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Consumer Inclination Towards Changing Life Style After Pandemic in Social Metrix

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ABSTRACT:

It has been more than three months since the deadly virus named Pandemic, coronavirus or SarsCov-2 knocked the world with Wuhan (China) as the epicenter. Reports asserts that more than 6.26 million people's tests found positive and death toll stands at 375k till now. As the tsunami of Pandemic scoots around the globe, it left us with a question "What would post corona society be like"? The sudden pandemic of forced people to accepting that expertise matter. As we are heading to a complete economic and health crisis situation in which no one knows how exactly we will come out of this, but few changes that economist and researchers feel might be destabilize or unfamiliar for the world and might take months or years to settle us down. An attempt has been made to study the perception of Delhi clientele regarding coronavirus and the post-corona scenario. A pilot study has been in order to make understanding of what the general public feel about this pandemic situation, a pilot study has been conducted in Delhi-NCR.

Key Words: Coronavirus, Unfamiliar, Epicenter, Toll, Pandemic, Tsunami.

1.0 INTRODUCTION:

The pandemic situation demands a certain conversion to curb the spread of this life taking virus. There is a numerous change that are to be brought up in all fields. The technologies in the health care systems have been improved to meet the clinical requirements of the life-threatening situation. For instance, several different types of testing kits are developed to the results in different time frames as per the demand of the situation. Some of the different methods used also include the latest approach adopted by San Francisco called "Cough for Cure" which uses audio samples of patients cough to identify pandemic cough. Though it is not very effectual but is helpful for elementary screening due to increased telehealth consultations during pandemic period. The volume of testing is also been increasing at an equivalent pace with the growth of corona virus cases. From the point of view of the government significantly changes in the style

of governance is noticed during this time of crisis. They are focusing on decision making procedure, public management, addressing the needs of the common citizens and also planning the future actions to keep the economy alive by launching different effective schemes. The cooperation of people of the society plays a very important role in helping to restraint the pandemic. During the quarantine period, people have faced many psychological challenges. Work from home strategies and e-learning have helped in keeping the people busy but still the whole health care development totally depends upon the actions and reactions of the people. From the industrial point of view, the shutdown of unnecessary industries has helped shifting their focus to produce products that can help in amplifying the health care system of the society. For instance, automotive industries have transported their focus to bring out ventilators, face shields etc. whereas the fashion industry has shifted its focus to masks and other essentials. Alcohol based industries have shifted its focus to produce sanitizers, disinfectants, plastic shields, immunity boosting liquids etc. All these efforts are helping to produce the products that are in requirement during this time and healing to reduce the adverse effects of shut down. On the societal front, the small businesses are suffering from short term revenue loss which have again affected the personal peace of mind of people. The survival of many has come to stake due to which the consent of people to stay in total shut down cannot be achieved. Many people have shifted their mode of occupation to essential goods provider in order to rake in basic living for their families taking into consideration the environmental aspects the lock down has made people stay at home which has reduced the environmental pollution to a great extent. One day curfew in India has reduced the level of nitrogen dioxide and other pollutants significantly and on the other hand, the traffic on the roads has reduced resulting the less numbers of accidents tremendously.

Post-Pandemic Global Scenario

While global pandemic has been a risk for decades, epidemic has come as a shock to the society. It has had many negative and positive effects on the living being. For instance, it has created a high-risk scenario where politics could turn toxic to people as government may fail or struggle to control the speedy growth of the virus. The shutting down of amendments and borders of foreign rules will make the restart of trades and travels very difficult which might increase the anger and anxiety amongst the people. Many people even the richest counties do not have adequate housing facilities, reserves or food to face the difficult times. This will increase their expectations from the government which the same will not be able to deliver. Thus, the political and economic forces will stimulate the fear and conflict which may deepen the economic restitution and rule out the possibility of growing out of the situation.

On the other hand, if we compare the better scenario, the situations that of First World War and Second World War were excellently handled by many great governments and were successful in growing out from the situation. The cooperation in the terms of research, knowledge and prolongation of adequate global supply may help to fight back the crisis. The situation will somehow help in improving the politics by taking enormous decisions in the favor of most

effected sections of the society. In many of the instances, we have witnessed the unity of the citizens of the country with the decisions taken by our authorities. We have been able to witness the strength of the economies in building up the infrastructure required to cope up with the situation.

Following are some predictions of what humankind will look like once we left this pandemic behind:

- **More Contactless Interfaces:** Although, the virus is communicable and spreads due to touch and contacting with other people**,** the world was handed with many contactless payment options. we must limit ourselves of what we touch and adapt more of digital platforms to make communications.
- **Reinforcing Digital Infrastructure:** Giant ventures like Google, EY, Microsoft, are forced to relieve all their staff members to work from home. Multiple digital platforms ease the work load and all the meetings, lessons and work out sessions can be easily done while lodging at home. It made us realize that for a life-threatening pandemic like this, we must mold ourselves doing work from home and maintaining social distancing.
- **Requisition of face masks:** Countries like China and India were among the top polluted countries in the world where face mask was prescribed by government even before this pandemic. But now government is obliging their citizens to wear face mask to best protect themselves and also avoid contaminating others.
- **Preference to Teleshopping:** Making it to the best possible servicing spherically and easing their customers lives, digital platforms like Amazon, Flipkart and Myntra have completely shifted the load of physical shopping to online. A post pandemic situation will lead to more of digital platforms to reduce human contact with others.
- **Limiting the food supply:** There might be a shortage of food supply and might prompt profound in different parts of the world. But to tackle with this, the government must take certain measures. For this, everyone must consume what is needed till the supply reaches demands.
- **Jobs-Deprived Lives:** Life threatening pandemic virus has brought the largest unemployment hurricane in the entire world. If we talk in the context of India, currently more that 20 million people lost their jobs and left stranded on the streets with no source of income. This number will increase if government does not take required preventive measures.

