

## AN ANALYTICAL STUDY ON AWARENESS AND INFORMATION OF COVID 19

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### ABSTRACT

*This study is aiming at the level of awareness and information persuasion done by the society. To undertake the study researcher has identified students who are also getting forced to study online, the online facility is also used to collect primary data from the respondents 200 complete responses included. To analyzed the collected data analysed on the SPSS a 'F' test analysis and one way ANOVA has been tested. The present study based on awareness level and information persuasion done by the society, i.e. respondents, it found that the awareness level of the people is high and they are getting updated from different media and sources of information, they knew the disease well theoretically too. Present study shows that the education of the society is playing vital role in the process and methods of collection of information. There is found in the study too. The variable education is more important than gender of the respondents. So, it concludes as its results show the positiveness and well preparedness of people under the study. It makes government and other machineries role better to serve well to society itself.*

**KEYWORDS:** ANOVA, SPSS, 'F' test, COVID-19, WHO.

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### Introduction

It's almost more than a year, that world have facing the pandemic situation (WHO, 2020b). As researchers continue to study COVID-19 pathogenesis, new information is being generated daily (Fang et al., n.d.; Nesteruk, 2020; Song et al., 2020; Zhang et al., 2020). However, the medical situation has led to rapid spread different kind of infomration. Therefore, at globe level different governments have appeal their citizens to check the information and then persuade to the other people. As the COVID 19 cases increased across the globe and shattered their health systems, in recent development new strain of COVID identified and started its spread in few countries, India is one of the country having COVID 20 cases too. So, it is important to probe the 'precaution is better than cure/medicine' slogan and its impact on the society.

This study is aiming at the awareness level and information persuasion done by the society. To undertake the study researcher has identified students who are also getting forced to study online, the online facility is also used to collect primary data from the respondents.

### Literature Review

**Arora A. at. el. (2020)** The study of this researchers have critically evaluated that marketing manager need to think hard and differently regarding new normal. They have found six likely changes in consumer behavior. They are related to the existing trends, some about emerging. They hava suggested to respond this changes. But their implications for marketers deserve vigilant contemplation and thoughtful act.

**Rajashi. (2020)** The world has changed in an extraordinary manner, and so has customer liking on their expenditure changes. The customer's choice and action has changed drastically. Their study has an objective to get the answers from top players in the online market in India.

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(This paper has been submitted for the National Webinar on "Latest Advancements & Future Trends" organized by K. R. Doshi Group of Colleges, Bhavnagar, which was held on 20th December, 2020.)

**Mehta S. at. el. (2020)** This article evaluate the changes in consumer decision making in COVID-19 era. The study has attempted to test the hypotheses to understand consumer sentiment or prerequisite in buying in post-COVID situation and they tried to assure the development of sustainable business models. They found that the correlates of this compulsory action of customer with demographic and other variables.

**Pandey S, at. el. (2020)** A study having aim of survey study to evaluate the awareness level amongst Indian population regarding the COVID-19. They collect data from 745 individuals. They found that substantial proportion of persons knew for new situation from social media and news, they get aware about mode of increase of the virus. Also how to take precaution, it is also found that good number of people were not aware about the new normal.

**Das, D. at.el. (2020)** A structured too, i.e. questionnaire. It receives the 868 responses from 2 university colleges. It was found that awareness among the respondents were less about the different actions of taking care from the COVID-19 as hand washing.

While, it is also found that the awareness in large part of respondents are good. So, as a implication they concluded that the less respondents need to be educated for required care.

**Gupta S. D. at.el. (2020)** Objective of the this study was development of the SEIAR-SD mathematical model for current disease situation in Rajasthan, during their work they found that people need to be aware for the different steps required as care from COVID-19. As it increased much in the state. The researchers have concluded that the unless the perfect cure of COVID-19 not found different prerequisites need to maintain in the society at large to keep people away from it, at the Charles R. Taylor has mentioned in his editorial on Advertising and COVID-19.

**Prachi P. and Mayur S. (2020)** A observation were done on 97 respondents of concern hospital in Dharwad district. A structured developed as Google forms, sent to voluntary ready respondents; the collected data show that the awareness about the virus in 97 respondents were evaluated. Majority of respondents were female. Their source of information were Newspaper and television, also they were aware about the most common symptoms. Also their acceptance of diagnosing of the corona was not good.

### Research Methodology

As the COVID 19 spreads increased in India, This is an attempt aiming at the awareness level and information persuasion done by the society.

### Hypothesis of the Study

There is no significant difference in awareness level and information persuasion done by the society i.e. respondents.

