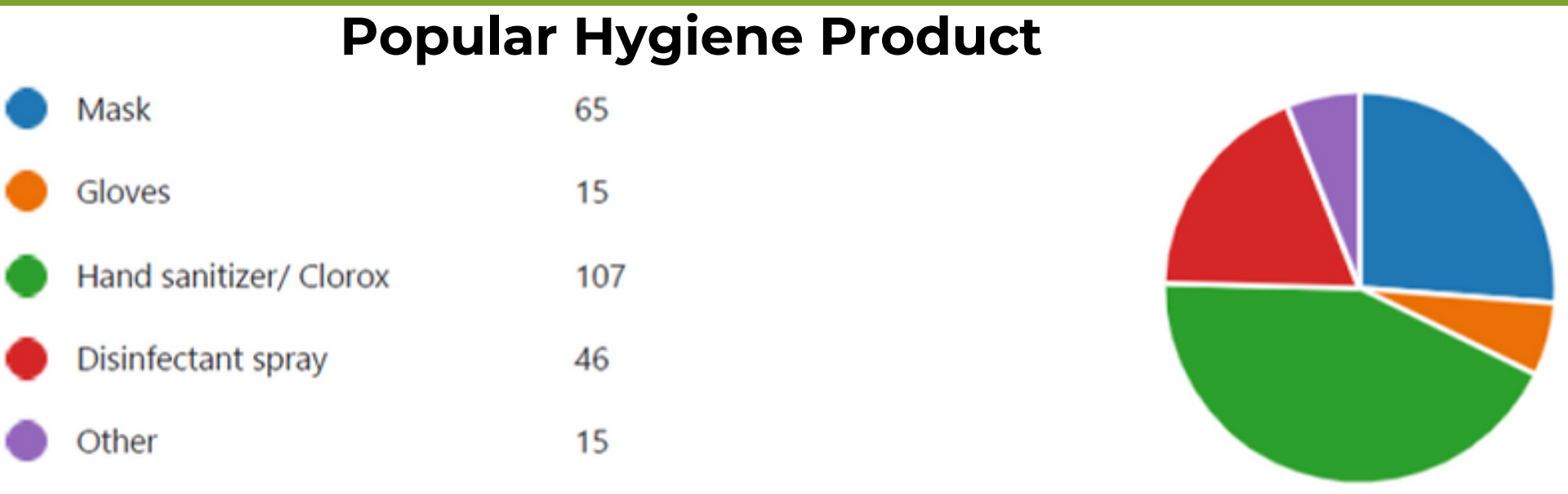
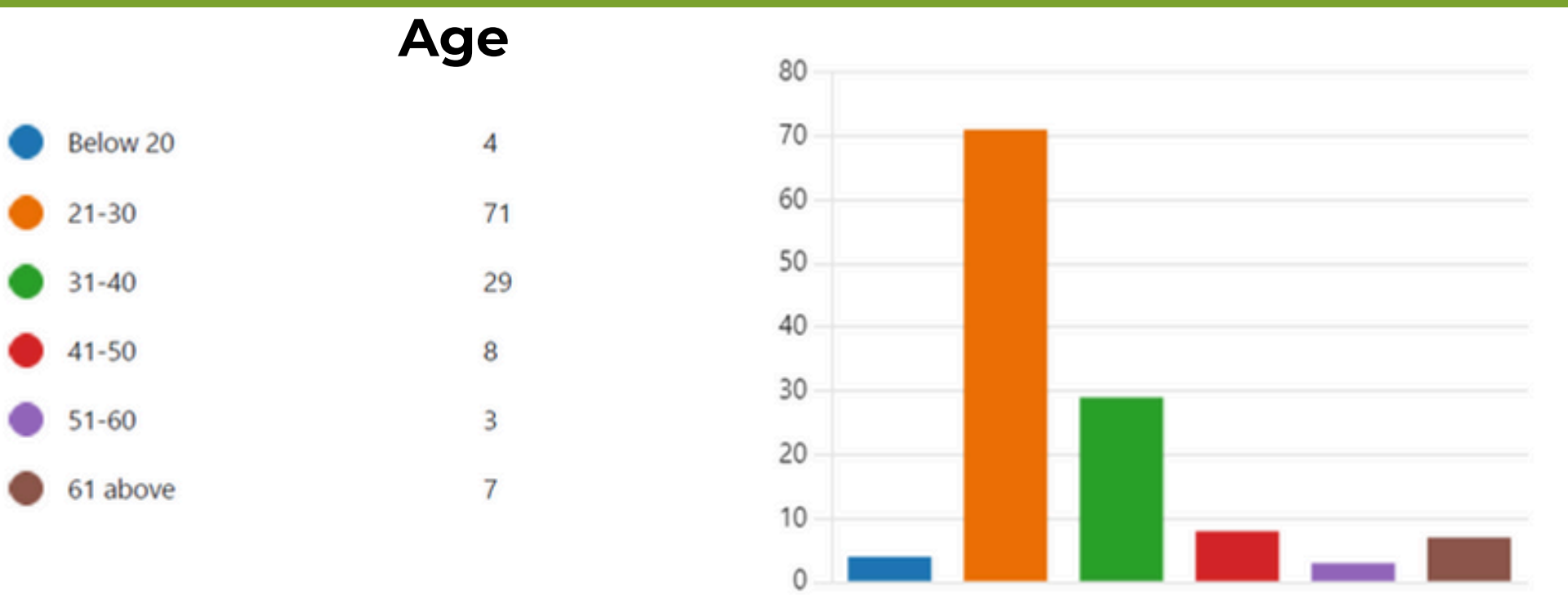
- Hypothesis Testing

