



# COVID-19 AND HYGIENE HABITS: FACTORS INFLUENCING ADHERENCE AND SUSTAINABILITY OF NEWLY ACQUIRED BEHAVIORS. A QUALITATIVE STUDY FROM DELHI, INDIA

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**Theme1: Catalyzing Transformational Change**

**Oral Presentation**

**Research-oriented abstract**



# HABIT CHANGE INFLECTION POINTS



Image source: Google



Image source: Google

Schäfer, M., Jaeger-Erben, M., & Bamberg, S. (2012). Life events as windows of opportunity for changing towards sustainable consumption patterns?. *Journal of Consumer Policy*, 35(1), 65-84.

Dean, J. (2013). *Making habits, breaking habits: How to make changes that stick*. Simon and Schuster.

Olson, C. M. (2005). Tracking food choices across the transition to motherhood. *Journal of Nutrition, Education and Behaviour*, 37, 129–136.

Thøgersen, J. (2009). Seize the opportunity: The importance of timing for breaking commuters' car driving habits. In V. Klein & V. W. Thoresen (Eds.), *Making a difference: Putting consumer citizenship into action* (pp. 87–93).

Hedmark: Høgskolen i Hedmark.



# HABIT CHANGE INFLECTION POINTS

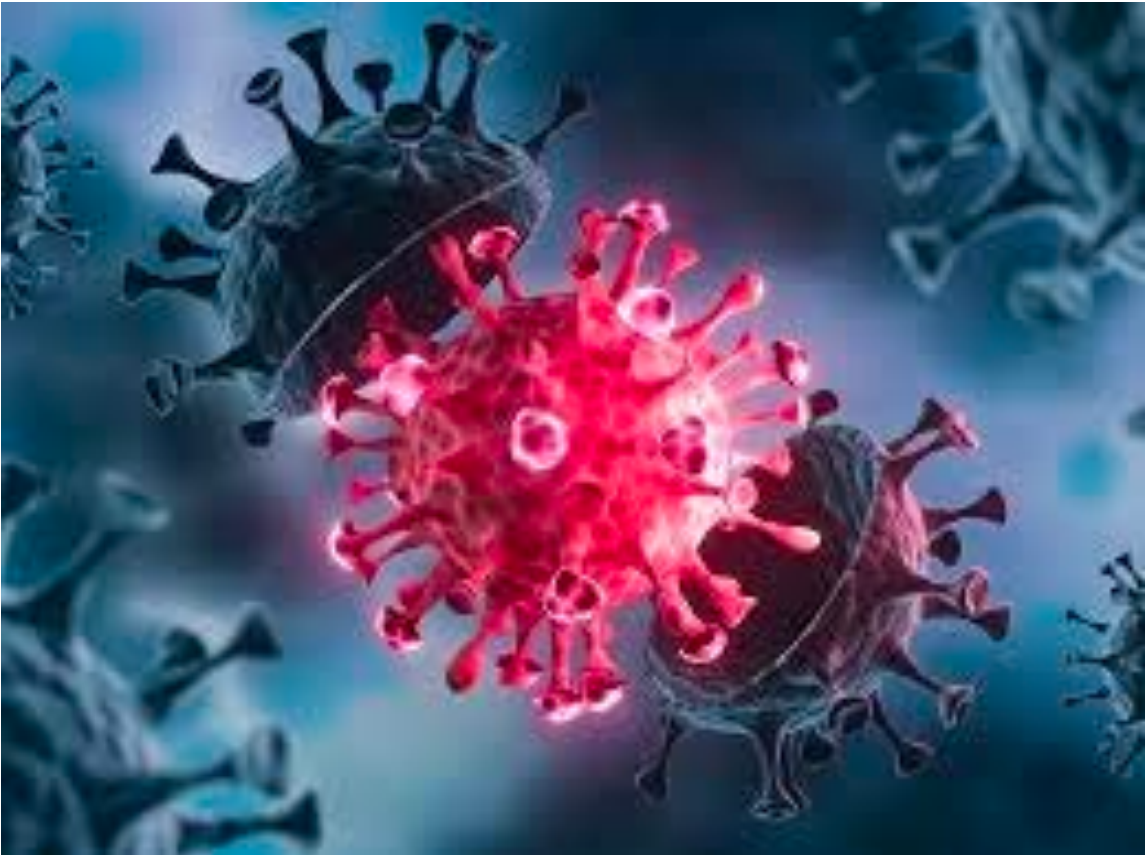


Image source: Google



Image source: Google



# WHY THIS STUDY IS IMPORTANT?

## COVID-19 CRISIS INDUCED HABIT CHANGE

### YEAR 1 (2020)

- To identify the new hygiene behaviors adopted in first wave of Covid-19 pandemic

