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Effect of socio-psychological, motivational and socio-personal factors on facemask purchasing decision of students

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Abstract

A disease outbreak that originated in China was linked to a novel coronavirus in 2019. The sickness it produces is known as coronavirus disease 2019 (COVID-19), and the virus is known as severe acute respiratory syndrome coronavirus 2 (SARS-cov-2). The goal of the study was to determine how socio-psychological, motivational, and socio-personal factors influenced students decisions to purchase facemasks during the COVID-19 epidemic. The study was conducted in Udaipur town of Rajasthan. College students of MPUAT were selected as sample of the study. The findings of the study revealed that under socio psychological factor students got influenced by price factor while making decision to purchase facemask. With regards to motivational factors, purchase decision was sometimes influenced by family and peer group and under personal factors students purchase decision was influenced by lifestyle.

Keywords: Socio-psychological, motivational, socio-personal, facemasks, students

Introduction

The World Health Organisation (WHO) classified the COVID-19 outbreak as a pandemic in March 2020. One of the most difficult global pandemics in human history, COVID-19, has significantly altered people's work and social lives. One of the most obvious habits that people had to adopt to lessen the spread of the Coronavirus was wearing a face mask. The Centres for Diseases Control and Prevention (CDC) of the USA proposed on April 3 of 2020 that individuals must wear a face mask in public if they are unable to keep a distance of at least six feet between them and other individuals in order to prevent the transmission of COVID-19. Self-protection is the major justification for wearing a face mask. Wearing a face mask prevents the spread of communicable diseases and offers protection from infectious disease (Hauck *et al.* 2020; Worby *et al.* 2020) [3, 6]. The World Health Organisation (WHO) has promoted facemask as a low-cost and efficient method of preventing the transmission of COVID-19, combined with social seclusion and good personal hygiene habits including hand washing (WHO, 2020) [7].

One of the most effective ways to stop the asymptomatic transmission of COVID-19 and reinfection is to wear a facemask. Facemasks operate as a barrier against aerosols and respiratory droplets, which is one of the main ways the virus is communicated (Fischer *et al.*, 2020; Lyu W *et al.*, 2020) [2, 5]. This is how they prevent the spread of COVID-19.

The decision to buy a face mask or obtain one from another source is directly tied to the decision to wear one, as it is necessary to ensure that one's face is covered in public. The degree to which a person is willing to don a face mask in public may vary depending on their personal beliefs, gender, age, occupation, location, and social context. When people feel that face masks effectively reduce the spread of the coronavirus, they are more motivated to wear them than if they just were compelled to do so by the government (Knotek *et al.* 2020) [4]. The purchase pattern of facemasks during COVID 19 Pandemic was influenced by various factors. Therefore the study aimed to under the major factors such as socio-psychological, motivational and socio-personal factors that influenced the behavior of students while purchasing facemask.

Methodology

The study was conducted in the Rajasthan city of Udaipur. For the study, an exploratory research design was used. College students from five constituent institutions at MPUAT in Udaipur make up the study's sample (N=200). A self-structured questionnaire on socio-psychological, motivational, and socio-personal factors affecting students' decisions to buy facemasks was created. The replies that were gathered from the students were scored using a 4-point rating system. Always, Sometimes, Rarely, and never received scores of 4, 3, 2, and 1, respectively. Data was collected and percentages and the mean were computed.

Results and Discussion

Socio-psychological factors affecting facemask buying decision: With regards to socio- psychological factors, the

table 1, figure 1 and 2 revealed that nearly half of the respondents, 47%-boys and 48%-girls have sometimes got affected by price factor while making decision to purchase facemask, whereas majority 78%-boys and 63%-girls purchase decision always got influenced by need of facemasks. It was observed through table results that style or design factor sometimes affected 32%-boys and 44%-girls purchase decision, and similarly 32% and 23%, boys and girls rarely got influenced by appearance or look of facemask. Prestige never affected 37%-boys and 30%-girl's purchase decision, similarly 33% of boys and 30% of girls purchase decision was never affected by interest. According to Anny *et al.* 2022 ^[1], the socio-demographic features of the participants had a substantial impact on the purchase of face masks, and the participants revealed varying purchasing behavior depending on their various social characteristics.