- MANOVA Analysis:

- Age
- Gender
- Employment status
- Geographical location
- Pre-pandemic hygiene habits
- Perceived COVID-19 impact on routines

Step 4: Limitations

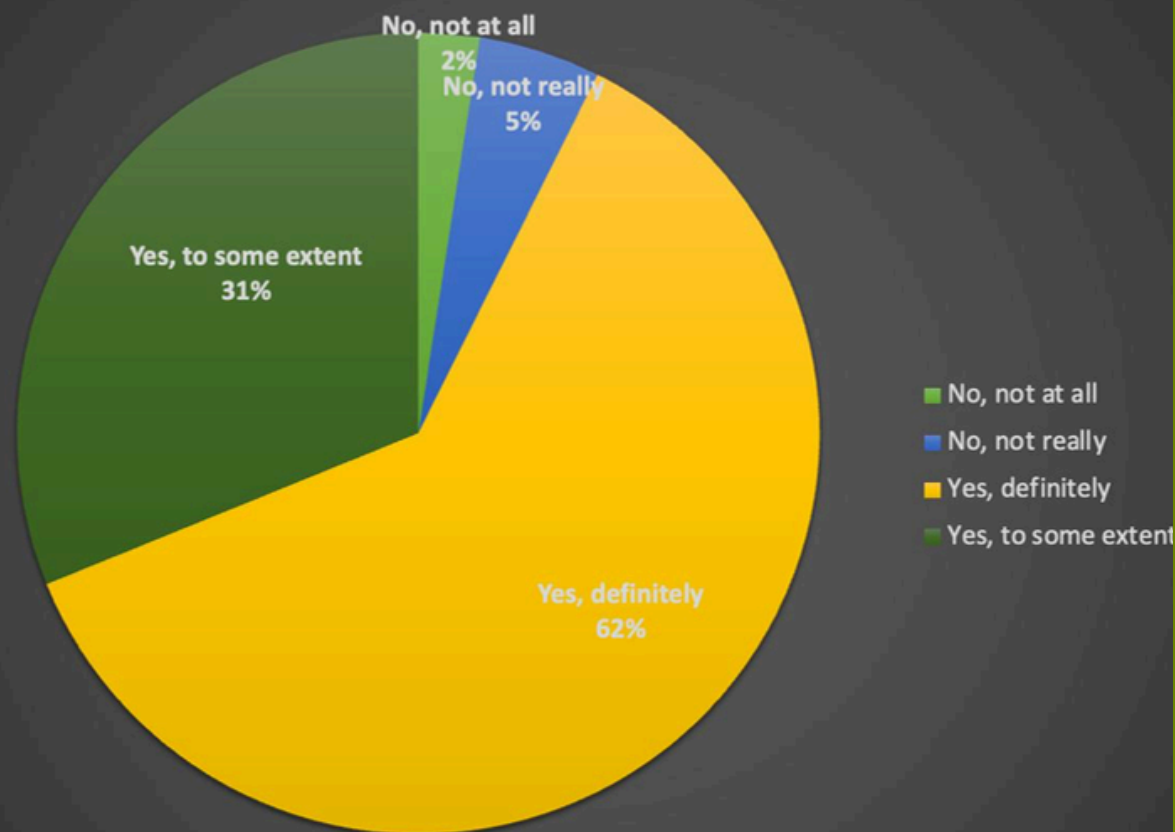
- Convenience sampling,
- Cross-sectional design,
- Geographical Representation from primarily the US and India



