

# Market Survey and Research on Ozone Generators, Factors Influencing Consumer Behaviour and the Effect of COVID-19 on the same in India

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## ABSTRACT

Companies are always on a lookout for creating a business opportunity, any chance they get. Let it be any kind of situation, the opportunity needs to be recognised and action needs to be taken to seize it, to keep up or stand out or stay ahead of the competition. The most important factor to entering any market is to understand the consumer behaviour towards that particular market. The goal of this research is to investigate the effect of COVID-19 on the consumer behaviour towards Ozone Generator products and conduct a market analysis Pan-India. In this study, consumer behaviour refers to the perception of people towards ozone generators and also the buying behaviour of the people of India. Hence for the achievement of the objective of the research, sample data of 172 respondents was collected using conventional sampling method, or via questionnaire. This research studies the presence of ozone generator products in the Indian market along with its perception in the masses and what are the factors that will affect the buying behaviour (Price, Safety, Health, Sanitization) and what considerations will be taken for their selection and usage, when a product is available in Indian market. This paper will provide information about a basic market analysis about ozone generators in the Indian market. The major outcome of the study was finalising the hierarchy of the factors affecting the buying behaviour and finding the usage of ozone generator products in areas prioritized by the masses and hence, the product placement can be done properly if any company is willing to enter it.

## Keywords

Consumer Behaviour, Ozone Generators, Market Analysis, Health, Safety

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## Introduction

The entire world, in the year 2020, was unaware about how drastic it can be in the upcoming time. The emergence of COVID-19 was not taken in a serious way in majority of the nations of the world, and this neglecting towards it lead to COVID-19, becoming one of the most viral disease causing the WHO (World Health Organisation) to announce it as a pandemic situation, BBC, et al (*March 2019*). The cases were very few in the starting, but rapidly started increasing in a very abnormal rate with cases reaching thousands to lakhs in a 24 hour time frame, Worldometer, Coronavirus et al. (2020). This lead to a rise in the panic, worry and frustration of the common people because of a few reasons namely the increasing rate of deaths being caused by this COVID-19 and the unavailability of a vaccine for this particular disease.

This got people looking into various ways, methods and practices in which people can keep themselves safe from it. Hence, this research paper talks about what is the consumer behaviour or perspective of people in India towards Ozone Generators and how COVID-19 has affected their

perspective towards it by carrying out a market analysis.

## Literature Review

To understand ozone generators, we first needed to understand what exactly Ozone is. Ozone or O<sub>3</sub> is basically an activated form of oxygen. It is the strongest oxidant and disinfectant present on earth. As it breaks into oxygen after a few seconds of being present in the air, it has no toxic by-products.

Ozone Generators are devices that suck air, form ozone, and release it to the atmosphere. They work with normal electricity and helps in reducing 99% airborne & surface virus, bacteria, and fungi. It is used for ozone treatment which is a dry non-toxic method and is used to disinfect household, fruits and vegetables, and cars. It can easily be used by us and doesn't require expert or external help.

On looking deeper and finding out the trend that is continuing in Ozone Generator market, we found out that, Dheeraj Dwivedi et al. (*Jul 2017*):

- 1) On the basis of type, CORONA DISCHARGE TECHNOLOGY was the one which dominated the market.

- 2) On the basis of application, it was found that POTABLE DRINKING WATER & MUNICIPAL dominated the segment.

Over the next 5 years, the Global Ozone Generator market is expected to register a 3.2% CAGR in terms of revenue. This can be seen in the expectation of the global market size to reach US\$ 530 million by 2024, from US\$ 450 million in 2019, Fior Markets et al. (*March 2019*).

In terms of region, it was found that the Asia-Pacific region, accounted for over 45% of the global market share in 2019, is expected to lead the global market by the end of the forecast period, Ankit Gupta, Nikhil Paranjape et al. (*Feb 2020*).

The reasons for this domination in market is given as follows, Ankit Gupta, Nikhil Paranjape et al. (*Feb 2020*):

1. The constantly rising urban population and the subsequent demand by them for water and air treatment equipment in pursuit for hope of better living environments for themselves.
2. The rapid industrialisation resulting in high number of companies and factories being set up in this region for employment.
3. The aggressive expansion of the construction and manufacturing sectors to facilitate the rising population.
4. The increasing disposable income of middle class families in China and India is expected to further drive the market.
5. The positive outlook towards food & beverage, automotive and medical & pharmaceutical industries for a better living condition and healthcare facilities.