Table 1: Frequency and percentage distribution of students on the basis of socio-psychological factors that influence in facemask buying decision

| S. No. | Socio-Psychological Factors | Always | | Some times | | Rarely | | Never | | Total |
|--------|-----------------------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------|
| | | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | |
| 1 | Price | 43 | 41 | 47 | 48 | 7 | 7 | 3 | 4 | 200 |
| 2 | Need | 78 | 63 | 16 | 34 | 6 | 3 | 0 | 0 | 200 |
| 3 | Style/design | 17 | 26 | 36 | 48 | 33 | 20 | 14 | 6 | 200 |
| 4 | Appearance/look | 16 | 27 | 32 | 44 | 32 | 23 | 20 | 6 | 200 |
| 5 | Prestige | 11 | 15 | 21 | 27 | 31 | 28 | 37 | 30 | 200 |
| 6 | Interest | 13 | 28 | 24 | 30 | 30 | 12 | 33 | 30 | 200 |

Motivational factors affecting facemask buying decision

With regards to motivational factors, the Table 2, Figure 2 & 3 revealed that 44% boys purchase decision was sometimes influenced by family and peer group, whereas most of the boys, 41%, 52%, 52% and 57% purchase decision never got influenced by factors like celebrities, advertisements, internet

and shopkeepers respectively. Where as in case of girls, 44% and 43% girl's facemask purchase decision was sometimes influenced by celebrities and advertisements respectively, and 33% girl's decision rarely got influenced by internet, while 35% girls mask purchase decision never got affected by shopkeepers.

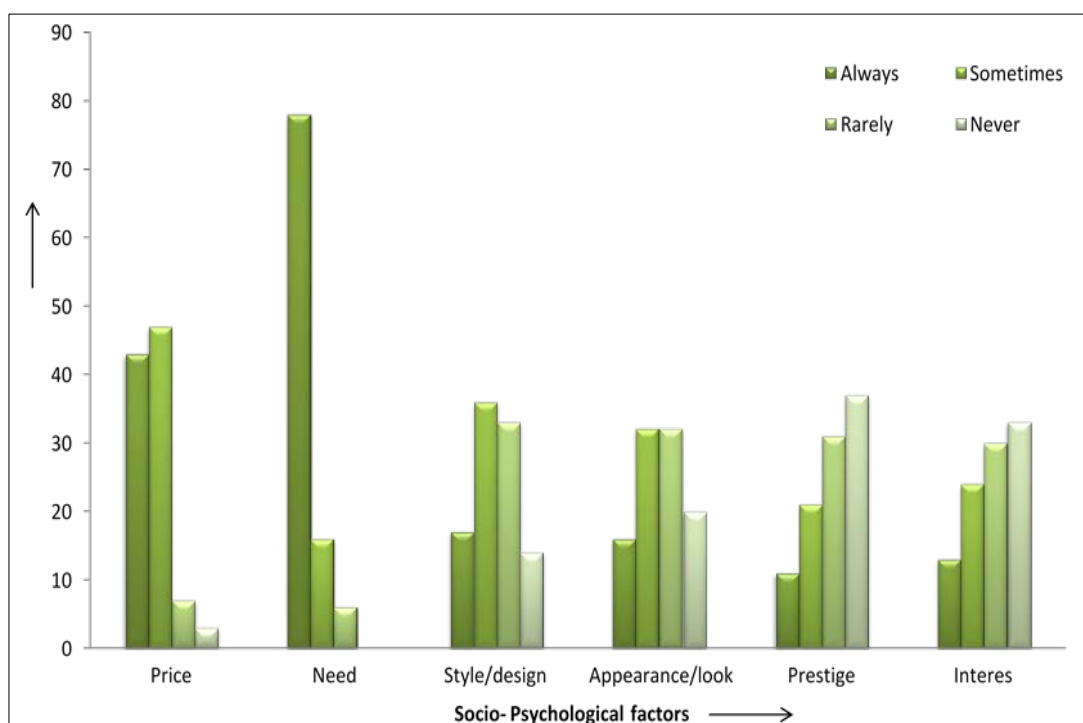


Fig 1: Percentage distribution of boys based on the socio-psychological factors that influence in facemask buying decision

