

## **DID INDIA FIND NEW INNOVATIONS POST COVID-19 PANDEMIC? : A STUDY WITH RESPECT TO FAST MOVING CONSUMER GOODS**

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### **Abstract**

**Purpose:** The purpose of this research is to discover new innovation spaces in India for fast-moving consumer goods that must be considered to overcome sudden changes in the future. The research also focuses on the essential features that consumers seek in food, home care, and personal care products during the COVID-19 pandemic outbreak.

**Design/methodology/approach:** This research, is both statistical and analytical in character. Using primary data, the research examines growing innovation areas in India for fast-moving consumer goods. People of various ages, genders, employment statuses, and family incomes from all throughout India are included in the target population. Simple Random Sampling is used to pick the sample. Through an online questionnaire via Google forms, a consumer survey was done to better understand the major advantages customers want in food, home care, and personal care goods. Tables and Pie Charts were used to statistically analyze the acquired data.

**Practical implications:** Consumers in India place a high value on health, with the majority of respondents seeing personal cleanliness (such as hand washing) as more important. A year after the emergence of the health crisis, consumers are becoming increasingly worried about general hygiene, with at-home practices such as washing fruits and vegetables, cleaning surfaces, and eating healthy meals continuing to be used.

**Originality/value:** During the COVID-19 pandemic outbreak, the study is being done to learn what critical qualities customers desire in food, home care, and personal care goods.

**Index Terms-** COVID-19, Pandemic, Outbreak, FMCG, Personal hygiene, Surface disinfection, Nutritious diets

### **1. INTRODUCTION**

Pandemics have a wide range of social, economic, and psychological ramifications all across the world. For example, COVID-19 has paralysed the world for about a year, beginning in Asia and affecting the majority of countries. The reaction of a developing country, such as India, is more powerful. Many industries have seen significant changes, such as employment losses in the tourist industry as a result of travel restrictions, and lower travel demand has impacted the aviation industry. Fast Moving Consumer Goods (FMCG), like the rest of the business, has suffered as a result of rapid change. In the Indian economy, FMCG is a fast-moving company with high customer demand; as a consequence of this need, it is routinely purchased and eaten. Although the urban sector makes the largest contribution, the rural sector's part has been progressively expanding in recent years. A lack of employees, operations that limit productivity, increased health and hygiene awareness, which drives demand for sanitizer, hand

wash, tissue, and other things, and a shift in customer preference for organic goods are among the primary drivers. Because the sector contributes so much to GDP, it's vital to keep an eye on what's going on in the industry in order to avoid difficulties in the future. In the aftermath of the COVID-19 pandemic, this research focused on India's emerging innovation areas for fast-moving consumer items.

## 2. REVIEW OF LITERATURE

According to Ali Md. Abbas (2012), the COVID-19 epidemic raised demand for consumer health products, notably cough, cold, and allergy (hay fever) medicines, as purchasers expected a short-term supply shortage. As a result of the outbreak, people's attitudes have changed by focusing more on preventative healthcare. Customers are discovering a number of strategies to battle the virus, which has resulted in a surge in demand for immunity-based therapies including Ayurvedic medications and goods.

Fast moving consumer goods (FMCG) is a term used to describe packaged goods (FMCG). Foodstuffs, snacks, toiletries, pharmaceuticals, and pulses are some of the most well-known FMCG items, which are primarily bought from customers. Detergents, washroom soaps, toothpaste, shoe polish, cosmetics, and kitchen and computer equipment are among the products purchased. These things are often purchased by customers, and they are affordable (Report, 2012).

Fast moving consumer items are food and non-food things that a customer demands on a daily basis. These things are frequently purchased by people who are compelled to buy the producers' marketed products. The commodities are commonly purchased at malls, convenience shops, and hypermarkets (Leon and Leslie, 2006). Customers may purchase things from retailers through a number of places and ways that are convenient for them. A few traditional retailers have made money off of the selling of mark labels. Everyone will acquire these consumer goods on a regular basis.

Yogesh D Mahajan has produced a descriptive paper (2020). COVID-19, as well as changes in client preferences, he said, had a big influence on the FMCG industry. Some sectors will accelerate while others will slow down as a result of the change. Companies with a resilient attitude and the ability to respond to shifting market conditions will be able to overcome the pandemic.

Amit Joshi, et al. (2020) investigated the impact of covid19 and how it impacted many industries across the country, as well as proposing viable strategies to alleviate the negative consequences.