2.0 RESEARCH METHODOLOGY:

2.1 Objectives of the study:

- To study the perception of consumer's regarding PANDEMIC and how this rampant condition will pave in changing the life style of the general public.
- To evaluate the post PANDEMIC social implications.

2.2 Research Design: Descriptive Research includes the fact-finding enquiries and surveys of different perspectives and aspects along with the analytical research that has been used in order to find out the results of the study.

2.3 Data Sources: Primary data has been conducted for pilot study of 50 respondents from Delhi residing consumers and for this a questionnaire was developed whose reliability result was analyzed using Cronbach's alpha and the result displayed alpha of 0.806 which means that the internal consistency of questionnaire is very effective and virtuous. Various charts have been used to convey the results of pilot study.

3.0 DATA ANALYSIS AND INTERPRETATION

TABLE1

DEMOGRAPHIC	**CLASSIFICATION**	**TOTAL RESPONDENTS**	**PERCENTAGE OF RESPONDENTS**
GENDER	MALE	17	34
	FEMALE	33	66
AGE	20-30	40	80
	30-40	8	16
	60-70	2	4
	80-90	NIL	Nil
EDUCATIONAL QUALIFICATION	SECONDARY	4	8
	GRADUATE	15	30

	POST GRADUATE	21	58
	ANY OTHER PROFESSIONS (CS, CA. LAWYERS ETC)	2	4
INCOME	25000-30000	24	48
	35000-45000	4	8
	45000-55000	3	6
	55000-65000	3	6
	65000-75000	3	6
	75000-85000	4	8
	ABOVE 85000	9	18

Source: Primary Data

The above table exhibits the status of respondents in terms of demography. It has been discerned that the majority of the respondents are females scoring 66 per cent out of 50, whereas only 34 percent are from male category. Also, 80 per cent of the respondents are from 20- 30 age group, 16 per cent from 30-40 and only 4 per cent from 60-70 age group. It has been perceived that the majority of respondents with 58 per cent have a post-graduate or above qualification, while only 30 per cent are graduate, 8 per cent of the respondents have been in category of senior secondary education and 4 per cent of respondents have been in professional degree courses. About 8 per cent of the respondents are in the income group of Rs. 35000 to Rs. 45000, 18 per

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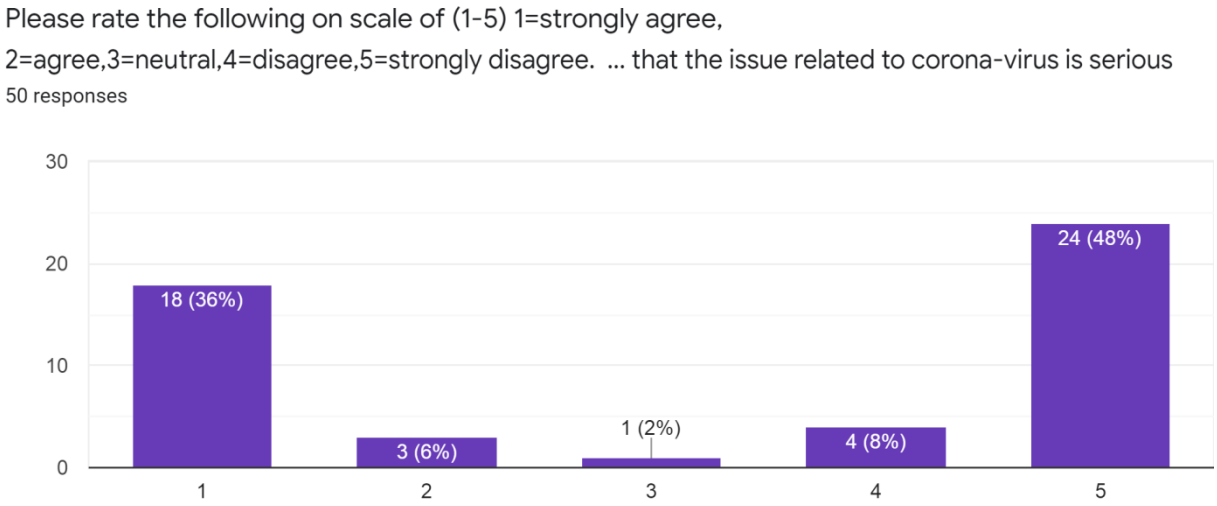
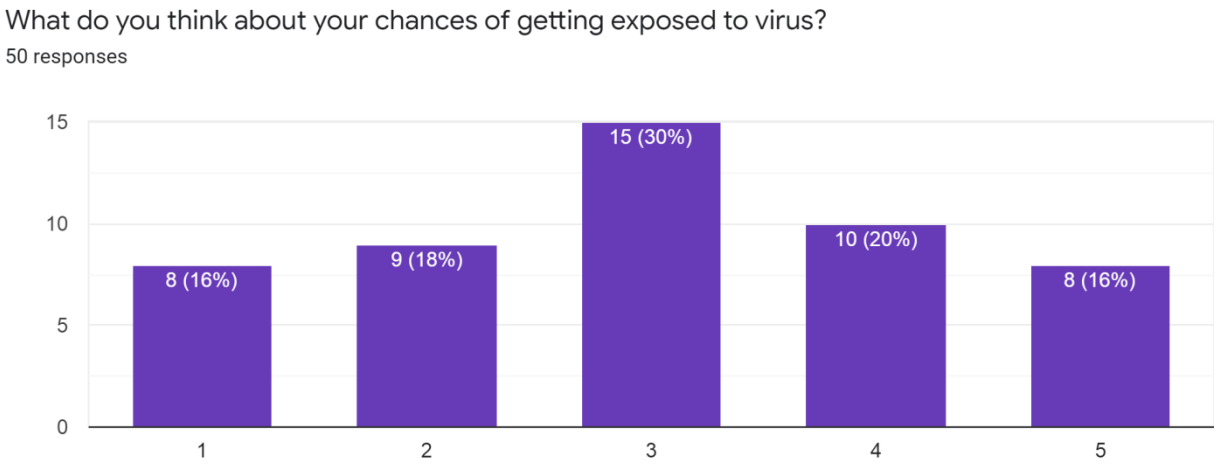
cent are in the income group of above Rs. 85000, 8 per cent of them are in the income group of between Rs.75000 to Rs. 85000 while maximum with 48 per cent are in the income group of earned Rs. 25000 to Rs.35000



