

An Empirical Investigation of Post Covid-19 on Mask Sales And Marketing

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Abstract- As a result of Covid-19 outbreak, surgical facemasks first emerged as a pandemic icon to then expand into a marketplace icon, with substantial transformations in their meanings, uses, and commercial expressions. This essay contends that facemasks have become a (post-) pandemic market place icon by articulating tensions in the socio-cultural, the public media, and the economic sphere. The main aim of preparing this paper is to investigate about post covid-19 on mask sales and marketing. For the study research has selected the respondents who use different types of masks and to protect from covid-19. The area selected was all over like Rural, Urban and Semi-urban. The sample size selected to conduct this research is 122 respondents.

I. INTRODUCTION

Notably, many states; continents; regions; urban and rural communities; families thinking and lifestyle of have been impacted by the outbreak a harmful pandemic pandemic known as Covid-29. The COVID-19 pandemic is a global public health emergency characterized with high infectivity, a high mortality rate, and a long incubation period. According to Elis (2020), COVID-19 pandemic is a black swan event that caused a ripple effect on every aspect of human life. In the view of ninety (2020), The corona virus disease (COVID-19) is a human social and economic crisis that has attacked the core of human existence. However, The COVID-19 pandemic, lockdown and social distancing mandates have disrupted the consumer habits of buying as well as shopping. It affected people's psychology and behavior intensively. thus, the Covid-19 restriction measures mandated by Governments had a massive effect on markets as movements were restricted likewise transportation, market places restricted to opening 2-3 times a week, social distancing and no direct contacts in all sectors, and so many more. Hence in this study, the researchers aims at discovering and ascertaining how Covid-19 and its mandated precautionary measures affected markets and products.

STATEMENT OF PROBLEM

COVID-19 has created a very difficult challenge throughout thng an empirical investigation of Covid-19 effect

on Products' Sales and Marketing. The following are other specific objectives;

- To ascertain the effects of Covid-19 on sales and marketing of products in Nigeria.
- To investigate the extent to which Covid-19 affected the availability and price of products in Nigeria.
- To investigate the effect of Covid-19 on consumers purchasing power and buying behavior.
- To examine the extent to which Covid-19 prevention measures affected sales and marketing strategies.

Objectives of the study

- It reduces the viral transmission if owns properly.
- Masks Stops the asymptomatic spread
- There are few alternatives.
- Solutions to Reduce Covid-19 are to wear masks.

SCOPE OF THE STUDY

This study is carryout on the investigation of Covid-19 effect on Products' Sales and Marketing using Ugbogologo Market Asaba Delta state as case study. Wearing face masks is recommended as part of personal protective equipment and as a public health measure to prevent the spread of coronavirus disease 2019 (COVID-19) pandemic. Their use, however, is deeply connected to social and cultural practices and has acquired a variety of personal and social meanings

II. REVIEW OF LITERATURE

Aksoy C and G Eichengreen B (2020); It is sometimes said that an effect of the COVID-19 pandemic will be heightened appreciation of the importance of scientific research and expertise. We test this hypothesis.

Abouk R and Heydari B. (2021); Objective Although anecdotal evidence indicates the effectiveness of coronavirus disease 2019 (COVID-19) social-distancing policies, their effectiveness in relation to what is driven by public awareness and voluntary actions needs to be determined. We evaluated

the effectiveness of the 6 most common social-distancing policies in the United States.

Cannalire R and Cerchia C The newly emerged corona virus, called SARS-CoV-2, is the causing pathogen of pandemic COVID-19. The identification of drugs to treat COVID-19 and other corona virus diseases is an urgent global need, thus different strategies targeting either virus or host cell are still under investigation. Direct-acting agents, targeting protease and polymerase functionalities, represent a milestone in antiviral therapy.

III. RESEARCH METHODOLOGY

SOURCES OF DATA

Both the primary data and secondary data were collected in this research.

a) Primary data:

The study is mainly based on primary data. The data for the study is collected through questionnaire.

b) Secondary data:

The secondary data has been collected mainly through review of literature which includes magazines, journals and websites.

SAMPLE DESIGN

Respondents were selected by using convenience sampling method.

METHOD OF DATA COLLECTING

The data required for the study were collected from the selected sample. The method used for data collection is a structured questionnaire.