## 3. DESIGN OF THE STUDY

### A. Objectives of the Study

1. To analyze India's new innovation areas for fast-moving consumer goods post COVID-19 pandemic.
2. To understand the essential features that consumers seek in food, home care and personal care products during the COVID-19 pandemic outbreak.

### B. Methodology of the Study

The primary advantages customers are seeking in food, home care, and personal care goods are discussed in this study, which is both statistical and analytical in nature.

### C. Sources of Data

The report analyses emerging innovation areas in India for fast-moving consumer products using primary data.

#### D. Sampling Technique

1. The Target Population is people of all ages, gender, work status & household income across India.
2. Sample is selected through Simple Random Sampling.
3. 236 Respondents have been taken as Sample Size.

#### E. Tools to Collect Data

A Consumer Survey has been conducted on understanding the key benefits consumers are looking for in food, home care, and personal care products through an online questionnaire via Google forms.

#### F. Tools to Analyse Data

The collected data was analyzed statistically through Tables & Pie Charts.

#### 4. DATA ANALYSIS & INTERPRETATION

##### A. Questionnaire results

##### 1. Age

55.6% of respondents belonged to the age group of 24-30. 30.6% belonging to 18-23. 8.3% belonged to 31-35 years and 2.8% belonged to both the 36-40 and 41-55 years age group.

##### 2. Gender

75% of respondents are female whereas 25% are male.

##### 3. Work Status

A person's decisions, preferences, and habits were heavily impacted by their employment situation.

58.3% of respondents are students. 27.8% belong to the working class and 13.9% are self-employed.

##### 4. Household Income

The total amount of wages, salaries, and other types of income earned by a household over a specific period of time is referred to as household income.

Data indicate that 44.4% fall between Rs 10000-50000 and 41.7% belong to income category of Rs less than 10000. Then 8.3% come under income group of 100000 & above. 5.6% fall between income categories of 50000-100000.

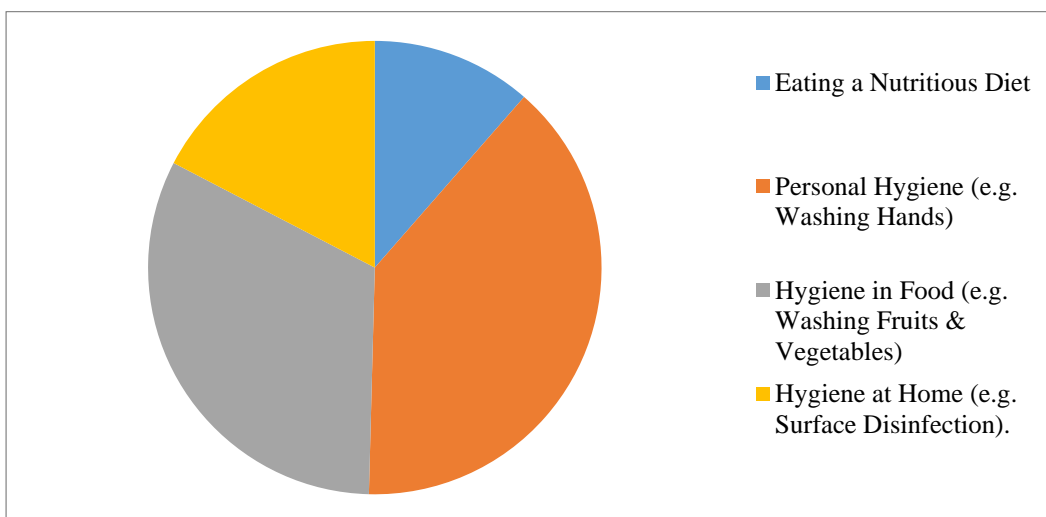
##### B. What's trending now?

##### 1. Health & Immunity

**Table 1:** Percentage of respondents ranking the additional measures consumers have taken to boost their health and immunity post-COVID-19 pandemic in descending order.

