

A STUDY ON THE SOCIAL RESPONSIBILITY OF CONSUMERS WHEN PURCHASING HOUSE HOLD ITEMS DURING LOCKDOWN PERIOD IN COIMBATORE DISTRICT

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ABSTRACT:

The aim of this research is to investigate the social responsibility of the consumers and their intentions while purchasing household items during lockdown time. The COVID-19 pandemic has forced to shut down all the regular activities and move onto online platform. But due to the lack of consumer adoption to the online grocery market, peoples were forced to purchase provisions and household items by approaching the nearest grocery shop. We conducted a survey among 532 respondents living in Coimbatore District, using google forms to study the consumers General Awareness about COVID-19, their opinion on Sense of control and also on their survival mode. Based on the analysis, findings the researcher has given relevant suggestions. The statistical tools used are Percentage Analysis, one way ANOVA, Z-Test and Chi-Square.

KEY WORDS: COVID-19, Sense of control, Survival Mode, Awareness, Social Exigency, Lockdown.

INTRODUCTION:

We live in the democratic world that involves society, environment, community, economy, politics and more. There are individuals, businesses, corporate, organizations that run along with all the stakeholders in consideration. Towards the end of the year 2019, the global world had to face a situation that made public to become more aware about their living, health due to Corona Virus disease, termed the Covid-19. This situation made the global world to look back and take necessary steps to safeguard the citizens of their country.

One of the primary steps taken by various Governments is to go in for a complete lockdown that made the people to stay where they are to avoid the spreading of the disease. On 24th March 2020, the Indian Government went in for a nationwide lockdown for 21 days, restricting movement of the 1.3 billion Indian citizens as a preventive measure against the spread of COVID-19 pandemic. The lockdown restrictions continued till the June 2020.

The Indian consumers had to face this sudden lockdown restriction, which made a huge impact on the society. Consumers had restricted access for purchase of provisions, household items

during lockdown time. There arose a challenging situation to live with only the available resources at home. With this situation in mind the researchers undertook a study to understand how the consumers responded towards the purchase of provisions, household items during lockdown times. Consumers were pushed into a situation of running the family life with due consideration of social responsible living.

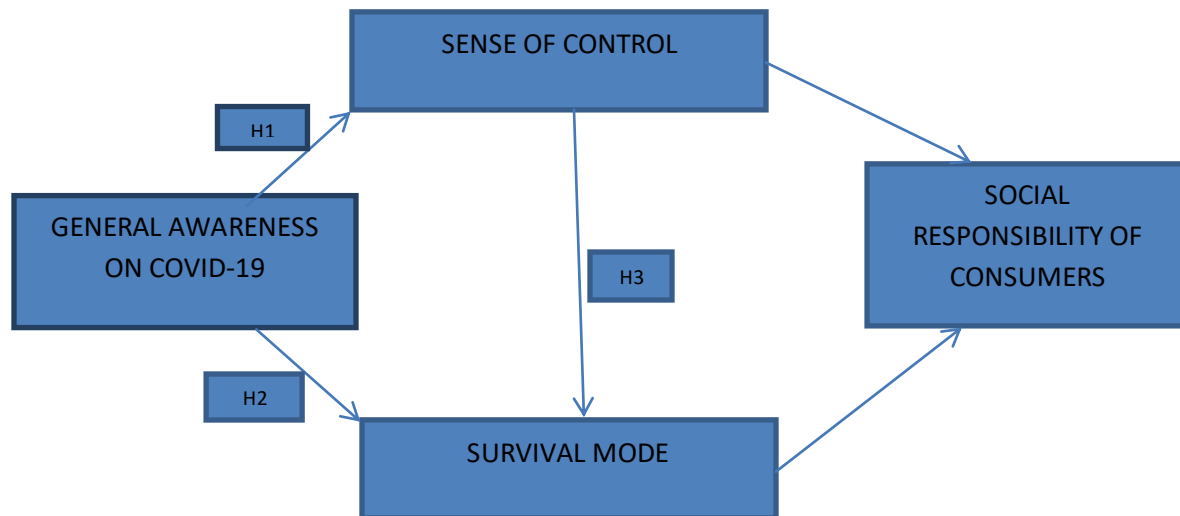
Social responsibility is an ethical theory in which individuals are accountable for fulfilling their civic duty, and the actions of an individual must benefit the whole of society. There must be a balance between economic growth, welfare of society and environment. The term **exigence** comes from the Latin word for "demand". Exigence has to do with prompts, a sense of urgency, a problem that requires attention right now, a need that must be met, a concept that must be understood. (M. Jimmie Killingsworth, "Appeals in Modern Rhetoric", Southern Illinois University Press, 2005). It is the critical component that makes people ask the hard questions: What is it? What caused it? What good is it? What are we going to do? What happened? What is going to happen?" (John Mauk and John Metz, "Inventing Arguments" 4th ed. Cengage, 2016)