North America and Europe are the other two prominent markets in terms of manufacturing and sales. Countries such as the U.S., Germany, U.K., France and Canada hold significant market shares. Middle East, Latin America and Africa expected to hold decent shares and expand with a moderate CAGR over the forecast period, Dheeraj Dwivedi et al. (*Jul 2017*).

On looking particularly for the market of Asia-Pacific region, it was calculated from the above information that the market size for 2019 was around US\$ 202.5 million, which was expected to

rise to almost US\$ 238.5 million. This showed an increase of US\$ 36 million in just 5 years.

In India, it was found that the Ozone Purifier market was present which stood at US\$ 49 million in 2018 and is projected to grow at a CAGR of over 28% during 2019-2024 to reach over US\$ 220 million by 2024, TechSciResearch et al. (*April 2019*).

The reasons for the market presence was found to be as follows, Ankit Gupta, Nikhil Paranjape et al. (*Feb 2020*):

- The rising expenditure on health and wellness products along with growing awareness regarding hazardous effects of air pollution among the urban population.
- In addition, growing technological advancements, rising incidences of respiratory diseases, surging disposable income and growing urban population are expected to boost the demand for air purifiers in the country during forecast period.

It was also found that, in terms of region wise market in India, North India had the largest market size in comparison to other regions and was also forecasted to grow the most in the upcoming years, TechSciResearch et al. (*April 2019*).

The search was furthered to finding out the various kinds of competitors we have currently in the Indian Ozone Generator market. It was found out that Indian market was using Ozone Technology for consumers only in two segments, that too in a very weak manner, which are:

- 1) Ozone Air Purifier
- 2) Food and Vegetable Purifier

The competitors in each segment is given as follows:

#### 1) OZONE AIR PURIFIER

This segment had only one competitor using the ozone technology, namely KENT, which had a product by the name Kent Ozone Table Top Portable Air Disinfectant, which costs INR 3000, according to the official company website.

#### 2) FOOD AND VEGETABLE PURIFIER

Upon looking into this segment, we found quite interesting results. It included a few competitors

with products in forms of devices and liquids. These products were from some big companies and some from local or small companies, which are given as follows:

- **DEVICES:**

**Table 1: Devices Present in Indian Market**  
(Source: Author's compilation)

SR.NO.	PRODUCT	PRICE(INR)
1.	Prestige Clean Home Ozoniser POZ 1.0	3,299
2.	Kent Ozone Plastic Vegetable and Fruit Purifier	4,399
3.	KENT Ozone Vegetable & Fruit Purifier (Wall Mountable)	4,399
4.	Paragon Plastic Vegetable Purifier with Ozone Food Guard	12,990
5.	Crusaders Fruit & Vegetable Purifier	4,500
6.	DRMKART Mom's Care Multifunction Fruit & Vegetable Purifier	3,100
7.	LifeGuard's Vegetable and Fruits Purifier	5,148

- **LIQUIDS:**

**Table 2: Liquids Present in Indian Market**  
(Source: Author's Compilation)

SR.NO.	PRODUCT	PRICE(INR)
1.	The Pigeon Liquid Cleaner (450ml)	410
2.	The Health Potion 100% Organic Fruit And Vegetable Cleaner (500ml)	339
3.	Veg Fru Wash Fruit And Vegetable Cleaner (400ml)	399
4.	The Green Wash Plus Natural Fruit & Veg Wash	550

These were the competitors currently present in the Indian market, and we needed to search about them to understand where does the Ozone Generator market stands in the Indian space.

## Research Methodology

The aim of this paper was to do market research and survey of the presence of Ozone Generators in India relating to COVID-19 consumption.

For the study to be carried forward, the basics of market research were taken into consideration, which were as follows:

### 1) Defining the Problem/Opportunity:

Due to the onset of COVID-19, there was a sudden awareness and rise in the use of disinfectants, sanitizers, etc. among the common masses. It was important to come up a certain way, or ways which can be helpful for the common masses in helping battle COVID-19 pandemic. One such market to be looked into was Ozone Generator products, and what is the behaviour or reaction of Indian masses towards it.

### 2) Developing Market Research Plan:

It was decided that before understanding the mass behaviour, it was required to understand what Ozone Generators were and the following factors need to be considered for proper knowledge of the current Ozone Generator market in India:

- a) The global market size of the Ozone Generators.
- b) The Indian market size of Ozone Generators.
- c) Market Potential.
- d) Competitors.
- e) Behaviour of people w.r.t Ozone Generators.