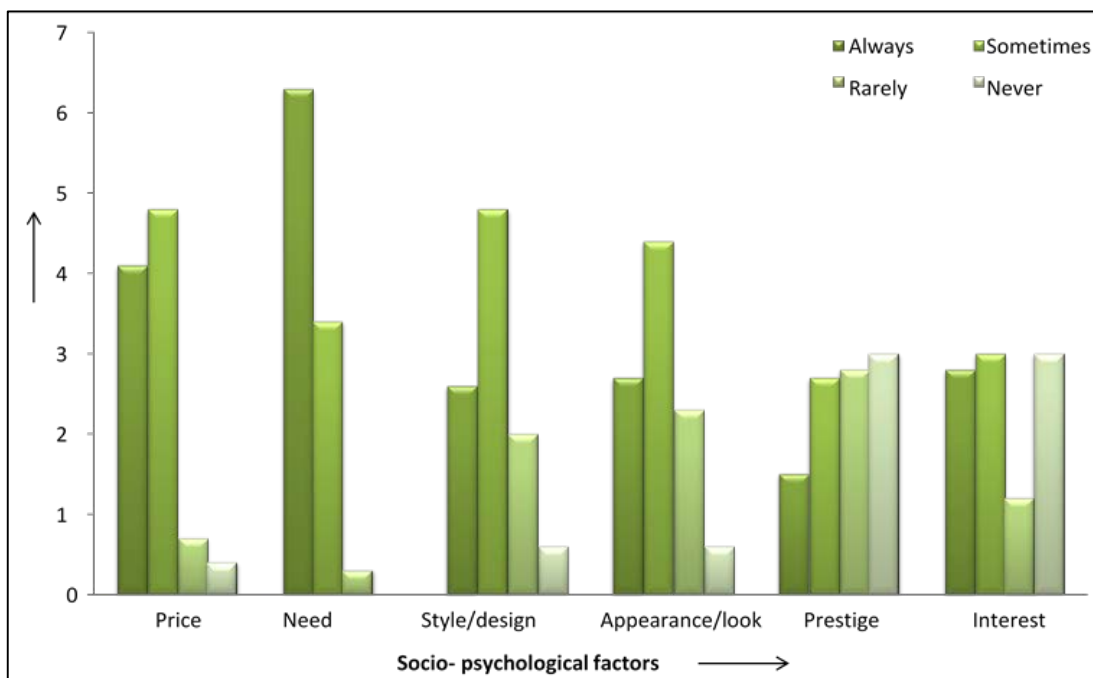


Fig 2: Percentage distribution of girls on the basis of socio-psychological factors that influence in facemask buying decision

Table 2: Frequency and percentage distribution of students on the basis of Motivational factors that influenced in facemask buying decision

| S. No. | Motivational Factors | Always | | Some times | | Rarely | | Never | | Total |
|--------|-----------------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------|
| | | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | |
| 1 | Family and Peer group | 39 | 45 | 44 | 45 | 12 | 6 | 5 | 4 | 200 |
| 2 | Celebrities | 8 | 5 | 28 | 44 | 23 | 28 | 41 | 23 | 200 |
| 3 | Advertisements | 11 | 13 | 19 | 43 | 18 | 26 | 52 | 18 | 200 |
| 4 | Internet | 11 | 9 | 19 | 31 | 18 | 33 | 52 | 27 | 200 |
| 5 | Shop keepers | 10 | 16 | 10 | 18 | 23 | 31 | 57 | 35 | 200 |

Socio-personal factors affecting facemask buying decision

The data in the Table 3, Figure 5 & 6 revealed that, 36%-boys and 57%-girls purchase decision was sometimes influenced by lifestyle, while financial status sometimes affected 50%-boys and 37%-girls, and purchase decision of 33%-boys,

rarely and 38%-girls, sometimes got affected by personality. In case of age, 41%-boys purchase decision was rarely affected but 36%-girls decision sometimes got affected by this factor and 48% of boys purchase decision never got affected by family size, whereas it affected 35% of girls rarely.