This is a new situation faced first time by every individual till now. There are several research studies that have emerged now to understand and analyze the present situation focusing on various aspects of lockdown. The researcher has considered the factors to understand the general awareness about the disease, spreading stages, Government measures, protective equipment and social distancing norms. The consumers opinion on Sense of Control is analyzed to understand the change in food consumption, engagement of online food vendors, restriction on travel, luxury items and the study also covers the Survival Mode of consumers when purchasing provisions, household items during the normal and lockdown times. With this situation as the background the present study was conducted to understand the social responsibility of consumers during the purchase of house hold items at lockdown period with special reference to Coimbatore District.

This paper comprises seven sections. Following this introduction is a brief synopsis of the Proposed Conceptual Model followed by Research Methodology, Interpretation, Findings, Suggestions and Conclusion.

PROPOSED CONCEPTUAL MODEL:

The proposed conceptual model has been portrayed below. The three constructs presented in the conceptual model are employed to test the causal relationship among General Awareness, Sense of control and survival mode to find out the social responsibility of the consumers in Coimbatore district, on purchase of essential goods (house hold items).



CONCEPTUAL FRAMEWORK

RESEARCH METHODOLOGY

1. To understand the awareness and responsible nature of consumers about COVID-19 during Social Exigency.
2. To study the differences in purchase and usage pattern of house hold items during normal and lockdown time.

POPULATION AND SAMPLE PROFILE:

The present study is confined to Coimbatore district of Tamil Nadu. It has total of 5 taluks in this district. The district has a total area of 4732 sq.km. There are 69 towns and 237 villages in the district. Population of Coimbatore in 2019/20 is 36, 54, 026.

By using sample size calculator, According to Yamane (1967:886) provides a simplified formula to calculate sample sizes:

$$n = \frac{N}{1 + N * (e)^2}$$

Where, n = Sample Size, N = the population size, e = the acceptable sampling error, @95% confidence level and P=0.5 are assumed.

From the total population, 0.14% i.e., 532 samples were selected for study using survey questionnaires through google forms. A non – probability convenience sampling method was being used to conduct this study.

The first section presents the statistical analysis of the profile of the Respondents.

PROFILE OF THE RESPONDENTS:

The Respondents' demographics such as Age, Marital Status, Occupation, Location, Family Monthly income, Educational Qualification, Type of Family and No. of members in the family were subjected to frequency analysis and the results are tabulated in the following table.

Respondents Profile	CATEGORY	FREQUENCY	PERCENTAGE
Age	Below 30 yrs.	117	22
	31-40 yrs.	111	20.9
	41-50 yrs.	139	26.2
	51 - 60 yrs.	137	25.7
	Above 60 yrs.	28	5.26
Marital Status	Single	83	15.6
	Married	449	84.4
Occupation	Professional	66	12.4
	Business	47	8.8
	Salaried	389	73.2
	Other	30	5.6
Location	Rural	168	31.5
	Urban	280	52.8
	Semi-Urban	84	15.7
Family Monthly Income	Below Rs.20, 000	134	25.2
	20, 001-30, 000	103	19.4
	30, 001-40, 000	52	9.8
	40, 001-50, 000	62	11.6
	Above 50, 000	181	34
Educational Qualification	+2	142	27
	UG degree	246	46.2
	PG Degree	119	22.1
	Other	25	4.7
Type of Family	Nuclear	414	78
	Joint Family	118	22
No. of members in the family	3	150	28.1
	4 - 6	348	65.4
	7 - 9	25	4.8
	Above 9	9	1.7

- ✓ The frequency analysis of Age wise classification shows that, majority of the respondents (26.2%) belong to the age group of 41-50 years.