To understand this, an online search for various journals and reports needed to be considered along with a survey of the people about how they feel about this market being in India.

### 3) Collection of Relevant Data and Information:

The important and relevant information and data was collected through journals and reports available on the internet. The survey, consisting of questions which will allow us to properly understand how the people think and what is their behaviour about the Ozone Generators, was floated out to the right audience and the feedback was taken along with their own view-points about the presence of such Ozone Generator products in the Indian market.

#### 4) Analysing Data:

The data collected by the survey was analysed, allowing us to understand how the Indian masses will react to an ozone generator product in its market should be penetrated and along with that the behaviour of the people was understood and according to the points and data in front of us, the report was made.

For the genesis of the research, we majorly wanted to understand and explore the global ozone generator market and then see what and how is the behaviour of people of India towards it.

For the data and information on Ozone Generators, it was gathered from the various articles, journals and reports available online, which gave us information about the global market of ozone generator and how it is keeping up in the Indian market.

The main aim of this research was to understand and prove the following hypothesis:

- 1) The COVID-19 Pandemic has changed to perception of people towards health, hygiene and safety and will they be going for an ozone generator product.
- 2) The COVID-19 Pandemic has not changed to perception of people towards health, hygiene and safety and will they be going for an ozone generator product.

For understanding the behaviour of the people of India, it was mandatory to gather information from the common masses, which required some questions to be put forward and asked from the people, to properly understand them and their view points on the Ozone Generator market. Hence the questionnaire which had to be formed to be floated, must provide the people with a basic information about the ozone generators, so that the people can understand the market and regarding what the questions are being asked. For this, a questionnaire was formulated which consisted of questions which would give us information about how much are the people aware about the ozone generators and what do they think of such product and how it should be introduced and placed in Indian market.

The number of responses was actually 172 to be precise, which allowed us to understand how people are reacting towards Ozone Generators.

The questions which were provided in the form are as follows:

#### 1) Age Group

This was provided in the questionnaire so as to understand that to which age group of people we got the responses from and what stand do they have in their family regarding the purchase or suggestion of products, with respect to healthcare, sanitization, safety and hygiene.

#### 2) Gender

This was given so as to understand that the survey is taken by all genders so that the wide range of viewpoints are captured regarding the data required by us.

#### 3) Occupation

This was provided in the questionnaire to understand what is the mind-set of people in regards to their work environments.

#### 4) Earning Members

This was given to understand how many bread earners are present in the family and in general, what is the scenario of the number of bread earners in India.

#### 5) Monthly Household Income

This was given in the questionnaire to understand where do the respondents stand in the financial area and how will they perceive the questions asked to them.

#### 6) Education Level

This was given in the questionnaire so as to understand whether the respondents taking the questions are able to properly understand it to provide proper responses and what will be their viewpoints when introduced to a new product market.

#### 7) Part of India

This was provided in the questionnaire to understand, to which region of India did the responders belong to, hence allowing us to understand which region is to be targeted first and foremost for setting up the base for better penetration, sales and marketing of the products in the Indian market.



### 8) Members in the family

This was put forward into the questionnaire to understand for which family size the people are willing to buy the product, hence allowing us to understand how the product is required to be marketed to the common masses.

### 9) Provide Opinions

A list of statements were given to the respondents to understand their viewpoints about ozone generators, the current situation in India regarding COVID-19 and the way in which they are handled. This was given so that we can understand and find out the exact factors which are responsible for all the opinions of the masses.

### 10) Awareness about Ozone Generators

This was provided in the questionnaire to check whether the people who are responding to the survey have any idea about what are ozone generators and about their presence in the Indian market.

### 11) Buying Attributes

This was provided in the questionnaire to understand which are the factors people look into while buying any product for their own usage.

### 12) Desired Price

This was provided in the questionnaire to understand how much are the people of India willing to spend on ozone generators and whether they are more inclined towards having the products in a certain price range, or they are willing look into the advantages of product first, giving their health the first and foremost priority, when compared with money.

### 13) Willingness to buy

This was given in the questionnaire to understand, whether people will be willing to buy such type of ozone generator product once it will be available in the Indian market or not.

### 14) Informative nature of the survey

This was given in the questionnaire to understand, whether taking the survey by the respondents was informative to them and made them more aware about such ozone generators or not.