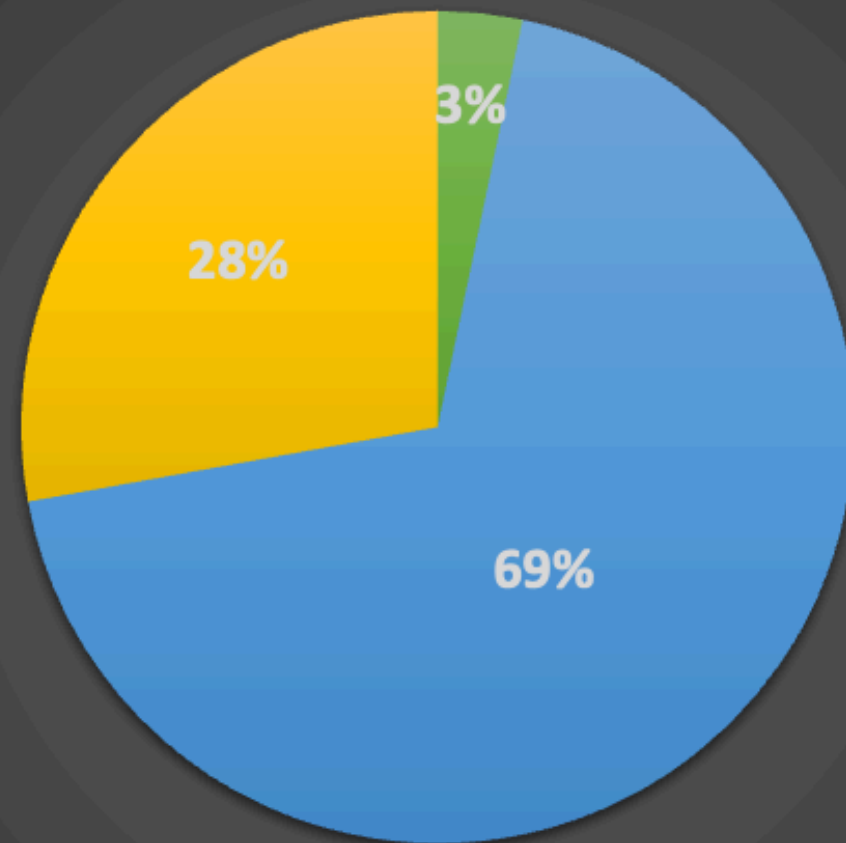
Key insights from the survey

- **Shift in Consumer Priorities:** **62%** now consider hygiene products as essential household items, up from pre-pandemic.