Source: Primary Data (Figure: 1)

The above bar chart shows how seriously the issue of coronavirus is on the Likert scale from 1-5. Out of 50 respondents 48 per cent of the respondents think it is extremely serious giving it a rank of 5 in seriousness, 8 per cent scaled it at 4, 2 per cent were scaled it at 3, 6 per cent scaled it at 2 whereas 36 per cent opines that it is not so consequential.



Source: Primary Data (Figure: 2)

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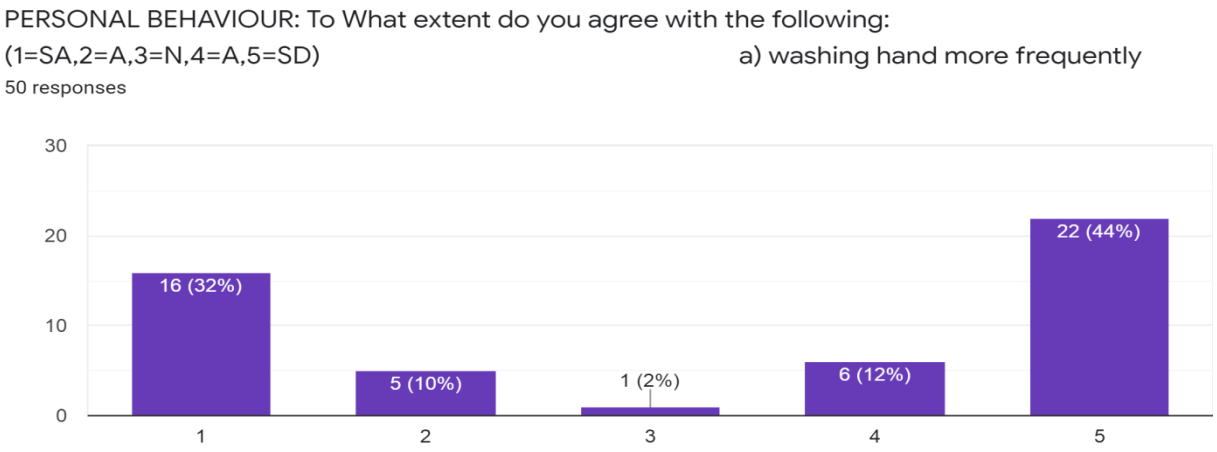
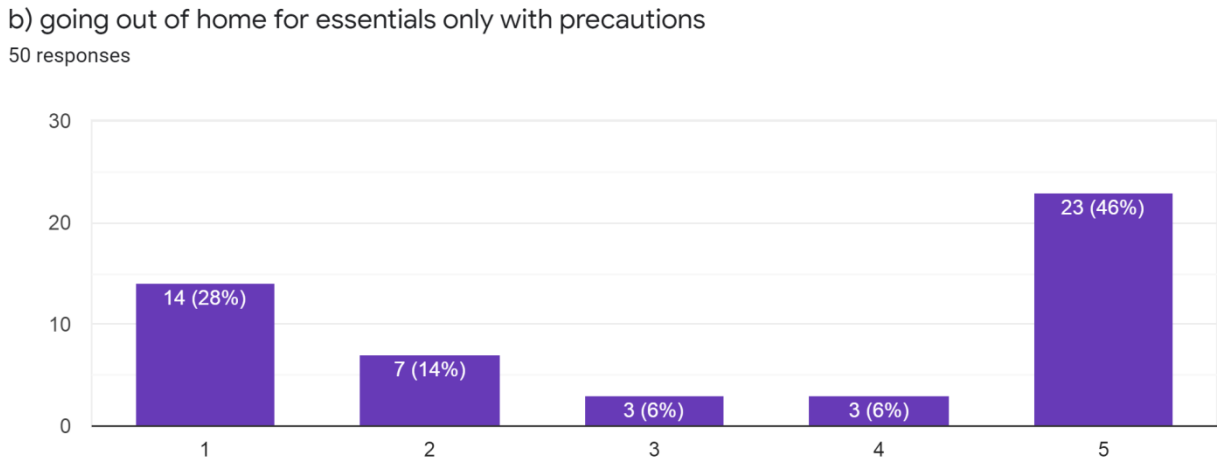
The bar graph depicts the possibilities of laying bare to coronavirus. Out of 50 respondents 16 per cent think that they are least likely to get subjected to the virus, 18 per cent assume that they have a slightly high chance, 30 per cent think they might get exposed, 20 per cent find themselves more vulnerable to the virus, whereas only 16 per cent think that their chances to get exposed is extortion ting.