TOOLS

Analytical Tool: Percentage analysis

Presentation Tool: Charts

ANALYSIS AND INTREPATIION

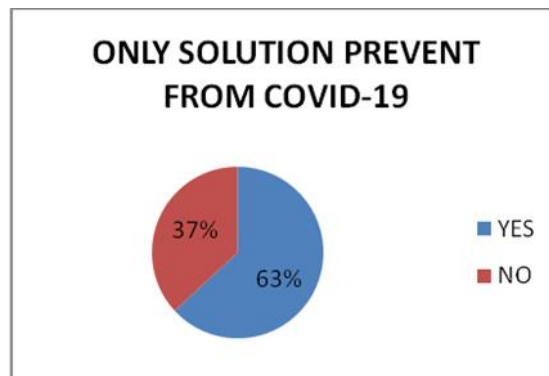
Masks are the only solution to prevent from covid-19

OPINION	FREQUENCY	PERCENTAGE
YES	77	63.11%
NO	45	36.89%
TOTAL	122	100%

INTERPRETATION:

Table 8 explains masks are the only solution to prevent covid-19 63.11 percent said yes and 36.89 percent said no to the masks are the only solution to prevent from covi-19.

Thus it is concluded that majority of the respondents agreed that masks are the only solution to prevent from covid-19.

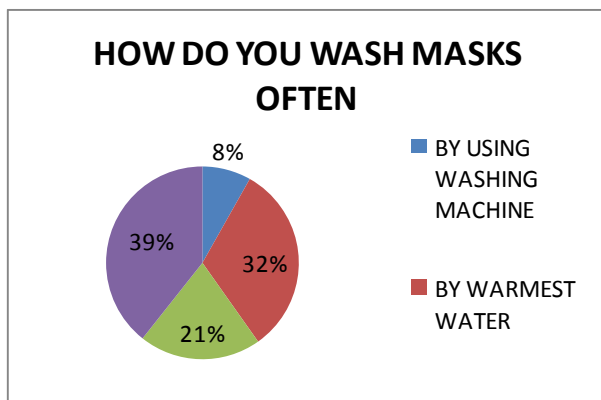


How do you wash masks often.

OPINION	FREQUENC Y	PERCENTAGE
BY USING WASHING MACHINE	10	8.20%
BY WARMEST WATER	39	31.97%
SOAK THE MASK IN WATER FOR 5 MINUTES	25	20.49%
OTHERS	48	39.34%
TOTAL	122	100%

INTERPRETATION

Table 11 explains that how do they wash masks often 8.20 percent of the respondents use washing machine 31.97 percent of the respondents use warmest water 20.49 percent respondents soak their masks in water for 5 minutes and 39.34 percent respondents wash their masks through other ways. Hence it is conclude that the majority of the respondents use other way to wash masks.



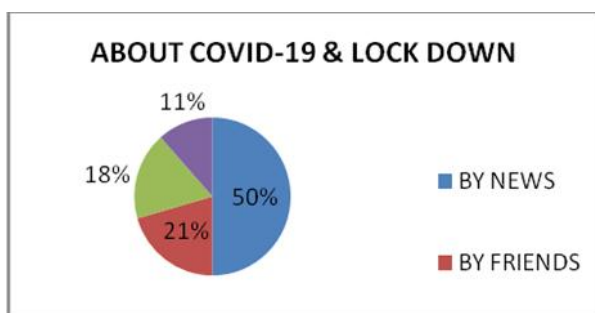
HOW DO YOU COME TO KNOW ABOUT COVID-19 & LOCKDOWN

OPINION	FREQUENCY	PERCENTAGE
BY NEWS	61	50%
BY FRIENDS	25	20.49%
FAMILY MEMBERS	22	18.03%
OTHERS	14	11.48%
TOTAL	122	100%

INTERPRETATION

Table 14 shows that how do the respondents come to know about the covid-19 and lockdown 50 percent of the respondents by news 20.49 percent of the respondents through friends 18.03 percent of the respondents through family members and 11.48 percent through others.

Thus it is concluded that the respondents came to know about the information through their friends.



IV. FINDINGS

- Majority of 63.11% of the respondents said yes for masks are the only solution to prevent the spread of covid-19.
- Majority of 39.34% of the said other ways for how do they wash masks often.
- Majority of 50% of the respondents said they came to know about covid-19 and lockdown by news.

V. SUGGESTION

- Vaccination, wearing masks, maintaining hygienic and avoiding crowds will protect us from covid-19 and all viral disease. Stay safe in the covid-19 situation. Be safe by maintaining social distance.
- Wearing masks and maintaining social distance avoid covid-19. Proper social distancinon. You should be aware of covid-19.
- You must have aware of covid-19 in the starting stage itself otherwise It leads to death.

VI. CONCLUSION

This study highlights the impact of post covid-19 on mask sales and marketing. There are many masks we gets in the shops and we have many ways to protect us but they only take few ways and use a particular masks to prevent them covid-19. At the starting of covid-19 peoples doesn't have much awareness about it after few days they aware of it. Hence even though covid-19 has become less in our country our peoples trying safeguarding themselves through the sanitizing items. Measures to prevent infections are necessary in the current pandemic.

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