SHIFT IN CONSUMER PRIORITIES



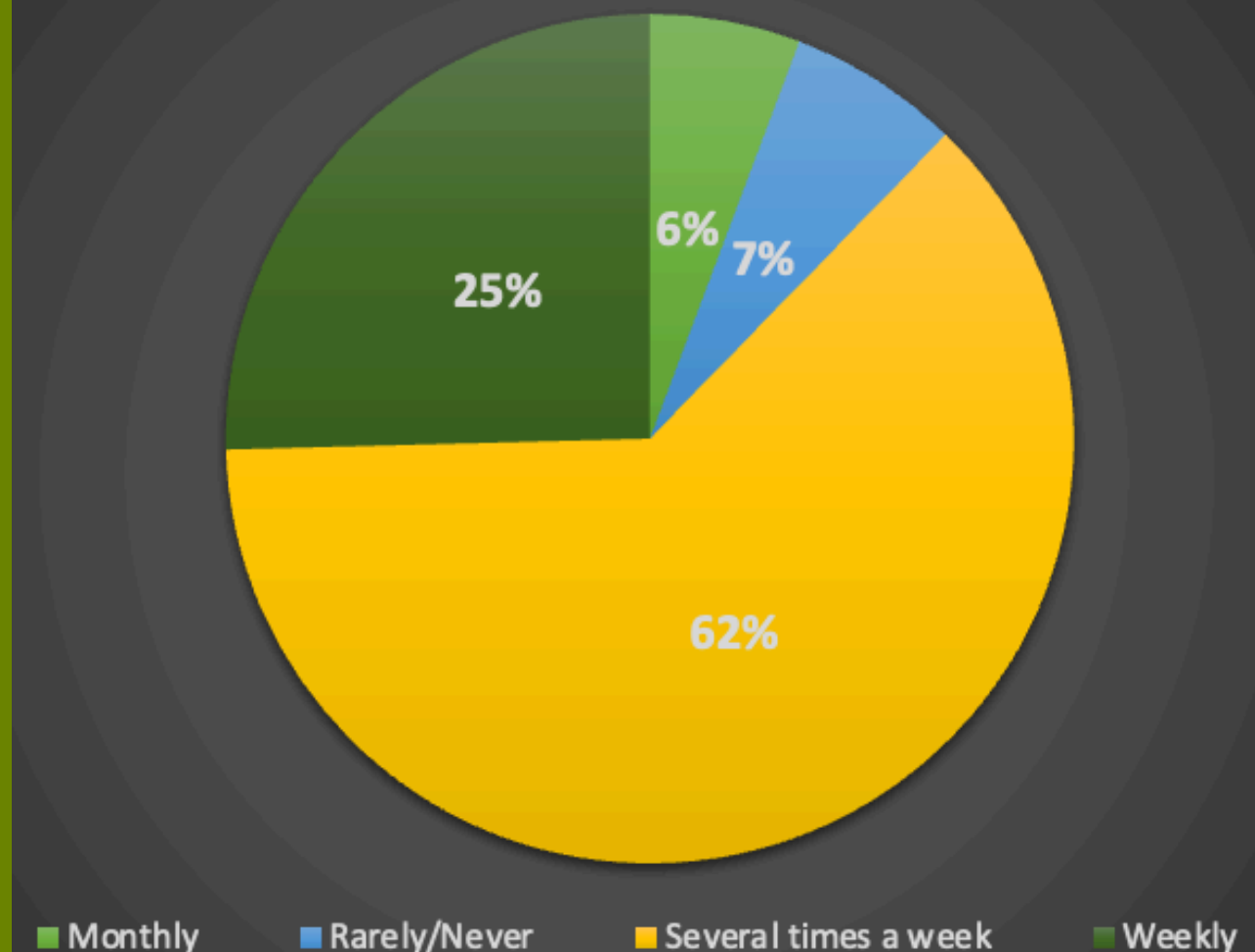
Heightened Hygiene Awareness



- **Heightened Hygiene Awareness :** **69%** of respondents believe the pandemic significantly increased their awareness and the importance of hygiene practices.

- **Increased Hygiene Product Usage:** **62%** reported using hygiene products several times a week, indicating a significant rise in usage frequency.