- ✓ The Marital Status wise classification shows that, majority of the respondents (84.4%), belong to the category of Married status.
- ✓ The Occupation wise classification of the respondent shows that, majority (73.2%) belong to the salaried category.
- ✓ The Location wise classification shows that majority of the respondents (52.8%), belong to the Urban location.
- ✓ The Monthly Income wise classification shows that majority of the respondents (34%), belong to the category of Above 50, 000.
- ✓ The Educational Qualification wise classification of the respondent shows that, majority (46.2%) belong to the UG degree qualification.
- ✓ The Type of family wise classification shows that, majority of the respondents (78%), belong to the category of Nuclear Family status.
- ✓ The No. of members in the family wise classification shows that, majority of the respondents (65.4%), belong to the category 4-6 members in their family.

IMPACT OF DEMOGRAPHIC VARIABLES ON OPINION OF THE RESPONDENTS DURING SOCIAL EXIGENCY

Analysis of variance was carried out to find out the opinions of respondents classified based on Demographic profile (Age, Marital Status, Occupation, Location of the respondent, Family monthly income, Educational qualification, type of family and No. of members in the family) during social exigency.

AGE AND OPINION ON GENERAL AWARENESS:

It is expected that Respondents opinion would change according to their Age. As far as Age is concerned, the respondents are classified into 5 categories. i.e., Below 30 years, 31-40 years, 41 – 50 years, 51- 60 years, Above 60 yrs. The classification of respondents based on Age and their responses is shown:

H₀: There is no significant difference in General Awareness with respect to Age.

FACTORS	SOURCE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Age vs General Awareness 1	Between Groups	4.304	4	1.076	5.440	0.000
	Within Groups	104.258	527	0.198		
Age vs General Awareness 2	Between Groups	8.959	4	2.240	7.724	0.000
	Within Groups	152.815	527	0.290		
Age vs General	Between Groups	3.770	4	0.942	3.541	0.007

Awareness 3	Within Groups	140.253	527	0.266		
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As per the result generated, Awareness about COVID-19, Awareness regarding the symptoms of Covid-19, Awareness on how the virus spreads is having significant influence with $P < 0.05$. So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to Age categories.

MONTHLY INCOME AND OPINION ON SURVIVAL MODE:

The present study considers income as one of the important independent factors for analyzing the Survival Mode. Hence, the respondents are classified based on Monthly income such as: Below Rs.10,000, Rs.10,001 – 20,000, Rs.20,001 – 30,000, Rs.30,001 – 40,000 and Above Rs.40,000 and their opinion scores are given below:

H₀: There is no significant difference in Survival Mode with respect to Monthly Income.

FACTORS	SOURCE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Provisions last in kitchen store during normal times	Between Groups	17.135	4	4.284	5.728	0.000
	Within Groups	393.407	526	0.748		
Household items last in kitchen store during normal times	Between Groups	30.413	4	7.603	8.676	0.000
	Within Groups	460.977	526	0.876		
Provisions & household items will last in kitchen store during lockdown time	Between Groups	15.550	4	3.888	5.486	0.000
	Within Groups	373.420	527	0.709		

Based on the result generated by SPSS, the provisions & the household items last in kitchen store during normal time, Provisions and household items will last in kitchen store during lockdown time with respect to monthly income is having significant value ($P < 0.05$). So, we reject null hypothesis. Hence, there is significant difference in respondent's opinion with respect to monthly family income.

MONTHLY INCOME AND OPINION ON GENERAL AWARENESS

With a view to find the relationship between Monthly income and General Awareness on Covid-19, the present study considers income of the respondents for analyzing the General Awareness. Hence, the respondents are classified based on Monthly income and their opinion scores are given below:

H0: There is no significant difference in General Awareness with respect to Monthly Income.