Source: Primary Data (Figure: 3)

The following bar graph shows the significance of washing hands and maintaining hygiene more frequently. Only 2 per cent of the total 50 respondents are neutral towards washing hands, 22 per cent agree it helps, whereas 32 per cent are in strong favor of washing hands, on the contrary 44 per cent does not consider washing hands as much importance.



Source: Primary Data (Figure: 4)

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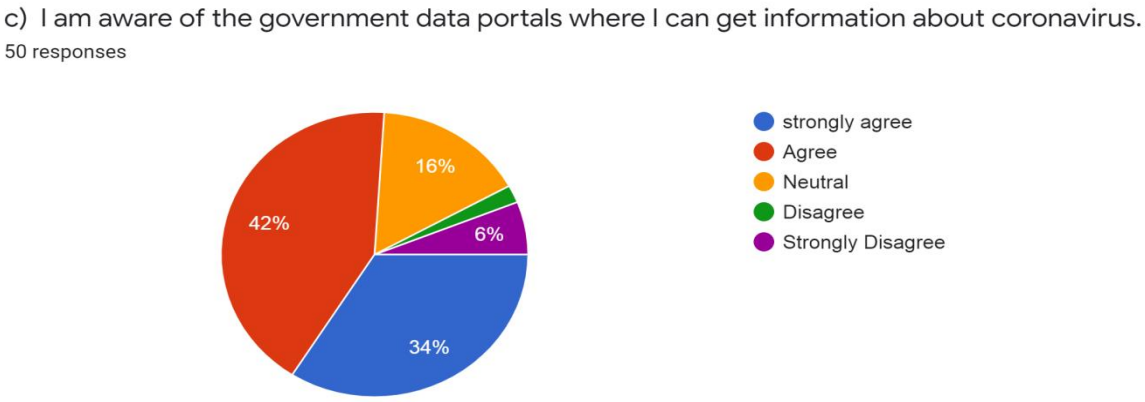
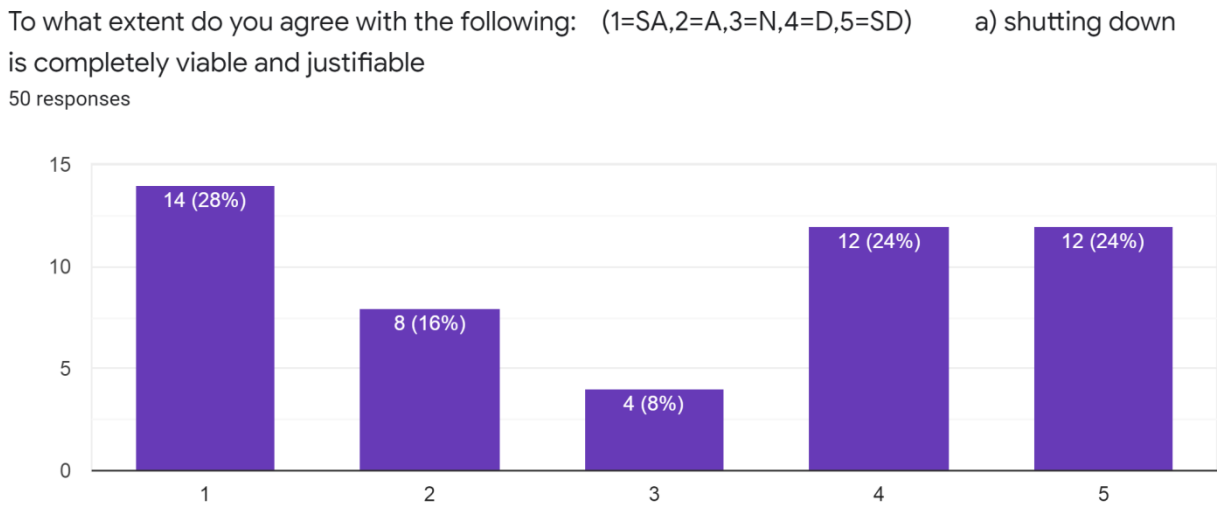
The following bar graph studies the personal behavior towards going out of home for necessities only with precautions. For 28 per cent, it is not an important factor, whereas 48 per cent think it helps in avoiding the exposure to coronavirus.



Source: Primary Data (Figure:5)

The above pie chart shows the cognizance of government data portals to get the information of epidemic. 34 per cent out of 50 strongly agree with the importance of such portals, 42 per cent agree that these might help, 16 per cent of the respondents are neutral and only a 2 per cent be at loggerheads, whereas 6 per cent strongly altercate the fact.