Moreover, they are the techno savvy people from whom one can collect information by online response too. So, an online survey conducted for study to access the knowledge, attitude and practices associated with COVID-19 among a group of university students, the data collection has been done from the M. K. Bhavnagar University students of commerce faculty as the convenient sampling method has adopted for it. Data collection done through a questionnaire consisted of closed-ended questions. More than 300 students were approached out of which 200 complete responses used as the primary data of the study. The collected data analyzed by SPSS a descriptive a 'F' test analysis and one way ANOVA has been tested at 5 per cent confidence level.

### Respondents Profile

**Table 1: Profile of the Respondents'**

Respondents' profile	In number
<b>Gender</b>	
Boys	131
Girls	69
<b>Education</b>	
UG	102
PG	98

The table 1 of demographic profile of respondents depicts that 131 boys and 69 girls responses collected out of it 102 are undergraduate and 98 are post graduate respondents included.

**Table 2: Source of Information of the Respondents'**

Source of Information	
Media	68
Family	60
Friends	19
Govt. & Health departments	53

Table 2 indicates the sources of information that respondents gathers, out of 200 respondents 68 were sourced different media, 60 gets from the family members, 19 gets from the friends and 53 respondents gets information from the government and health department. It means that respondents are getting information from the different sources and they are aware about the COVID 19.

**Table 3: Awareness Level of the Respondents'**

Level of awareness	
Symptoms	104
spread of disease	63
Treatment	33

Table 3 shows the level of awareness regarding the COVID 19, as 104 knew the symptoms, 63 were new the mode of transmission and 33 were new the method of treatment, it means that the respondents under the study are known to the new disease and its characteristics well.

**Table 4: Responses on Method of Treatment of the Respondents'**

Method of Treatment	
Type of test	89
Government	39
Private Hospital	39
Home quarantine	33

Table 4 depicts the data of responses on methods of treatment; here 89 respondents knew the type of test available in the market, 39 each respondent prefers to take treatment from the government and private hospitals, while 33 prefers to take treatment at home. It shows that respondents are quite aware and they know the way of the different treatment and test too.

**Table 5: Mean and Standard Deviation of Responses**

Education	Gender	Mean	Std. Deviation	N
1.00	1.00	35.7941	10.97101	102
	Total	35.7941	10.97101	102
2.00	1.00	32.4828	7.38058	29
	2.00	33.2174	8.88632	69
	Total	33.0000	8.43776	98
Total	1.00	35.0611	10.35133	131
	2.00	33.2174	8.88632	69
	Total	34.4250	9.88702	200

A mean and standard deviation of responses has been test on SPSS, the data of table 5 reveals that the education and gender are the two independent variable were the mean score is 34.4250 and standard deviation results in 9.88702 of 200 respondents, it indicate that the descriptive statistics has been test found positive, therefore a 'F' test has been done to analyze further.

**Table 6: 'F' of Responses**

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	401.218(a)	2	200.609	2.074	.128
Intercept	220796.986	1	220796.986	2283.109	.000
Education	247.594	1	247.594	2.560	.111
Gender	11.019	1	11.019	.114	.736
Education * Gender	.000	0	.	.	.
Error	19051.657	197	96.709		
Total	256469.000	200			
Corrected Total	19452.875	199			

R Squared = .021

Table 6 is the result of test of between subject effect were a F has been calculated through SPSS, it shows that the score of mean for education variable is 247.594 and 11.019 is of gender variable, while the overall 'F' results in 2.074 with 0.128 significant value, it indicates that the scale is feet for the study.

### Hypothesis of the Study

**Null:** There is no significant difference in awareness level and information persuasion done by the society i.e. respondents.

To test it a one way ANOVA has been run through SPSS and its results are as follows:

**Table 7: One Way ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
Education	Between Groups	11.111	37	.300	1.252	.173
	Within Groups	38.869	162	.240		
	Total	49.980	199			
Gender	Between Groups	9.051	37	.245	1.096	.340
	Within Groups	36.144	162	.223		
	Total	45.195	199			

Table 7 of one way ANOVA shows that the 'F' of variable education found as 1.252 and its significant value 0.173, while the 'F' of variable gender is found as 1.096 and its significant value is 0.340. Therefore, study accept the alternate hypothesis that There is significant difference in awareness level and information persuasion done by the society i.e. respondents.

It is because of the level of education and information has gathered, access and process.

### Findings and Conclusion

The present scenario is identify as the 'new normal' in society, also people have started to maintaining the social distance where it requires, wearing masks on regular basis, taking precautionary herbal medicines and allopathic medicines too. This research is based on the awareness level and information persuasion done by the society, i.e. respondents, it found that the awareness level of the people is high and they are getting updated from different media and sources of information, they knew the disease well theoretically too.

This study shows that the education of the society is playing vital role in the process and methods of collection of information. There is found in the study too. The variable education is more important than gender of the respondents. So, it concludes as its results show the positiveness and well preparedness of people under the study. It makes government and other machineries role better to serve well to society itself.

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