Frequent Usage Of Hygiene Products



Hypothesis Testing



Null Hypothesis

The COVID-19 pandemic has not significantly altered the frequency of hygiene product usage

Alternative hypothesis

The COVID-19 pandemic has significantly altered the frequency of hygiene product usage

Hypothesis Testing

Paired t-test results:
t-statistic: -4.213481749926447
p-value: 4.86930276732728e-05

P-Value < 0.5

Significant difference
Pre and Post-COVID-19

Reject the Null

t-statistic negative

Consumers spend more on
hygienic products after COVID-19

Chi-squared test

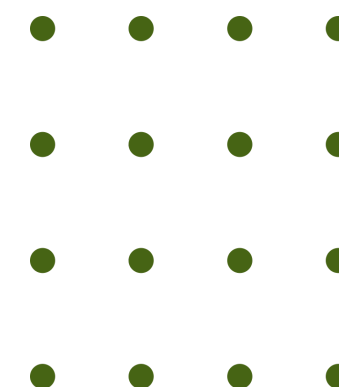
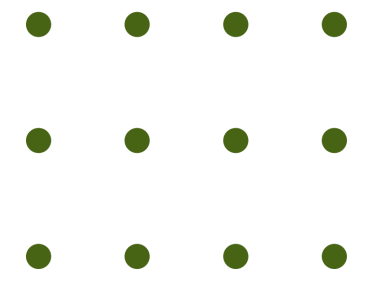
- **Significant Association:** Rejecting the null hypothesis ($p < 0.05$) indicates a significant link between pre-COVID-19 and post-COVID-19 spending.
- **Strong Evidence:** The Chi-square statistic supports a non-random association between spending levels.
- **Conclusion:** Pre-COVID-19 spending habits strongly influence post-COVID-19 spending patterns.

MANOVA

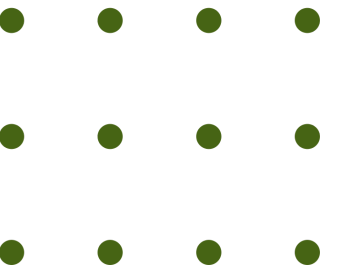
- **Age Range:**
 - P-value: 0.0112 (Significant)
 - Insight: Significant differences across age groups suggest variations in concerns and behaviors related to hygiene, spending, and awareness.
- **Gender:**
 - P-value: >0.05 (Not significant)
 - Insight: Gender does not show significant differences in the dependent variables at this significance level.
- **Country:**
 - P-value: >0.05 (Not significant)
 - Insight: No significant differences observed based on country of residence.
- **Employment Status:**
 - P-value: 0.0061 (Significant)
 - Insight: Employment status influences key behaviors and perceptions, indicating distinct patterns among employed vs. unemployed.

Impacts of Covid-19 towards hygienic products

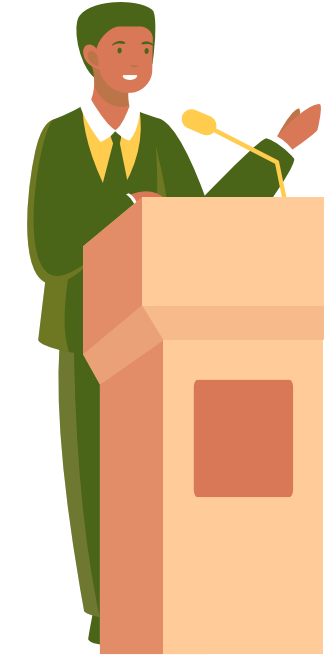
- Increase in demand (differed by age and employment status)
- Shift in product priorities
- Variations of spending habits by employment status
- Brand loyalty vs brand switching
- Stocking behavior in different age groups