Source: Primary Data (Figure:6)

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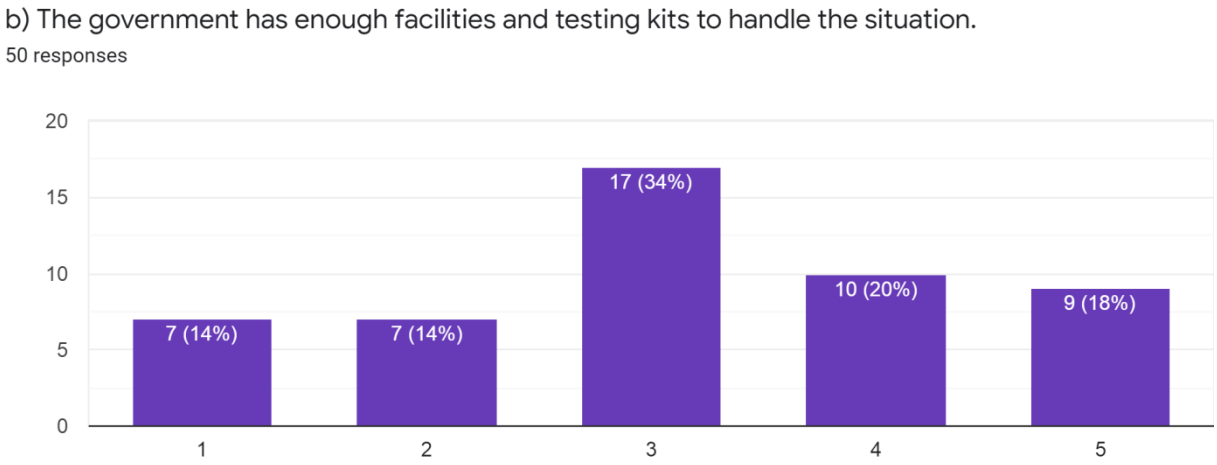
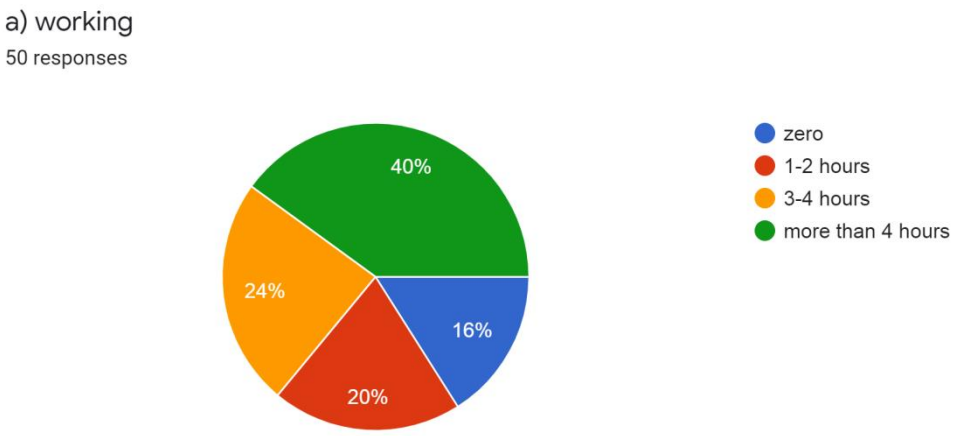
In reference to the bar graph depicting the favorability towards the complete isolation, it can be ceased to that 28 per cent strongly goes with the action, 16 per cent have the acceptance, 8 per cent are neutral whereas 24 per cent do not agree and the remaining 24 per cent are completely against it.



Source: Primary Data (Figure: 7)

Concluding the above bar graph, delineating the agreement with the fact that the government has enough facility and testing kits to handle the situation, 14 per cent from the total of 50 respondents strongly agree, another 14 per cent are in favor of the statement, 34 per cent are neutral, 20 per cent that is 10 respondents disagree, whereas 18 per cent of them do not consider that the facilities are enough.



Source: Primary Data (Figure: 8)