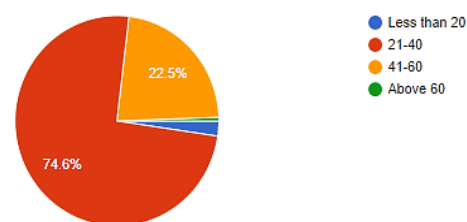
## Findings

Post the literature review, the questionnaire was formed and circulated. The following findings were acquired which are given as follows:

At first, we will look into the demographic factors which allow us to understand the respondent audience better.

I. The figure below shows the age group of the respondents.

Which age group do you belong to?  
173 responses

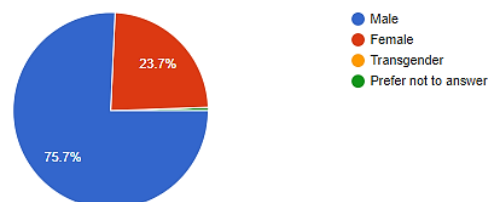


**Figure 1: Age Group**

The above information allowed us to understand that the majority of people taking the survey, belonged to the age-group of 21-40, which included the people who represent the bread-earners of their respective homes, possess the power and authority to take decisions regarding the purchase of products which are for the better of the family with respect of health, hygiene, sanitization and safety and are technologically more sound and informative, when compared to the other age groups.

II. The figure below shows the gender of the respondents.

Gender  
173 responses



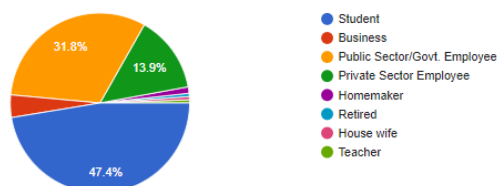
**Figure 2: Gender**

The above information allows us to understand that the questionnaire was taken by both male and female respondents and now we will be able to understand better as we have insights and opinions from both genders.

III. The figure below depicts the job background of the respondents.

Occupation (if other, please specify)

173 responses



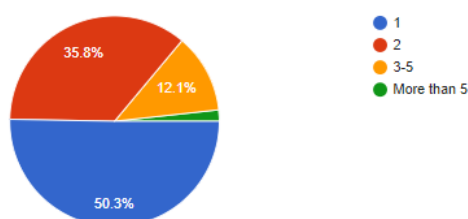
**Figure 3: Occupation**

The above information allows to understand that we have respondents from all types of jobs or business and the information that we get from this will be very valuable as we have a fair share of everyone.

IV. The figure below showcases the number of earning members of the family.

Earning members at home (no.)

173 responses



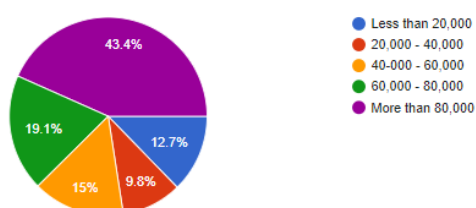
**Figure 4: Earning Members**

The above graph allows us to understand that of all the respondents, the majority of the family have only one bread earner and fair share have two bread earners, showing that the husband and wife both are working along with a share having 3-5 members, which will include their children as bread earners too.

V. The figure below shows the monthly household income of the family.

What is your monthly household income ?

173 responses



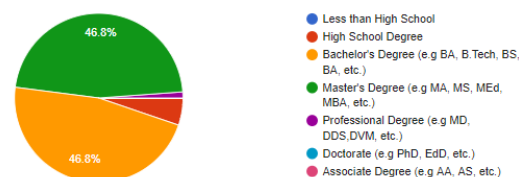
**Figure 5: Household Income**

The above information allows us to understand that the majority if the respondents are doing financially very well with the monthly household income more than INR 80,000, followed by INR 60,000-80,000 mark, again followed by INR 40,000-60,000 and so on. The respondents belong to all types of household and allow us to get a better insight.

VI. The figure below depicts the educational background of the respondents.

Highest Level of Education

173 responses



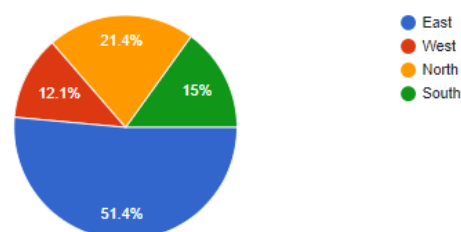
**Figure 6: Education**

The above information allowed us to understand that there are equal number of people who have Bachelor's Degree and Master's Degree, along with people who are doing well at home even with having a High School degree. This allows us to understand that respondents possess good educational background.