FACTORS	SOURCE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Monthly Income vs General Awareness 1	Between Groups	2.766	4	0.692	3.445	0.009
	Within Groups	105.796	527	0.201		
Monthly Income vs General Awareness 2	Between Groups	4.308	4	1.077	3.604	0.007
	Within Groups	157.467	527	0.299		
Monthly Income vs General Awareness 3	Between Groups	5.252	4	1.313	4.986	0.001
	Within Groups	138.771	527	0.263		
Monthly Income vs General Awareness 4	Between Groups	6.900	4	1.725	5.813	0.000
	Within Groups	156.400	527	0.297		
Monthly Income vs General Awareness 5	Between Groups	7.223	4	1.806	8.970	0.000
	Within Groups	106.091	527	0.201		
Monthly Income vs General Awareness 6	Between Groups	6.310	4	1.578	8.506	0.000
	Within Groups	97.740	527	0.185		
Monthly Income vs General	Between Groups	8.435	4	2.109	6.229	0.000

Awareness 7	Within Groups	178.412	527	0.339		
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As per the result generated, Awareness about Covid-19, the symptoms of Covid-19, how the virus spreads, Govt. Preventive measures, Personal protective equipment, Concept of social distancing, virus spreading stages is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to monthly income.

EDUCATIONAL QUALIFICATION AND OPINION ON GENERAL AWARENESS

General Awareness with respect to Educational Qualification was carried out and data pertaining to Education was classified viz., +2, UG Degree, PG degree and others respectively.

H₀: There is no significant difference in General Awareness with respect to Educational Qualification.

FACTORS	SOURCE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Educational Qualification Vs General Awareness 1	Between Groups	9.523	3	3.174	16.899	0.000
	Within Groups	98.986	527	0.188		
Educational Qualification Vs General Awareness2	Between Groups	10.845	3	3.615	12.632	0.000
	Within Groups	150.819	527	0.286		
Educational Qualification Vs General Awareness 4	Between Groups	9.149	3	3.050	10.436	0.000
	Within Groups	154.007	527	0.292		
Educational Qualification Vs General Awareness 6	Between Groups	2.258	3	0.753	3.897	0.009
	Within Groups	101.769	527	0.193		
Educational Qualification	Between Groups	2.508	3	0.836	2.395	0.067

Vs General Awareness 7	Within Groups	183.992	527	0.349		
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From the above table it is inferred that, Awareness about Covid-19, symptoms of Covid-19, Govt. Preventive measures, concept of social distancing and about the virus spreading stages is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to Educational Qualification.

Z-TEST

In the present study the Type of Family is described as “Nuclear and Joint Family”. The classification of respondents according to the Type of family and their opinion on Sense of Control is given below:

H₀: There is no significant difference in opinion regarding Sense of control between Nuclear and joint family members.

FACTORS	SOURCES	Sig. (2-tailed)	SIG
Type of Family vs Sense of Control 1	Equal variances assumed	0.024	0.000
	Equal variances not assumed	0.016	
Type of Family vs Sense of Control 4	Equal variances assumed	0.006	0.00
	Equal variances not assumed	0.015	
Type of Family vs Sense of Control 5	Equal variances assumed	0.004	0.00
	Equal variances not assumed	0.024	

From the above table it is clear that, Intention to change from routine food habits, Willingness to sacrifice the usage of online food vendors, Willingness to avoid unnecessary travel is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to Type of Family.

CHI-SQUARE TEST:**ASSOCIATION BETWEEN EDUCATIONAL QUALIFICATION AND SURVIVALMODE**

With a view to find the degree of association between Educational Qualification and survival Mode, a two-way table is prepared and it is tested by using chi square test with the following null hypothesis:

H₀: There is no significant Association between Educational Qualification and survival mode.

Purchased provisions last in kitchen store during normal times –SM4						
Edu. Qua.	Can hold a day	Can hold a week	Can hold for 15 days	Can hold a month	Others	TOTAL
+2	9 (22.0%)	97 (36.2%)*	25 (19.4%)	13 (14.6%)	0	144 (27.1%)
UG Degree	28 (68.2%)	119 (44.4%)*	61 (47.3%)	35 (39.3%)	2 (66.7%)	245 (46.2%)
PG Degree	4 (9.8%)	43 (16.0%)*	37 (28.7%)	35 (39.3%)	0	119 (22.5%)
Others	0	9 (3.4%)*	6 (4.7%)	8 (9.0%)	1 (33.3%)	24 (4.5%)
TOTAL	41 (100%)	268 (100%)*	129 (100%)	89 (100%)	3 (100%)	532 (100%)