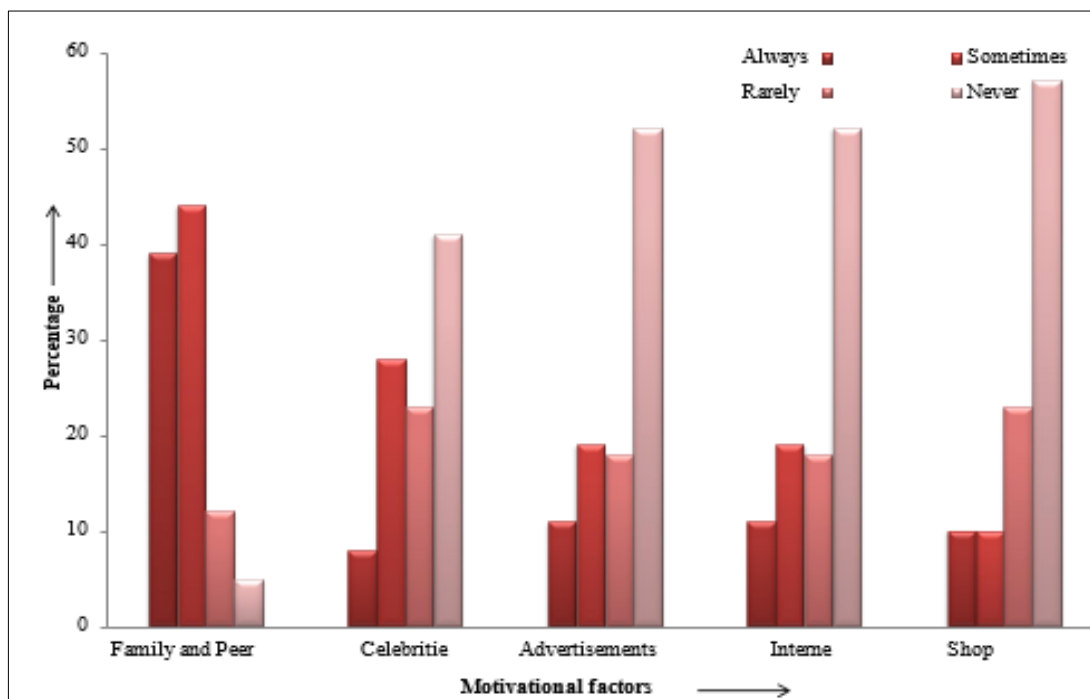


Fig 3: Percentage distribution of boys on the basis of motivational factors that influenced in facemask buying decision