VII. The figure below shows the part of India the respondents belong to.

Which part of India do you belong to?

173 responses



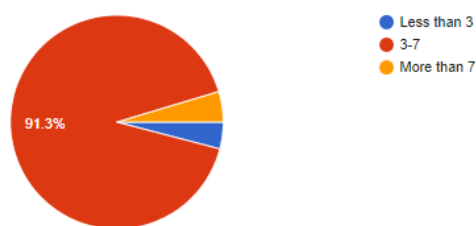
**Figure 7: Region of India**

The above responses allowed us to understand that the people who are taking the survey, belonged to the eastern part of India, followed by northern, southern and western part of India.

VIII. The figure below lets us know about the count of members in the family of respondents.

How many members are there in your family?

173 responses



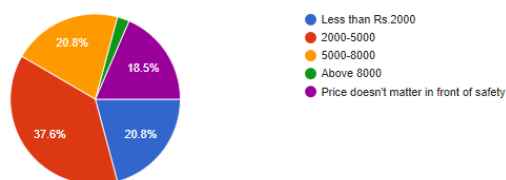
**Figure 8: Number of family members**

The above information allowed us to understand that, the people who are taking the survey belong to a joint family and also a nuclear family, living either at their home place or in the place of their job, with their wife/husband along with their kids (and parents, when joint family is considered). This allowed us to understand and decide how and which type of families are to be targeted while marketing the product.

IX. The figure below shows the desired price range in which the respondents would like to have the ozone generator product available in the Indian market.

What will be your desired price for such products? (Different applications have different pricing, ranging between Rs.4000-Rs.10000)

173 responses



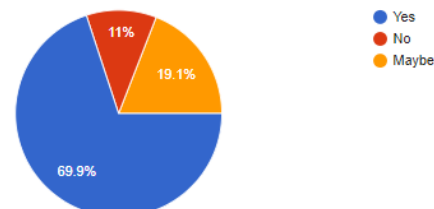
**Figure 9: Desired Price**

The above information allowed us to understand that, for the product to be attractive to the people of India, it should be present in the price range of INR 2000-5000, which was found to be a very sweet spot for pricing to attract all segments of purchasers because the people who are willing to spend less than INR 2000, who will need better convincing through marketing, will think and take a decision to spend little bit more for procuring the product for their own safety along with their families. It will prove to be a win-win situation for people who are willing to spend INR 5000-8000 and above, as it will be a value for money deal for them, along with the people who gave a priority to their health first and money second as the price did not matter to them in front of the safety for their family.

X. The below figure allows to know if the methods present are sufficient for COVID-19 in respondent's mind or not.

Do you feel the need to have an additional method for keeping yourself safe ?

173 responses



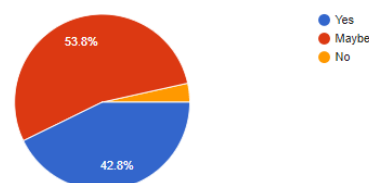
**Figure 10: Additional Method**

The above response allowed us to understand that, the people who have taken the survey, majority agree that they need an additional method to keep themselves safe as they feel that masks and hand sanitizers are not enough for tackling COVID-19 Pandemic and they will take all steps to keep their family safe. Hence introduction of an Ozone Generator product will be able to fare well in the market because of such thoughts of the people.

XI. The figure below shows the willingness of people to buy an Ozone Generator product.

After knowing the usability of the product, will you be willing to buy an Ozone Generator for your home?

173 responses



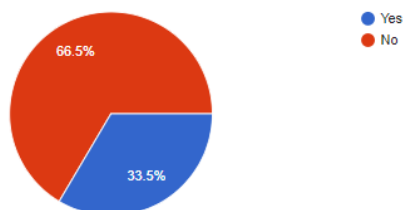
**Figure 11: Willingness to buy**

After seeing the above response, we were able to understand that more than half of the respondents, are sceptical about the product and may or may not purchase the product, as it such a new product into the market and they are not well versed with how the product will fare in the market and whether it will be worth the money or not, but once they are convinced with the marketing of the product, along with providing with the right pricing and aligning with the thought process of the people of India, it will be easier to convert them too towards the purchase of the product, followed by the lot who are willing to buy the product once it is introduced to the market and few are not willing to buy the product at all.

## XII.

Were you aware of the Ozone Generator/Purifier products before this survey?

