



IMPACT OF SOCIAL MEDIA ON PURCHASE OF HAND SANITIZER AND MASKS IN BENGALURU, KARNATAKA, INDIA

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ABSTRACT

Hand sanitizer should be disinfected in the wake of the worldwide health crisis caused by COVID-19, according to a number of specialists. Hand sanitizer sales have gone through the roof. It is important to examine and comprehend hand sanitizers in depth when there is such a big usage of the products. The study titled as "Impact of social media on purchase of hand sanitizer and masks in Bangalore". is undertaken to know the impact of social media on consumer purchase towards hand sanitizer and masks and to measure the changes in the perception of consumer through the content and engagement on social media. A descriptive research design is formulated to analyze feedback of respondents using structured questionnaire and the objectives are achieved with the aid of percentage analysis. In order to know the differences and association between variables various tests are applied such as chi-square, a nova using SPSS software. During this study it is found that majority of respondents agreed that social media have impact on buying behaviour of respondent. As per the study it is identified that most of respondents are youth who visit social media platforms and they are using social media platforms on hourly basis and daily basis. Most of respondents like to prefer masks and sanitizers specialized with good reputation which ensures good qualities with affordable price which encourage consumers to purchase hand sanitizer and masks through social media. Many respondents stated that there is an impact of advertisement on sales.

Keywords: social media, customer satisfaction, promotional strategies, advertisement.

1. INTRODUCTION

Social Networking Sites (SNSs) have grown in importance over the last 10 years and currently constitute a major study topic. People from all walks of life are being impacted by the exponential rise in the number of internet users and platforms, as well as the improved mobile internet connectivity these devices provide. Marketing via social media is becoming a big problem for both the corporate and governmental sectors due to the tremendous changes brought about by this new medium.

It is possible to express one's opinions, interests and points of view via social networking sites, which offer digital infrastructures for this purpose. As they communicate with people who have contributed their personal information, users may be thought of as social communication devices. "Multi-sided platforms" may be used to describe the digital platforms used to promote this social engagement. They are the primary users of SNSs, and as a result, they are growing more reliant on them for entertainment, networking and information-gathering. Accordingly, marketers re-evaluated their marketing mix and conventional media techniques in order to address this difficulty. Traditional media have to make way for newer, more successful methods of communicating with customers in the digital era, such as Integrated Marketing. One of the most often used products in the fight against common infection is the hand sanitizer (also known as a hand antiseptic or hand rub). Foam, gel, and liquid hand sanitizers are the most common forms. When water and soap are unavailable or there are other medical issues, they should be used. COVID-19, or the severe acute respiratory syndrome coronavirus was proclaimed a pandemic by the world health organization in the early months of 2020. Despite the best efforts of the government, there has been a dramatic increase in the number of cases. Proper hand washing and prophylaxis are the most effective pandemic techniques for decreasing transmission. It has evolved as an alternative to soap and water cleaning in healthcare and public organizations. One of the most essential methods for minimizing healthcare costs is the use of antimicrobials. I have gathered some facts and numbers around how behaviour is changing on purchase of hand sanitizer and masks Due to social media in Bangalore.

2. REVIEW OF LITERATURE

- Parixit Prajapati (2020): He did research on "hand sanitizers as a preventive measure in covid-19 pandemic. The significance of hand sanitizers as a hand defines mechanism used to combat the coronavirus is discussed at the outset of this article. The history, varieties, chemical makeup, dosing forms, and commercially available formulations of hand sanitizers are all covered in this article. The article discusses new inventive procedures that the industry used to make hand sanitizers in large quantities in the aftermath of the pandemic and

provides extensive light on industrial manufacturing processes for hand sanitizers. The article goes into further detail on the advantages and downsides of using soap versus hand sanitizers by comparing the two products. Studying sanitizer side effects is one of the article's goals in order to create Using hand sanitizers responsibly necessitates caution, hence a thorough list of potential adverse effects is provided. The review paper concludes that hand sanitizers are quite effective in preventing the spread of the virus, but they also have a number of hazards that are discussed in the article.