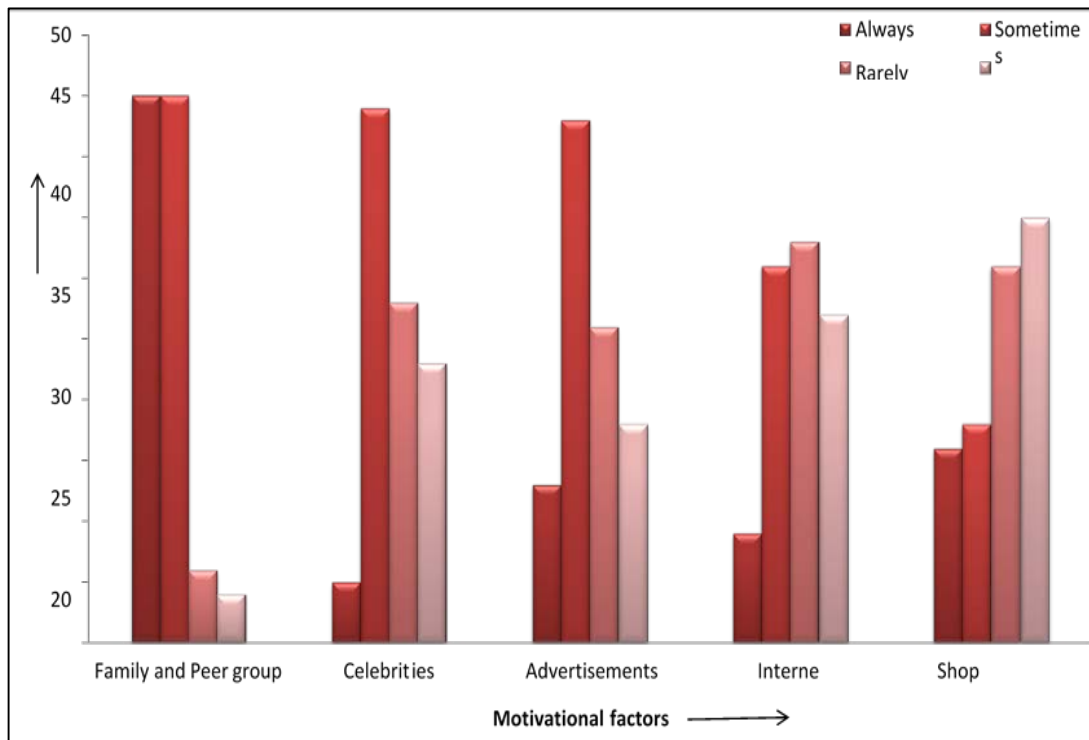


Fig 4: Percentage distribution of girls on the basis of motivational factors that influenced in facemask buying decision

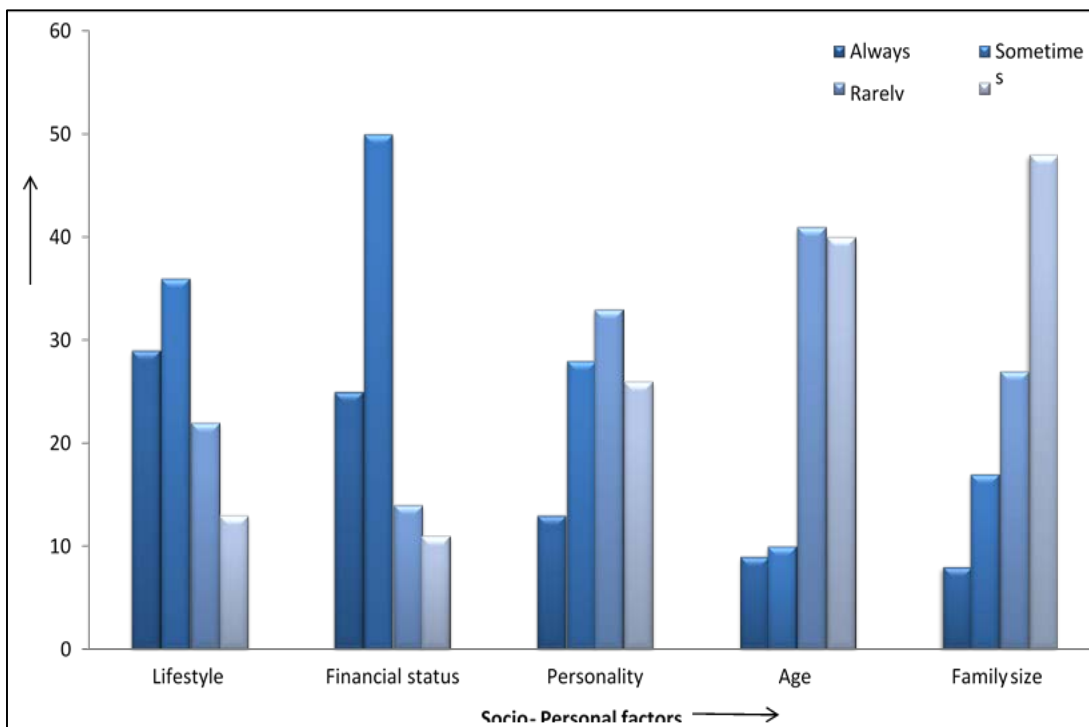


Fig 5: Percentage distribution of boys on the basis of socio-personal factors that affected in facemask buying decision