173 responses



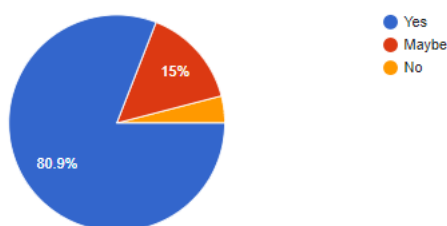
**FIGURE 12: Awareness**

The above response allows us to understand that more than half of the respondents are not even aware of the such a product being present in the market, which allows us to understand that it is a very niche market and can be entered to attain dominance.

XIII. The figure allows us to know if the taking of the survey was informative for respondents was informative or not.

Has taking this survey been helpful and informative for you?

173 responses



**FIGURE 13: Informative Survey**

The above information shows that people who have taken the survey, more than 3/4<sup>th</sup> of them found it to be very helpful and informative, which actually resulted in providing the information of such product and it will be embedded there in their minds for some time-frame. They will be on a lookout for such products in the market and will be willing to check them out, if available, and purchase them if it comes under their budget. Hence, introducing the product as soon as possible into market will be very beneficial in terms of marketing and sales.

Now, after gathering the demographic factors, exploratory factor analysis was carried out in SPSS on the other questions to find out the main factors which will determine the whole aim of the research.

The findings of the exploratory factor analysis was as follows:

**Table 3: KMO and Bartlett's Test**

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.878
Bartlett's Test of Approx. Chi-Square		2059.725
Sphericity	df	210
	Sig.	.000

The KMO and Bartlett test signifies the adequacy if the sampling size that has been collected. The values above .5 are considered to be adequate to carry out exploratory factor analysis. The more closer it is to 1, the more effective is the data considered for the analysis. Here, we got a score of .878 which signifies that the sampling for our case is adequate and sufficient for factor analysis.

**Table 4: Communalities**

Communalities	Extraction
Lockdown	.538
Quarantine	.698
Masks	.777
Hand Sanitizers	.807
Provide your opinion for the following statements upon buying a product : [I look into what I am getting for the money that I am paying for.]	.740
Provide your opinion for the following statements upon buying a product : [The product should have the highest specifications in terms of competition.]	.692
Provide your opinion for the following statements upon buying a product : [The product should be compact and easy to handle.]	.679
Provide your opinion for the following statements upon buying a product : [The product should come in attractive design and colours.]	.651
Provide your opinion for the following statements upon buying a product : [The product should be the one everyone has.]	.545
Provide your opinion for the following statements upon buying a product : [The servicing aspect of the product is most important for me.]	.612
Food & Beverages	.573



Healthcare	.708
Offices	.806
Commercial Areas/Shops	.755
Gyms, Swimming pools	.814
Restaurants, Eateries	.834
Pay more attention to my health	.643
More aware about the happenings in the surroundings	.620
Shifted to eating healthy food instead of junk food	.777

Consuming food which improve and boost my immunity	.767
Use masks and hand sanitizers whenever I get a chance	.590

Extraction Method: Principal Component Analysis.

Coming into the communalities, we segregated the variables which have values more and less than .5 and combined the ones which have the value more than .5, which can be seen in the following table.

**Table 5: Total Variance Explained**

**Total Variance Explained**

Component	Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.208	34.324	34.324	4.539	21.613	21.613
2	3.248	15.467	49.792	3.433	16.348	37.961
3	1.503	7.159	56.950	3.023	14.396	52.357
4	1.404	6.684	63.634	1.824	8.686	61.043
5	1.263	6.014	69.648	1.807	8.605	69.648

Coming forward and looking into the total variance explained, we observe in the above table that the factors which were found in the

communalities provide us explanation of 69.648% of total data, which is absolutely acceptable as the values more than .5 are accepted for analysis.