Additional measures consumers have taken to boost their health and immunity	% of Respondents	Rank
Personal Hygiene (e.g. Washing Hands)	38.98	I
Hygiene in Food (e.g. Washing Fruits & Vegetables)	32.22	II

Hygiene at Home (e.g. Surface Disinfection).	17.37	III
Eating a Nutritious Diet	11.44	IV

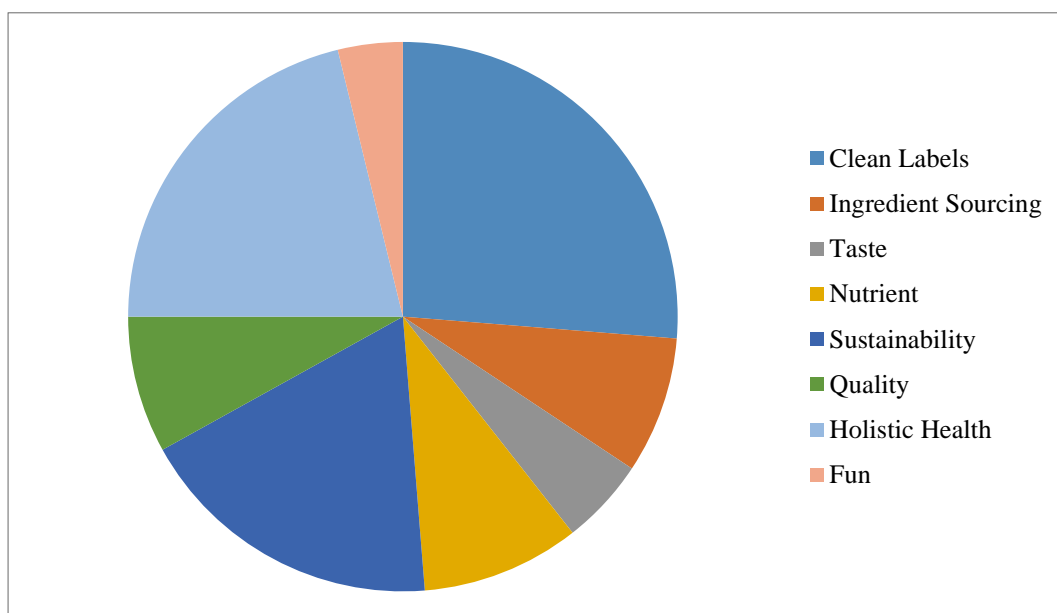


**Fig.1. Percentage of respondents ranking them in descending order.**

## 2. Food & beverage

**Table 2:** Percentage of respondents ranking the key benefits that a consumer looks for in Food post-COVID 19 pandemic in descending order.

Key benefits in Food post-COVID 19 pandemic	% of Respondents	Rank
Clean Labels	26	I
Holistic Health	21	II
Sustainability	18	III
Nutrient	9	IV
Ingredient Sourcing	8	V
Quality	8	V
Taste	5	VI
Fun	4	VII

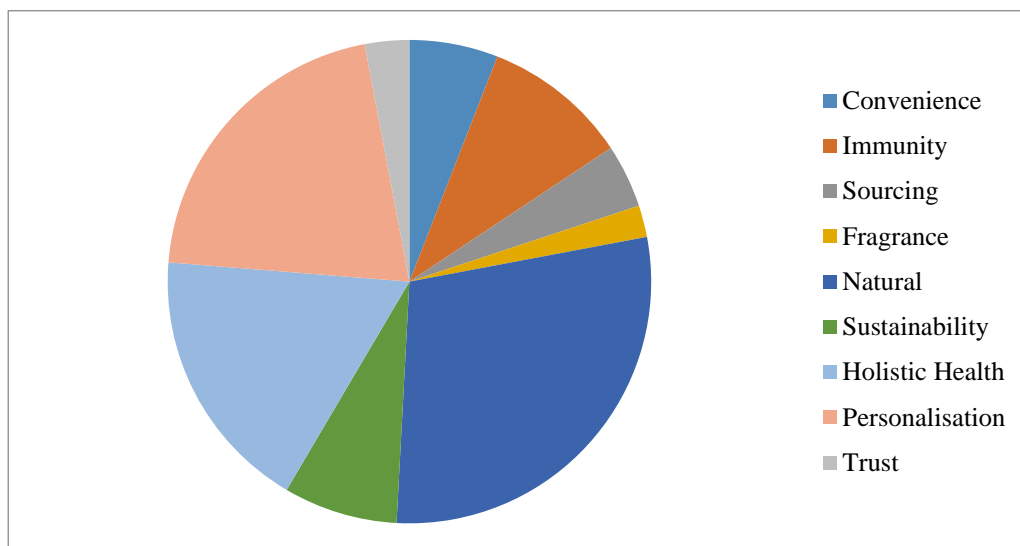


**Fig. 2 Percentage of respondents ranking them in descending order.**

### 3. Personal care

**Table 3:** Percentage of respondents ranking the key benefits that a consumer looks for in Personal care post-COVID 19 pandemic in descending order.