Purchased household items last in kitchen store during normal times – SM5						
Edu.Qua.	can hold a day	can hold a week	can hold for 15 days	can hold a month	others	TOTAL
+2	6 (13.9%)	58 (26.9%)*	21 (15.7%)	57 (41.6%)	0	142 (26.69)
UG Degree	29 (67.44%)	104 (48.4%)*	63 (47.4%)	46 (33.6%)	3 (75%)	245 (46.1%)
PG Degree	7 (16.3%)	47 (21.9%)*	37 (27.8%)	28 (20.7%)	0	119 (22.5%)
Others	1 (2.3%)	6 (2.8%)	12 (9.0%)*	6 (3.0%)	1 (25.0%)	26 (4.5%)

TOTAL	43 (100%)	215 (100%)*	133 (100%)	137 (100%)	4 (100%)	532 (100%)
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Purchased provisions & household items will last in kitchen store during lockdown time -SM6						
Edu.Qua	can hold a day	can hold a week	can hold for 15 days	can hold a month	others	TOTAL
+2	9 (29.0%)	54 (24.3%)*	63 (34.1%)*	14 (15.9%)	2 (40.0%)	142 (26.7%)
UG Degree	22 (71.0%)	106 (47.7%)*	72 (38.9%)	44 (50.0%)	2 (40.0%)	246 (46.3%)
PG Degree	0	52 (23.4%)*	39 (21.1%)	28 (31.8%)	0	119 (22.4%)
Others	0	10 (4.5%)	11 (5.9%)	3 (3.4%)	1 (20.0%)	25 (4.6%)
TOTAL	31 (100%)	222 (100%)	185 (100%)	89 (100%)	5 (100%)	532 (100%)

FACTORS	CHI-SQUARE VALUE	DEGREES OF FREEDOM	TABLE VALUE	RESULT
EQ Vs SM4	59.412	12	21.026	Significant
EQ Vs SM5	46.997	12	21.026	Significant
EQ Vs SM6	32.744	12	21.026	Significant

INTERPRETATION:

The cross tabulation between Educational qualification and purchase of provisions & household items will last in kitchen store during normal times indicates that, respondents are able to hold provisions and household items for a week's time irrespective of their education levels.

The cross tabulation between Educational qualification and purchased provisions & household items will last in kitchen store during lockdown time indicates that, respondents who have Graduate & PG degree education are able to hold provisions and household items that can run for a week's time and respondents who are +2 educated are able to hold provisions and household items for 15 days.

Hence, the study reveals that educational qualification has an influence on purchase behavior of household items during the lockdown time as the holding time duration shifts from a week's time to 15 days.

ASSOCIATION BETWEEN NO. OF MEMBERS IN THE FAMILY AND SURVIVAL MODE

H₀: There is no significant Association between No. of members in the family and survival mode.

Frequency of purchasing provisions during normal times-SM[1]						
No. of members in the family	Daily	once in 2 days	Weekly	Can hold for 15 days	Can hold a month	TOTAL
3	15 (29.4%)	17 (15.2%)	82 (36.3%)*	25 (27.8%)	11 (20.8%)	150 (28.2%)
4-6	31 (60.8%)	88 (78.6%)	134 (59.3%)*	57 (63.3%)	38 (71.7%)	348 (65.4%)
7-9	4 (7.8%)	4 (3.6%)	7 (3.1%)	8 (8.9%)*	2 (3.8%)	25 (4.7%)
Above 9	1 (7.8%)	3 (3.6%)*	3 (3.1%)	0	2 (3.8%)	9 (4.7%)
TOTAL	51 (100%)	112 (100%)	226 (100%)	90 (100%)	53 (100%)	532 (100%)

Frequency of purchasing provisions & household items during lockdown time- SM [3]						
No. of members in the family	Daily	once in 2 days	Weekly	Can hold for 15 days	Can hold a month	TOTAL
3	4 (23.5%)	19 (27.1%)	47 (17.4%)	58 (53.2%)*	22 (33.3%)	150 (28.2%)
4-6	12 (70.6%)	46 (65.7%)	199 (73.7%)*	50 (45.9%)	41 (62.1%)	348 (65.4%)
7-9	0	3 (4.3%)	18 (6.7%)*	1 (0.9%)	3 (4.5%)	25 (4.7%)
Above 9	1 (5.8%)	2 (2.85%)	6 (2.22%)*	0	0	9 (1.7%)
TOTAL	17 (100%)	70 (100%)	270 (100%)	109 (100%)	66 (100%)	532 (100%)