### YEAR 2 (2021)

- Factors influencing adherence or discontinuation of habits as the second wave hit the nation

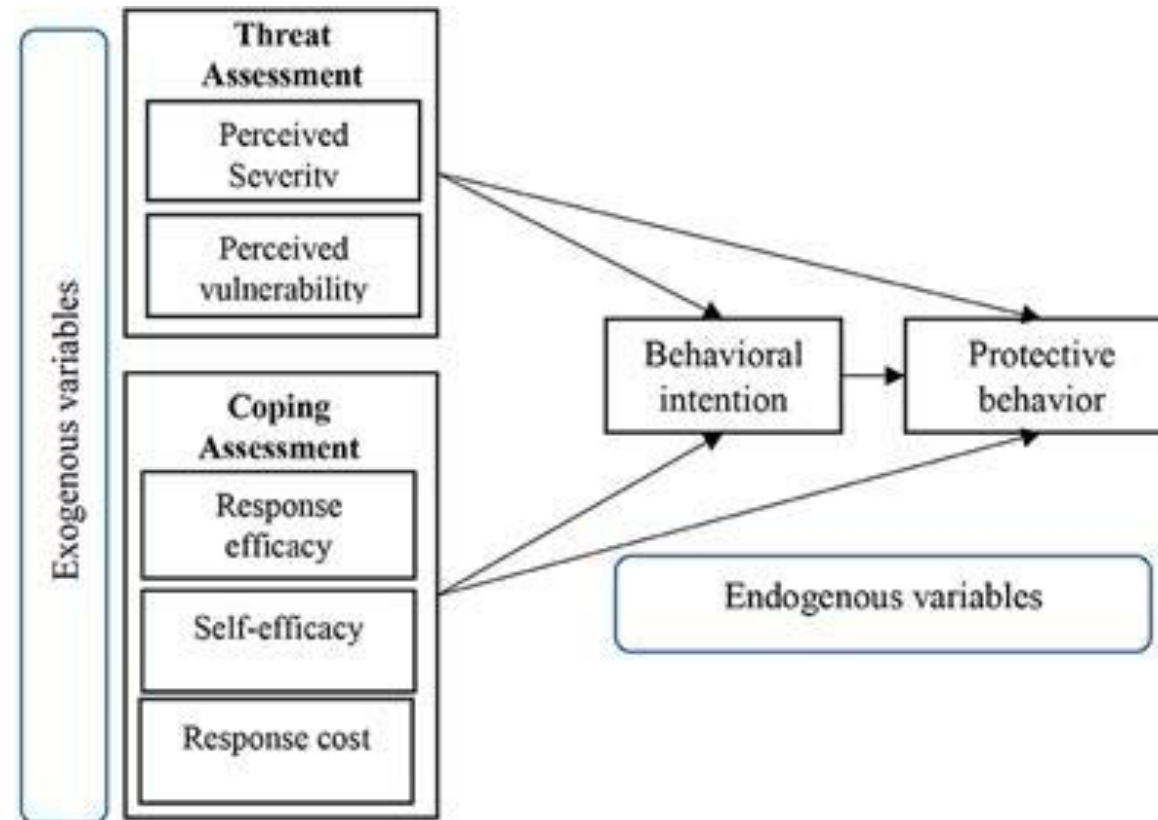
INQUIRY DOMAINS: Covid-19 threat perception, coping strategies, new hygiene behaviors adopted, behaviors that stayed, and those that didn't, self assessed reason for the same.