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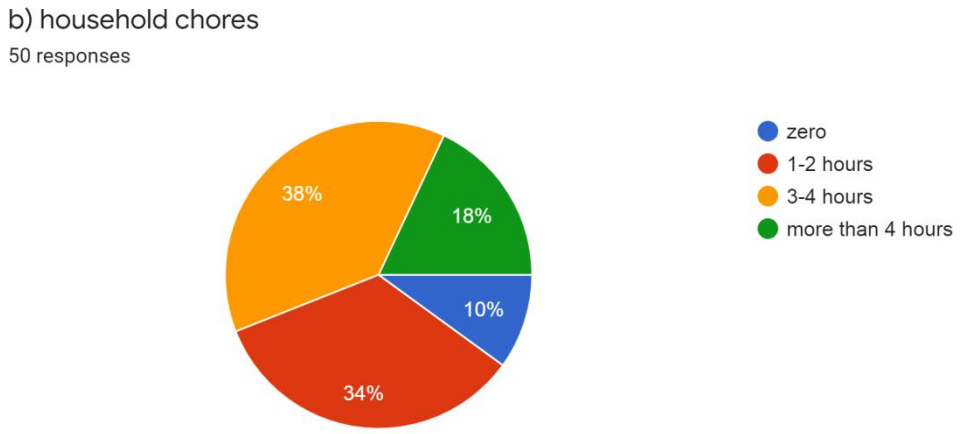
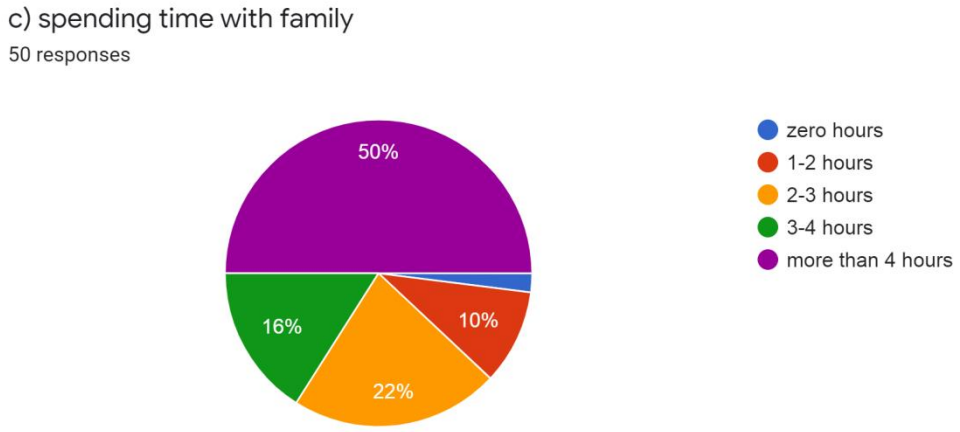
The pie chart renders the average time spent working during the day. 16 per cent of the respondents do not work at all, 20 per cent spend 1-2 hours a day working, 24 per cent spend 3-4 hours for the same whereas only a 16 per cent of 50 respondents spend more than 4 hours for the work.



Source: Primary Data (Figure:9)

The figure shows the time in a day spent to do house-hold chores. 10 per cent of the respondents do not do the household chores at all, 34 per cent spend 1-2 hours for the same, 38 per cent spend 3-4 hours whereas 18 per cent spend more than 4 hours towards the same.



Source: Primary data (Figure:10)

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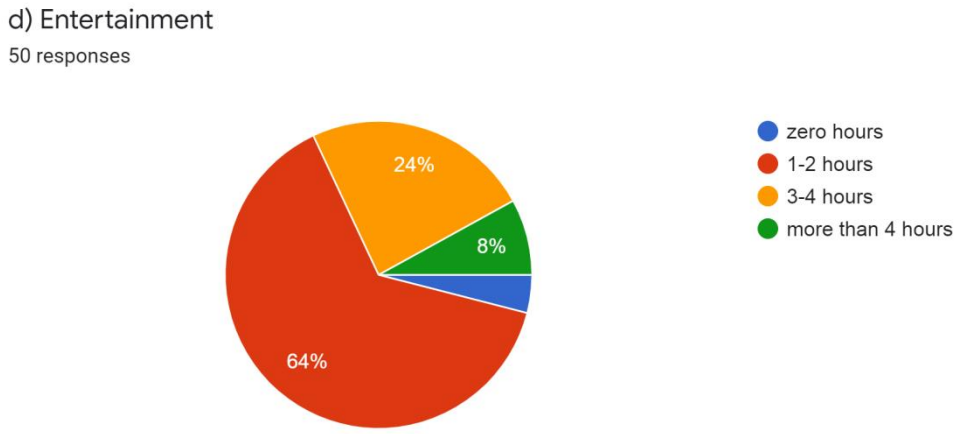
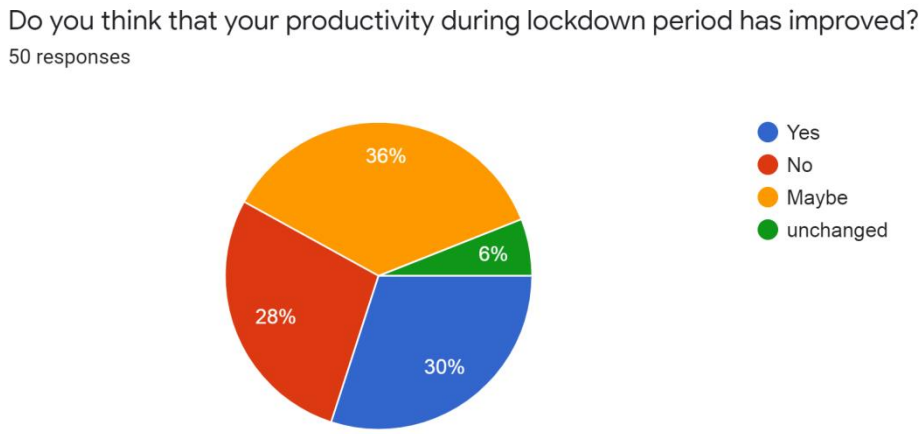
The amount of time spent with family in a day is shown in the above-mentioned pie-chart. 2 per cent out of the 50 respondents do not spend the time with family at all. 10 per cent of them spend 1-2 hours, per cent spend 2-3 hours, 16 per cent spend 3-4 hours whereas 50 per cent of them spend more than 4 hours with the family.



Source: Primary data (Figure:11)

The above given pie-chart shows the parts of time spend on entertainment during a day. About 3 per cent of the respondents spend 0 hours towards entertainment, 64 per cent spend 1-2 hours , 24 per cent spend 3-4 hours whereas only 8 per cent spend more than 4 hours towards the same.