Purchased household items last in kitchen store during normal times - SM[5]						
No. of	Daily	once in 2	Weekly	Can hold	Can	TOTAL

members in the family		days		for 15 days	hold a month	
3	13 (30.2%)	37 (17.1%)	25 (18.8%)	74 (54.8%)*	2 (40%)	151 (28.4%)
4-6	26 (60.5%)	165 (76.4%)*	98 (73.7%)	56 (41.5%)	3 (75.0%)	348 (65.5%)
7-9	2 (4.7%)	9 (4.2%)	9 (6.8%)	4 (3.0%)	0	24 (4.5%)
Above 9	2 (4.7%)	5 (2.3%)	1 (0.8%)	1 (0.7%)	0	9 (1.7%)
TOTAL	43 (100%)	216 (100%)	133 (100%)	135 (100%)	5 (100%)	532 (100%)

Purchased provisions & household items will last in kitchen store during lockdown time-S M[6]						
No. of members in the family	Daily	once in 2 days	weekly	Can hold for 15 days	Can hold a month	TOTAL
3	13 (41.9%)	36 (16.2%)	73 (39.2%)*	25 (28.4%)	3 (60.0%)	150 (28.2%)
4-6	16 (51.6%)	169 (76.1%)*	101 (54.3%)	60 (68.2%)	2 (40.0%)	348 (65.4%)
7-9	0	14 (6.3%)	10 (5.4%)	1 (1.1%)	0	25 (4.7%)
Above 9	2 (6.5%)	3 (1.4%)	2 (1.1%)	2 (2.3%)	0	9 (1.7%)
TOTAL	31 (100%)	222 (100%)	186 (100%)	88 (100%)	5 (100%)	532 (100%)

Factors	CHI-SQUARE VALUE	DEGREES OF FREEDOM	TABLE VALUE	RESULT
No. of Members in the family Vs SM (1)	27.645	12	21.026	Significant
No. of Members in the family Vs SM (3)	57.599	12	21.026	Significant
No. of Members in the family Vs SM (5)	71.484	12	21.026	Significant
No. of Members in the family Vs SM (6)	42.585	12	21.026	Significant

INTERPRETATION:

The cross tabulation between No. of members in the family and Frequency of purchasing provisions during normal times indicates that, the respondents with small and medium families are able to hold provisions and household items for a week, whereas, the respondents with larger families can hold items once in 15 days during normal times.

The cross tabulation between No. of members in the family and Frequency of purchasing provisions & household items during lockdown time and frequency of Purchased provisions & household items that will last in kitchen store during lockdown time indicates that, the respondents with smaller families can hold the items for 15 days, whereas the respondents with medium and large families can hold the items for a week's time only.

Hence, the study reveals that No. of members in the family has an influence on purchase behavior of household items during the normal and during the lockdown time because the holding time period shifts from a week's time to 15 days.

FINDINGS OF PERCENTAGE ANALYSIS:

- ✓ Age wise classification of the respondent shows that, majority (26.2%), belong to the age category 41-50 yrs.
- ✓ Location wise classification of the respondents shows that majority (52.8%), belong to the category Urban.
- ✓ Monthly income wise classification shows that majority (34%) belong to the category Above 50, 000.
- ✓ Educational Qualification wise classification shows that, majority (46.2%) belong to UG degree.
- ✓ Type of family wise classification shows that, majority (78%), belong to the category Nuclear Family.
- ✓ No. of members in the family wise classification shows that, majority (65.4%), belong to the category 4-6 members in the family.

FINDINGS OF ONE WAY ANOVA:

1. Age and opinion on General Awareness:

As per the result generated, Awareness about Covid-19, Awareness regarding the symptoms of Covid-19, Awareness on how the virus spreads is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of the respondents with respect to Age categories.

2. Monthly Income and opinion on Survival Mode:

Based on the result generated by SPSS, the provisions last in kitchen store during normal time, household items last in kitchen store during normal times, Provisions and household items will

last in kitchen store during lockdown time with respect to monthly income is having significant value ($P < 0.05$). So, we reject null hypothesis. Hence, there is significant difference in respondent's opinion with respect to monthly family income.