Table 3: Frequency and percentage distribution of students on the basis of socio-personal factors that affected in facemask buying decision

| S. No. | Socio-Personal Factors | Always | | Some times | | Rarely | | Never | | Total |
|--------|------------------------|------------|-------------|------------|-------------|------------|-------------|------------|-------------|-------|
| | | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | Boys F (%) | Girls F (%) | |
| 1 | Lifestyle | 29 | 24 | 36 | 57 | 22 | 15 | 13 | 4 | 200 |
| 2 | Financial status | 25 | 20 | 50 | 37 | 14 | 29 | 11 | 14 | 200 |
| 3 | Personality | 13 | 20 | 28 | 38 | 33 | 29 | 26 | 13 | 200 |
| 4 | Age | 9 | 14 | 10 | 36 | 41 | 26 | 40 | 24 | 200 |
| 5 | Family size | 8 | 11 | 17 | 24 | 27 | 35 | 48 | 30 | 200 |

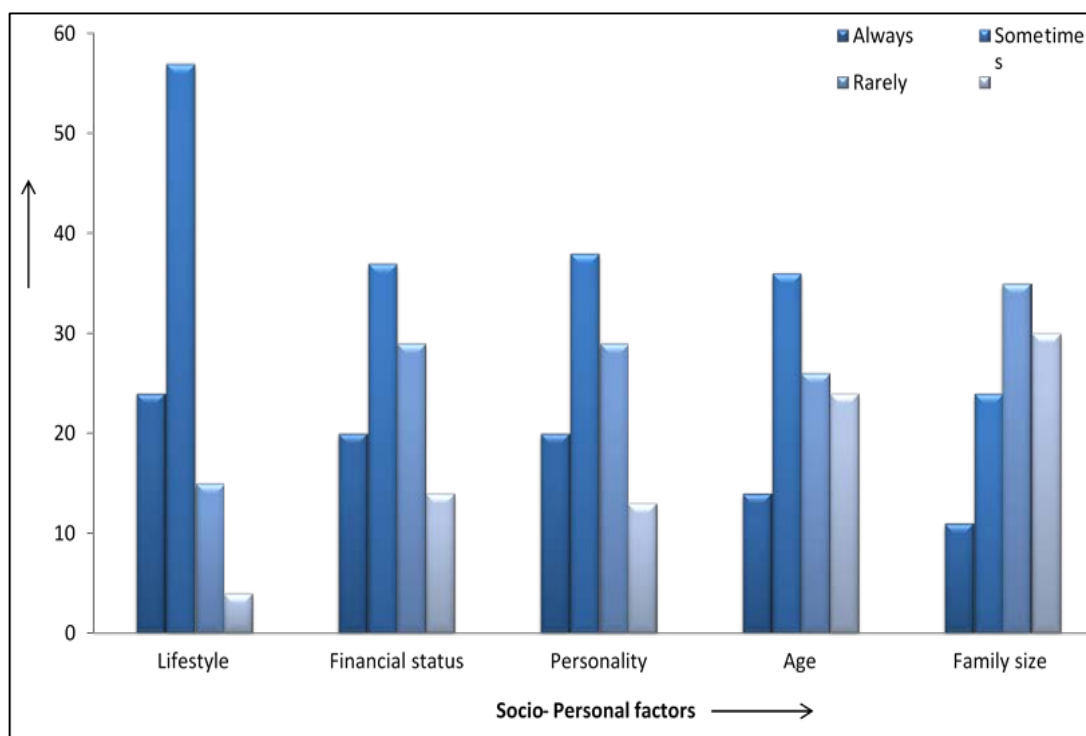


Fig 6: Percentage distribution of girls on the basis of socio-personal factors that affected in facemask buying decision

Conclusion

The study found that, during the COVID-19 pandemic, a variety of factors, including socio-psychological, motivational, and socio-personal factors, affected students' decisions about whether to purchase facemasks. The study's respondents stated that they were influenced by price when deciding whether to buy a facemask in light of socio-psychological factors. Under socio-personal aspects, buying decisions were occasionally influenced by way of life, financial situation, and personality among students. Under motivational elements, they were occasionally influenced by family and peer group.

Future scope of study

In order to address the COVID-19, this study offers the government, retailers, and marketing information into the variables driving student purchasing behavior. Shop owners would be wise to pay attention to how customers feel about masks.

Acknowledgements

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Conflict Of Interest

There exists no conflict of interest

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