Source: primary Data (Figure:12)

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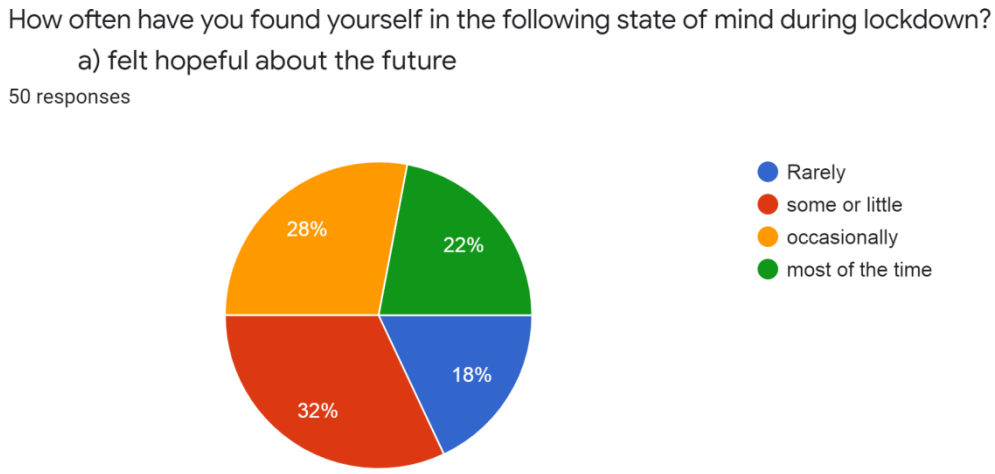
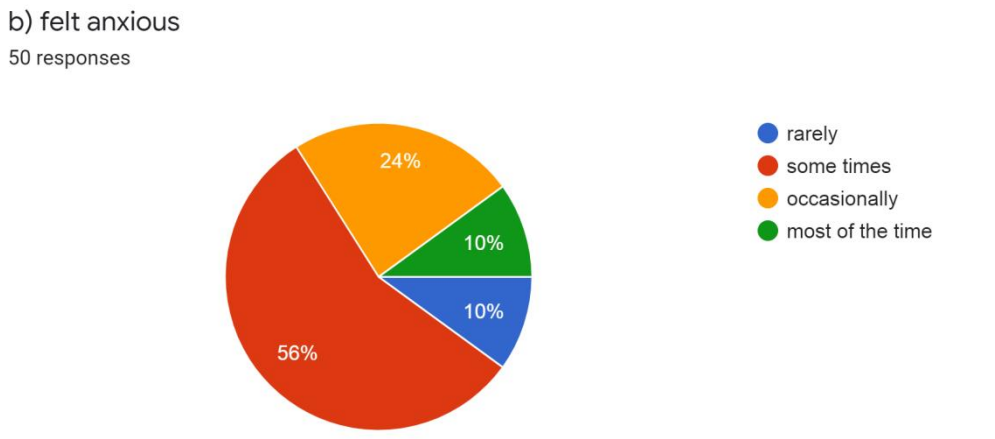
The pie-chart drawn above displays the summary of chances of increase in productivity of respondents during the lockdown period. 6 per cent think their productivity remains unchanged, 36 per cent are not sure of the same, 28 per cent think there is no such change whereas only 30 per cent think there is an increase in their productivity during this period.



Source: Primary Data (Figure:13)

The above stated pie-chart shows the state of mind of people during lockdown. This particular figure depicts the optimistic feeling towards the future. According to the survey, 18 per cent of the respondents rarely have a feeling of anticipation, 32 per cent have some feeling of same, 28 per cent of the respondents have feeling of hopeful occasionally whereas 32 per cent have assurance towards the same.



Source: Primary Data (Figure: 14)