3. Monthly income and opinion on general awareness:

As per the result generated, Awareness about Covid-19, the symptoms of Covid-19, how the virus spreads, Govt. Preventive measures, Personal protective equipment, Concept of social distancing, virus spreading stages is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to monthly income.

4. Educational Qualification and opinion on General Awareness

From the above table it is inferred that, Awareness about Covid-19, symptoms of Covid-19, Govt. Preventive measures, concept of social distancing and about the virus spreading stages is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to Educational Qualification.

FINDINGS OF Z-TEST:

From the table it is clear that, Intention to change from routine food habits, Willingness to sacrifice the usage of online food vendors, Willingness to avoid unnecessary travel is having significant influence ($P < 0.05$). So we reject the null hypothesis. Hence there is significant difference in opinion of respondents with respect to Type of Family.

FINDINGS OF CHI-SQUARE:

1. Association between Educational Qualification and Survival Mode.

The cross tabulation between Educational qualification and purchase of provisions & household items will last in kitchen store during normal times indicates that, the respondents are able to hold provisions and household items for a week's time irrespective of their education levels.

The cross tabulation between Educational qualification and purchased provisions & household items will last in kitchen store during lockdown time indicates that, respondents who had Graduate & PG degree are able to hold provisions and household items for a week's time and respondents who are +2 educated are able to hold provisions and household items for 15 days.

Hence, the study reveals that educational qualification has an influence on purchase behavior of household items during the lockdown time as the holding time duration extends from a week's time to 15 days.

2. Association between no. of members in the family and Survival Mode

The cross tabulation between No. of members in the family and Frequency of purchasing provisions during normal times indicates that, the respondents with small and medium families are able to hold provisions and household items for a week, whereas, the respondents with larger families can hold items once in 15 days during normal times.

The cross tabulation between No. of members in the family and Frequency of purchasing provisions & household items during lockdown time and frequency of Purchased provisions & household items will last in kitchen store during lockdown time indicates that, the respondents with smaller families can hold the items for 15 days, whereas the respondents with medium and large families can hold the items for a week's time.

Hence, the study reveals that No. of members in the family has an influence on purchase behavior of household items during the normal and lockdown time as the holding time duration changes from a week's time to 15 days.

SUGGESTIONS:

This study suggests that responsibility of consumers belonging to every category profile needs to be enhanced in terms of control on purchases made during unforeseen situations. When consumers become more concerned about the need for control during purchases, then there will be less purchases, there will be more availability, the expenses will reduce which makes the consumer to save more.

The Government authorities should step-in to provide more awareness among the public across all the age groups regarding the Covid-19 infection, the associated symptoms, the spreading pattern, the need for social distancing norms and various preventive measures in order to curtail the spread of virus. The respondents have to become more co-operative to the preventive measures adopted by the Government. The provisions and household items have to be made available at the doorsteps of the elderly consumer's, single parents, large families and also encourage purchase of items through online mode.

Consumers are willing to adapt themselves by making changes in their regular food habits and in their movement which has made the public to become adaptable during crisis situation. This opportunity should be utilized by respective Governments in bringing focus on eating healthy food habits, constructive travel, reduce luxury spending which shall help the nation to produce locally, consume optimally, pollute less and reduce wastage of natural resources.

The change in purchase frequency of provision and the extended days of availability of provisions during the lockdown times has made the public to empathize with the situation and adapt to the changing needs of living. All the residents shall purchase only the required provisions & household items and stretch their stock availability when challenging situation like this arises irrespective of their age, place of living, education, income.

The consumers have started realizing the importance of awareness about the pandemic diseases but they should make necessary steps in their daily routine through self-discipline, controlled eating habits, purchase what is required and consume the optimum. This situation has made the

public to become more health and hygiene conscious which should reflect in self cleanliness, public cleanliness, proper sanitation which goes a long way in protecting and safe-guarding ourselves, society, environment and nation.

CONCLUSION:

The pandemic situation has affected the living style of every resident in the World. This situation has forced or made the public to look at themselves and for the welfare of others in the community. The consumers have necessarily made suitable adaption to the purchase and consumption habits of house hold items during the lockdown time. This is an opportune time for every citizen in the world to look at the aspect of existential living, personal welfare, family welfare, society welfare which shall result in safety and welfare of the environment in the world we live in.

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