Key benefits in Personal Care post-COVID 19 pandemic	% of Respondents	Rank
Natural	28.81	I
Personalization	20.76	II
Holistic Health	17.80	III
Immunity	9.74	IV
Sustainability	7.63	V
Convenience	5.93	VI
Sourcing	4.24	VII
Trust	2.97	VIII
Fragrance	2.12	IX

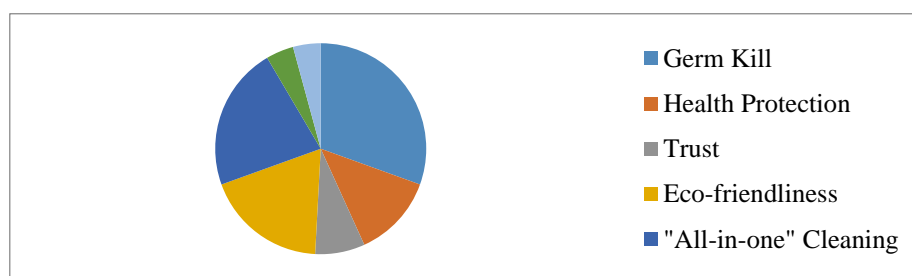


**Fig. 3 Percentage of respondents ranking them in descending order.**

#### 4. Home Care

**Table 4:** Percentage of respondents ranking the key benefits that a consumer looks for in Home Care post COVID 19 pandemic in descending order.

Key benefits in Home Care post COVID 19 pandemic	% of Respondents	Rank
Germ Kill	30.51	I
‘All-in-one” Cleaning	22.03	II
Eco-friendliness	18.64	III
Health Protection	12.71	IV
Trust	7.63	V
Product	4.24	VI
Basic Cleaning	4.24	VII



**Fig. 4 Percentage of respondents ranking them in descending order.**

## 5. CONCLUSIONS & RECOMMENDATIONS

The aim of the study is to understand the essential features that consumers seek in food, home care, and personal care products during the COVID-19 pandemic outbreak. Results from the survey clearly show that Consumers in India have prioritized health, with the majority of respondents indicating that personal hygiene (e.g., hand washing) is more important to them. A year after the start of the health crisis, consumers are more concerned about overall hygiene, with stay-at-home measures such as washing fruits and vegetables, surface disinfection, and nutritious diets continuing to be used. From the result of the survey, we can clearly understand that Clean labels, Holistic health & Sustainability are the key benefits that a consumer looks for in the Food post-COVID-19 pandemic. When it comes to personal care, respondents have prioritized Natural, Personalisation & Holistic health as key benefits that a consumer looks for in personal care post-COVID-19 pandemic. Respondents have emphasized Germ kill, 'All-in-one' cleaning & Eco-friendliness as key benefits that a consumer looks for in-home care post-COVID-19 pandemic. While valuable, the survey's results should be interpreted with caution due to the low response rate and the possibility of response bias. Furthermore, several of the questions may have been construed in a variety of ways. As a consequence of the aforesaid findings, there are new innovation areas in India for fast-moving consumer products that must be explored in order to cope with future developments.

## 6. PRACTICAL IMPLICATIONS OF THE STUDY

During the COVID-19 pandemic epidemic, consumers sought key qualities in food, home care, and personal care items, according to the current study. The goal of the study is to learn more about India's new innovation sectors for fast-moving consumer products following the COVID-19 epidemic. Trends influence what people desire and buy, as well as the development of new items to fulfil those demands. As a result of the COVID-19 outbreak, some inclinations have expanded, while consumer preferences have evolved in reaction to the situation. In India, consumers place a high value on health, with the majority of respondents saying that personal hygiene (such as hand washing) is more essential to them. Consumers are increasingly concerned about general hygiene a year after the outbreak of the health crisis, with at-home procedures such as washing fruits and vegetables, surface cleaning and eating nutritious meals continuing to be employed.

## 7. SCOPE & LIMITATIONS OF THE STUDY

During the COVID-19 pandemic outbreak, the research focuses on the critical aspects that consumers want in food, home care, and personal care items. The data will be collected from 236 persons in India who will be chosen at random to reflect the population.

The responders are all given an identical questionnaire to fill out. The survey's findings will only apply to the respondents of this study and will not be utilized as a metric in any other research. The researchers' questionnaire will be the primary source of information.

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