**Table 6: Rotated Component Matrix**

**Rotated Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	5
Lockdown		.663			
Quarantine		.753			
Masks					.847
Hand Sanitizers					.870
Provide your opinion for the following statements upon buying a product : [I look into what I am getting for the money that I am paying for.]		.772			
Provide your opinion for the following statements upon buying a product : [The product should have the highest specifications in terms of competition.]		.556			
Provide your opinion for the following statements upon buying a product : [The product should be compact and easy to handle.]		.570			
Provide your opinion for the following statements upon buying a product : [The product should come in attractive design and colours.]				.696	
Provide your opinion for the following statements upon buying a product : [The product should be the one everyone has.]				.718	
Provide your opinion for the following statements upon buying a product : [The servicing aspect of the product is most important for me.]		.666			
Food & Beverages	.718				

Healthcare	.760				
Offices	.884				
Commercial Areas/Shops	.849				
Gyms, Swimming pools	.887				
Restaurants, Eateries	.901				
Pay more attention to my health			.630		
More aware about the happenings in the surroundings			.669		
Shifted to eating healthy food instead of junk food			.836		
Consuming food which improve and boost my immunity			.826		
Use masks and hand sanitizers whenever I get a chance			.589		

Upon observing the rotated component matrix, we find that the whole data collected with all the variables can be segregated in five (5) factors which will include all the variables present in communalities.

The five factors are given as below:

#### 1) Consumer Perception:

This factor includes the perception of the consumer about which areas will require the usage of ozone generator products. It includes 6 (six) variables namely, arranged according to their percentages:

- Restaurant, Eateries
- Gyms, Swimming Pools
- Offices
- Commercial Areas/Shops
- Healthcare
- Food & Beverages

#### 2) Buying Attributes:

This factor includes the variables which provide us information about the methods and buying attributes for the product. It includes 6 (six) variables namely:

- Lockdowns
- Quarantine method
- The type of product the consumer is getting for the money they are paying.
- The specifications of the product should be highest.
- The product should be easy to handle.
- The importance of service aspect of the product.

#### 3) Consumer Behaviour

The factor mentioned includes the behavioural change in the consumers due to the onset of COVID-19 in India, which include 5 (five) variables, namely:

- More attention towards health.
- More awareness of happenings in surroundings.
- Eating healthy instead of junk food.
- Consuming immunity boosting food.
- Using masks and sanitizers whenever getting the chance.

#### 4) Product Image

This factor contains the characteristics which are regarding the looks of the ozone generator product, which can invoke the buying chances of the product by the consumer. It includes 2 (two) variables, namely:

- Product should come in attractive design and colours.
- The product which everyone has.

#### 5) Safety Measures:

This factor includes the most used safety measures used by the masses of India for the protection from COVID-19. It includes the following 2 (two) variables, namely:

- Masks.
- Sanitizers.

**Table 7: Toetal Responses**

Case Summary						
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
\$Attr <sup>a</sup>	173	100.0%	0	0.0%	173	100.0%

**Table 8: Multiple Responses Data**

\$Attr Frequencies				
		Responses		Percent of
		N	Percent	Cases
Attributes	forPrice	86	26.4%	49.7%
buying	Brand	39	12.0%	22.5%
decision <sup>a</sup>	Name			
	Build	101	31.0%	58.4%
	Quality			
	Durability	100	30.7%	57.8%
Total		326	100.0%	188.4%

The table above allows us to understand what are the attributes that the people of India look into while buying any new product for their own usage. The attributes are arranged according to their percentage of importance:

- a) Build Quality
- b) Durability
- c) Price
- d) Brand Name

Hence we get to know that the quality of the product is the most important attribute for buying a new product along with durability followed by price. Brand name is the least known attribute while buying the new product.

The exploratory factor analysis proved to be the most important role in understanding the scenario in India, with respect to COVID-19 and also with respect to Ozone Generators. It allowed us to understand how the people who took the survey have taken it and in which mind-set. Upon complete analysis, it was found that there are 5 (five) main factors present in the determining the behaviour change and factors influencing the ozone generator product perception.

This allowed to provide a clear through point about a product, which fulfils their safety needs, along with the health, hygiene and sanitization

needs, which has a really good marketing strategy for introduction and sales in the Indian market, along with the price range of INR 2000-5000, will prove to be an amazing product of Ozone Generator and will satisfy the Indian crowd to the point.

With the current situation, a device like ozone generator will be of great help with the whole COVID-19 pandemic crisis as many people are not aware of such products present in the market. We can say that we get a hint that people have become more aware towards their health, hygiene and safety and are willing to buy an ozone generator product, but the number has to be more for properly understanding the audience.

### Conclusion, Limitations And Scope For Further Research

#### 5.1 Conclusion

We can conclude that the whole research which was done, allowed us to understand the Indian masses behaviour and reaction towards the Ozone Generators and has an increased awareness towards health, hygiene and safety.