Factors



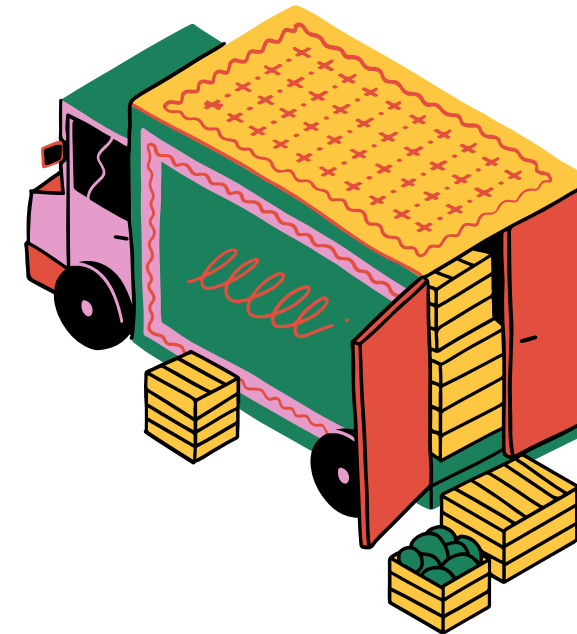
Fear of infection



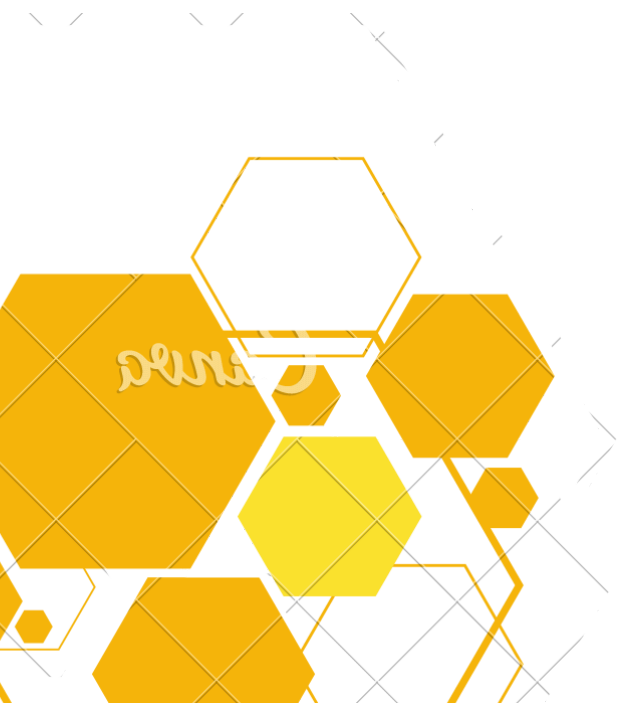
Government guidelines & regulations



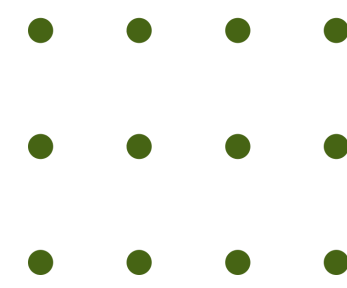
Media influencer



Different purchasing power



Business Strategy/ Recommendation



Businesses:-

- Expand product lines to meet the increased requirement for hygiene products
- Increase online presence as majority of the people who have changed more is younger generation

Consumers:-

- Participate in surveys to ensure your feedback reaches the companies
- Have a systematic approach to hygiene to prevent themselves from any diseases

Policymakers:-

- Develop targeted public health campaigns to promote sustained hygiene practices
- Leverage digital platforms to effectively communicate hygiene guidelines

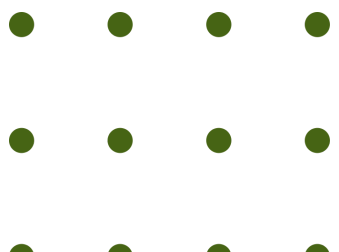


Conclusion



Key findings:

- Significant impact of consumer age and employment status on purchasing behavior during unpredicted economic events like COVID-19.
- Tailored marketing and pricing strategies based on demographic insights can enhance demand-supply optimization efforts.
- Understanding consumer behaviors is crucial for anticipating and adapting to shifts in demand patterns, especially during economic uncertainties.





THANK YOU