- Hong- liang Zhang (2020): He did research on “unities of mask -wearing and instant hand hygiene for fighting sars-cov-2.
- Medical systems in many nations may be overwhelmed by the sudden increase of patients brought on by the COVID-19 pandemic, which was brought on by the new coronavirus SARS-CoV2. In many countries, masks are now in short supply, and timely handwashing is frequently not possible. However, wearing a mask and washing your hands can help to reduce the spread of the infection. This study used the avian influenza virus to mimic the coronavirus to assess the effectiveness of three different types of masks and rapid hand washing. Real-time reverse transcription– polymerase chain reaction was used to quantify the virus. We evaluated earlier research on mask use. The results revealed that 98.36%, 96.62%, and 99.98% of the bacteria were eliminated when hands were immediately cleaned with a damp towel dipped in water containing 0.05% active chlorine, 1.00% soap powder, or 0.25% active chlorine from sodium hypochlorite. Accordingly, 99.98% of the virus comes from hands.
- Pallavi Singh, she did research on “hand sanitizer an alternative to hand washing” A brand-new disease called COVID-19 poses a serious risk to world health. There are no particular antiviral medications available to treat it. Cleaning our hands correctly is the best way to combat this hazard. Using a hand sanitizer is not as effective in preventing the transmission of illnesses as washing hands under running water is. The study's goal is to demonstrate that washing hands is more effective than using a little amount of alcohol-based hand sanitizer.

Conclusion: According to this study, cleaning your hands with soap and water is more efficient and practical than using hand sanitizer on oily or dirty hands. If applied appropriately and in the right quantity, an alcohol-based sanitizer has the ability to spread some types of microorganisms.

- In the year 2021, Dr. Anne Gowda H. V. conducted research on "Hand hygiene." However, choosing the appropriate type of hand sanitizer is a crucial factor to take into account. To inform the general public on the proper use of hand sanitizer and the major health risks associated with it, a comprehensive awareness effort is needed. The lack of alcohol during the pandemic lockdown had a significant effect on many people's lives. It is a big worry that people often use alcohol-based hand sanitizers in different parts of the world. Alcohol-based hand sanitizer use can result in major health risks, including poisoning. The regulating organizations must update the regulations surrounding the number of times that can be utilized daily, as this plays a crucial part in the worldwide Covid-19 infection epidemic and other illnesses

3. OBJECTIVES OF THE STUDY

- To study on impact of social media on purchase of hand sanitizer and masks in Bangalore.
- To study the impact of social media on consumer purchase towards hand sanitizers and Masks.
- To study the awareness of different hand sanitizers and masks.

4. METHODOLOGY

The type of research is used in this study is descriptive research is used in research because it helps to depict the level of impact of social media on purchase of hand sanitizer and masks. This research is used in order to measure the factors which influence customer's choice through social media and assess the level of awareness about the various brands available on social media. A structured questionnaire was designed by using close end questionnaire which includes dichotomous, five-point Likert scale to know the result.

Hypotheses for the study:

H0: There is no significant association between advertisement impact and sales increment

H1: There is significant association between advertisement impact and sales increment.

Here advertisement is considered as independent variable and sales increment is considered as dependent variable.

5. RESULTS AND DISCUSSION

Majority of the respondents have said they look out for multiple layered filtrations, while other respondents majorly look out for hepta filtration system and ergonomic face fit. And most of respondents have seen Dettol, lifebuoy and savlon advertisement recently on social media. Social media have influenced consumers buying pattern. It is observed that respondents have purchased lifebuoy, Dettol, and savlon based on doctor's recommendation. While few of the respondents have mentioned that they choose Sterillium and Godrej. And respondents get influence by

attractive advertisements displayed in social media, and some respondents will not get influenced by any kind of advertisements displayed in social media due to lack of interest. To make consumers feel like a part of the business, brands may be more engaged with them. This can result in more customer insights and evaluations and feedback. More positive customer experiences may be shared by brands so that prospects and those who are already intending to purchase can better connect to each other. Online advertising was also shown to be successful in reaching and raising customer awareness, according to the research, which also suggests that businesses should spend more money on internet advertising.

6. Conclusion

As per the study it is identified that most of the respondents are youth who visit social media platforms and they are using social media platforms on hourly or daily basis and most of the respondents like to prefer masks and sanitizers, which are promoted by specialized doctors. A brand with good reputation maintains good quality with affordable price which encourages consumers to purchase hand sanitizer and masks through social media. It is possible that future research might benefit from the findings of this study, despite the fact that the current research gives some fresh insights into the COVID-19 literature. Firstly, it only surveyed a small number of residents in Bangalore City about their perceptions and intentions. Cross-sectional data can't be generalized or utilized to make causal inferences since it doesn't include all participants. The use of long-term data or a combination of methodologies may become more common in the future.

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