# STUDY PROTOCOL

1. Longitudinal qualitative study
2. Snowball sampling was used to identify mothers from middle income households from Delhi NCR as respondents for the study.
3. N=48 mothers over 2 rounds
4. In-depth telephonic interviews were conducted over two rounds (May-June, 2020 and April-May, 2021).
5. Protection Motivation Theory (PMT) provided the theoretical framework for this study.





# COVID WAVE1: 2020

## SANITIZING THE SANITIZER

### NOVELTY | UNCERTAINTY | FEAR



Image source: Google

- Covid-19: previously unheard of disease
- New Vocabulary: Contact tracing, pandemic, quarantine
- Unprecedented response: lockdown, inside home, migration
- No cure, evolving protective-preventive guidelines
- News & social media on overdrive



# COVID WAVE1: 2020 PMT framework

## THREAT APPRAISAL

Perceived Severity  
HIGH

Perceived Vulnerability  
HIGH



## COPING APPRAISAL

Response Efficacy  
LOW

Self Efficacy  
LOW

Response Cost  
LOW



HIGH  
BEHAVIORAL  
INTENTIONS



HIGH  
Protective  
Behaviors



# COVID WAVE1: 2020

## SANITIZING THE SANITIZER

### ELABORATE HYGIENE RITUALS

#### ACROSS 3 DIMENSIONS

1. Frequency of cleaning
2. Strength of cleaning agent
3. Segregation

*“You can say I am paranoid...I am always scrubbing and sanitizing everything” ~Mother, 42yrs*

*“We have formed a Whatsapp group in our colony and we keep sharing new ways of cleaning and keeping safe. I learned about the vegetable wash from there only” ~Mother 39yrs*

#### 3 ASPECTS OF HYGIENE

PERSONAL HYGIENE  
(Self & family)

KITCHEN HYGIENE  
(including surfaces)

HOME HYGIENE  
(outside vs. inside)

**Reduce the risk of Coronavirus**

Remain at home for 14 days if you have been in contact with a person suspected/ confirmed with coronavirus disease.

Follow these important precautions if you are under home quarantine

1. Wash your hands frequently with soap and water after sneezing and coughing, touching surfaces, before meals and using toilets
2. Cover your mouth with handkerchief/tissue while coughing and sneezing
3. Avoid touching your eyes, nose and mouth
4. Stay away from elderly or persons with existing diseases like diabetes, hypertension, respiratory or kidney disease
5. Use surgical mask if you develop cough, fever or breathing difficulty
6. Preferably sleep in a separate room or sleep duely maintaining 1 meter distance from others

Self monitor your health and contact a doctor immediately if you have cough, fever or difficulty in breathing

**Stay protected! Stay safe from Coronavirus!**

If you have returned from Coronavirus affected countries or have cough, fever or difficulty in breathing, REPORT IMMEDIATELY

Contact **24X7** Ministry of Health and Family Welfare Helpline **+91-11-23978046**  
ncov2019@gmail.com





# COVID WAVE2: 2021

## WHAT WILL BE, WILL BE

An year of uncertainty took its toll



Image source: Google

### FATIGUE

Information overload + disproportionate burden on women >> finding ways to rationalize reduced action

### COVID EXPOSURE

Unknown becoming familiar family member >> recovery

### VACCINE AVAILABILITY

Hope in a syringe All will be well and back to normal once you get the shot.



# COVID WAVE2: 2021 PMT framework

## THREAT APPRAISAL

Perceived Severity  
MEDIUM

Perceived Vulnerability  
MEDIUM



## COPING APPRAISAL

Response Efficacy  
LOW

Self Efficacy  
HIGH

Response Cost  
MEDIUM



MEDIUM  
Behavioral  
Intentions



MEDIUM-LOW  
Protective  
Behaviors



## LEARNINGS FROM THE STUDY

- Risk perception and protection motivation are dynamic evolving parameters.
- More tailored relevant messaging would be required to bring about a sustainable behavior change.
- Findings from the study would help in designing more effective behavior change communication strategy in future.

## WHAT COULD BE IMPROVED

- The study was limited to one geography
- Increasing sample size and developing a quantitative study from these findings would help in behavioral modelling which in turn could help in developing frameworks for sustaining crisis induced habit change.