#### 5.2 Limitations

The limitations that can be pointed out of our work are as follows:

- 1) The number of respondents should be higher up so as to understand the situation even more better.
- 2) It would have come out as a better research if the situations allowed us to meet different people who work in the same field, and they would have been able to provide us with a better insight on the whole market of ozone generators.
- 3) On ground research would have been a better option to understand about the few products that were present in the market and how is the reach and availability of the products.

#### 5.3 Further Scope of Study

The further scope of study can be given as below:

- 1) Increasing the base of survey to a larger number to understand the behaviour of the people of India in a better way.
- 2) Getting in touch with the personal working in the ozone generator market, taking their

views and insights will allow to better understand the market.

- 3) Searching out new reports which will include the factors such as COVID-19 crisis, and getting better information about the current market.

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**APPENDIX A**

1. "Which age group do you belong to?"
  - a) Less than 20
  - b) 21-40
  - c) 41-60
  - d) Above 60"
2. "Gender"
  - a) Male
  - b) Female
  - c) Transgender
  - d) Prefer not to answer"
3. "Occupation"
  - a) Student
  - b) Business
  - c) Public Sector/Govt. Employee
  - d) Private Sector Employee
  - e) Homemaker
  - f) Retired
  - g) Other"
4. "Earning Members at home (no.)"
  - a) 1
  - b) 2
  - c) 3-5
  - d) More than 5"
5. "What is your monthly household income?"
  - a) Less than 20,000
  - b) 20,000-40,000
  - c) 40,000-60,000
  - d) 60,000-80,000
  - e) More than 80,000"
6. "Highest level of Education"
  - a) Less than High School
  - b) High School Degree
  - c) Bachelor's Degree (eg. BA, B.Tech, BS, etc.)
  - d) Master's Degree (eg. MA, MS, Med, MBA, etc.)
  - e) Professional Degree (eg. MD, DDS, DVM, etc.)
  - f) Doctorate (eg. PhD, EdD, etc.)
  - g) Associate Degree (eg. AA, AS, etc.)
  - h) Other"
7. Which part of India do you belong to?
  - a) East
  - b) West
  - c) North
  - d) South"
8. "How many members are there in your family?"
  - a) Less than 3
  - b) 3-7
  - c) More than 7"

9. Please provide your opinions upon below statements

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The lockdowns were a good way to tackle COVID-19					
The right way to deal with people affected with COVID-19 is through home/hospital quarantine					
The sanitization activities done by different agencies are feasible					
Masks are good enough for tackling COVID-19 on a daily basis					
Applying hand sanitizers provide ample protection from COVID-19 before performing any task					

10. "Do you feel the need to have an additional method for keeping yourself safe ?"
  - a) Yes
  - b) No
  - c) Maybe"
11. "Were you aware of the Ozone Purifier products before this survey?"
  - a) Yes
  - b) No"
12. "Were you aware of the Ozone Generator/Purifier products before the survey?"
  - a) Yes
  - b) No"
13. "Which attributes will affect your decision about the product?"
  - a) Price
  - b) Brand Name
  - c) Build Quality
  - d) Durability"

14. Provide your opinion for the statements upon buying a product:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I look into what am I getting for the money that I am paying for.					
The product that I am buying should hold on longer even if not handled properly.					

The product should have the highest specifications in terms of competition.					
The product should be compact and easy to handle.					
The product should come in attractive designs and colours.					
The product should be the one everyone has.					
The servicing aspect of the product is most important for me.					

15. “What will be your desired price for such products?  
(Different applications will have different pricing,  
ranging between Rs.4000-Rs.10000)

- Less than Rs. 2000
- 2000-5000
- 5000-8000
- Above 8000
- Price doesn't matter in front of money”

16. In your opinion, which areas would require such products?

	Not Required	Least Required	Required	Highly Required	Mandatory
Household					
Food & Beverages					
Automotive					
Healthcare					
Offices					
Commercial Areas/Shops					
Gyms, Swimming Pools					
Restaurants, Eateries					

17. Please provide your opinion upon the following due to COVID-19:

	Strongly Disagree	Disagree	Neutral (same)	Agree	Strongly Agree
Pay more attention to my health.					
More aware about the happenings in the surroundings.					
Shifted to eating healthy food instead of junk food.					
Consuming food which improve and boost my immunity.					
Use masks and hand sanitizers whenever I get a chance.					

18. “After knowing the usability of the product, will you  
be willing to buy an Ozone Generator for your home?

- Yes
- Maybe
- No”

19. “Has taking this survey been helpful and informative  
for you?

- Yes
- Maybe
- No”