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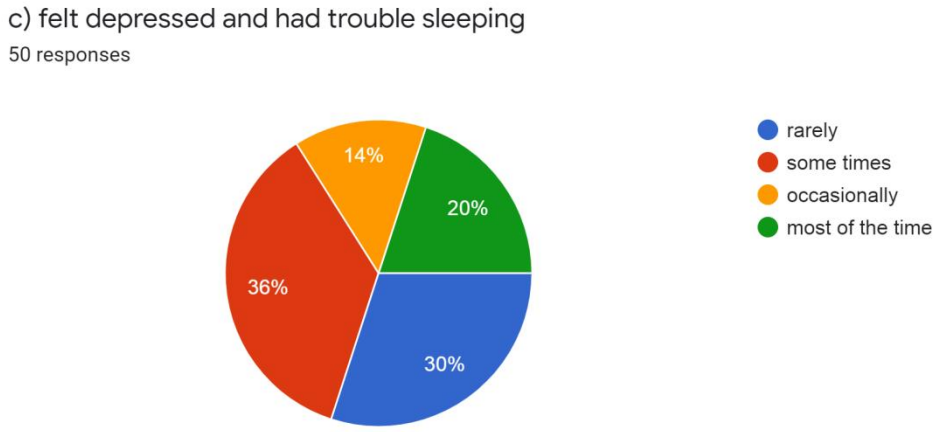
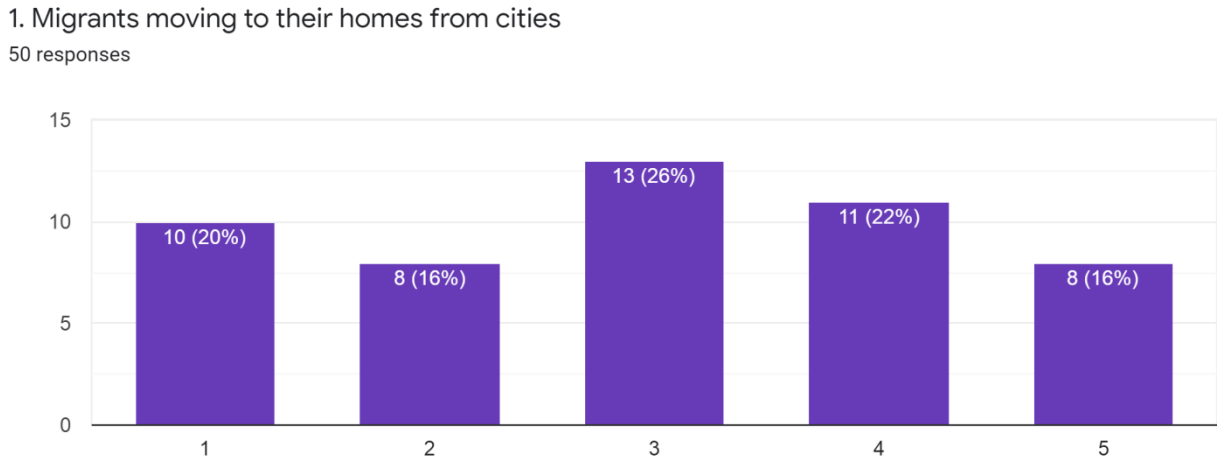
This pie-chart depicts the anxious feeling arisen during the lockdown. 10 per cent out of the 50 respondents rarely observed anxious, a total of 56 per cent have a sense of anxiety, 24 per cent has this feeling occasionally whereas 10 per cent have most of the times feeling the same.



Source: Primary Data (Figure: 15)

The figure shows the per cent age of respondents who felt gloomy and have trouble in sleeping during the lockdown.30 per cent rarely have the feeling, 36 per cent sometimes have a feeling of depression, 14 per cent occasionally feel same, whereas only 20 per cent are depressed and suffering from Insomnia.



Source: Primary Data (Figure: 16)

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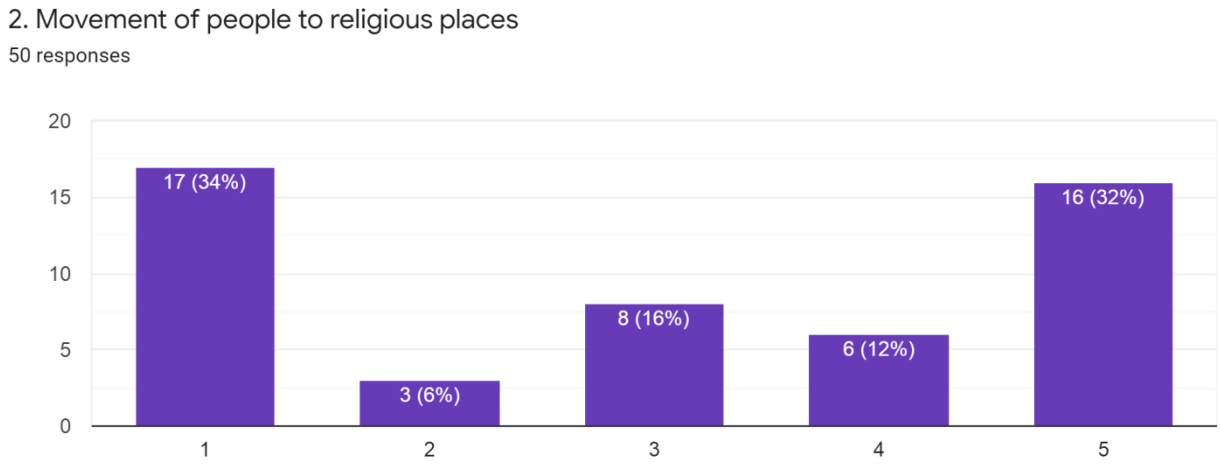
The bar graph depicts the agreement with the behavior of migrants moving towards their homes. On the scale of 1-5 20 per cent don not agree, 16 per cent still agree, 28 per cent of the respondents are neutral, 22 per cent do not favor the behavior whereas 16 per cent are completely against it.



Source: Primary Data (Figure: 17)

The concurrence with the behavior of people moving towards the religious places has shown in the above stated bar graph. 34 per cent strongly favor the behavior, 3 per cent just agree they are doing good, 16 per cent are neutral, 12 per cent do not like the behavior whereas 32 per cent strongly disagree with it.

4.0 CONCLUSION:

Pandemic might be testing our patience and systems, but this is not the first time when humankind is dealing with a deadly virus like this. Earlier, Spanish flu infected more than 500 million people around the globe. As for now Covid19 is proving to be similar to that, there might be a paradigm shift but countries are trying their best to curb this epidemic together. What best to do right now is to *"Think big and act fast"*. As we can only imagine or predict the future but none of us actually know what will happen.

"We adapt, we evolve and we respond. As a society we believe we will all do that".

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