

A STUDY ON THE IMPACT OF COVID-19 ON HUMAN BEHAVIOUR

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ABSTRACT

“COVID-19 is an infectious disease caused by a newly discovered coronavirus (WHO REPORT,2020)”. The outbreak of COVID-19 has deep impact on our everyday lives. The virus spreads mainly through nose when infected person comes in the contact with any other person. Almost Every country is affected by this virus. Even, each one of Us is impacted from this whether financially, emotionally etc. On march 11,2020 WHO declared coronavirus as pandemic. In India, to control the virus lockdown is declared so that number of infected can be reduced. Also, not only India, but other countries also ordered lockdown so that position did not worsen than that. during lockdown, everyone is affected in one or the other way. The impact on human beings because of lockdown, not able to fulfil their needs leading them to frustration. The main aim of this paper is to see how human beings are affected through MASLOW'S HIERARCHY OF NEEDS MODEL. The model talks about the human behaviour based on their needs.

Keywords: Covid-19, Lockdown, Human Behaviour, pandemic.

INTRODUCTION

The covid-19 outbreak was set off in December 2019 in Wuhan city of china and can be called the epicentre of this virus (McKibbin, W. J., & Fernando, R. (2020). initially it was seen either in china or being traveller from china. after sometime it rolled out everywhere like air.by the end of the march every country has cases of covid-19.

In India, the first case came in January in Kerala and The affected one had a travel history from Wuhan, China. (**Vasanthi Vara**) . in February 2 cases were reported in Kerala only , both the cases of people who returned from Wuhan , china only (["Kerala Defeats Coronavirus; India's Three COVID-19 Patients Successfully Recover"](#)) (["Update on COVID-19: two more positive cases reported"](#))["Update on COVID-19: two more positive cases reported"](#)) . After February it started rising on a bigger scale till now it is on a rising scale.

To fight against this battle, many countries declared lockdown. More than 160 countries ordered lockdown to save lives of people. India also ordered lockdown in order to reduce the number of people each confirmed case infects.

Lockdown has begun to impact our lives in some or the other way. The impact on our behaviour will be on a scale never seen before in lockdown. To see the change in behaviour of human beings during lockdown is observed through a model in this paper. The main focus of this study is to see how everyone is affected in respect to their needs and draw a conclusion from that.

OBJECTIVES OF THE STUDY

1. Glimpse of COVID-19 Pandemic
2. To study the impact of COVID-19 on human behaviour through MASLOW'S HIERARCHY OF NEEDS MODEL.

To attain the above-mentioned objectives, the study is divided into two parts for the convenience. The first part talks about the insights of COVID -19 Pandemic and the second part talks about impact of COVID-19 on human behaviour through MASLOW'S HIERARCHY OF NEEDS MODEL.

I. COVID-19 PANDEMIC

The COVID-19 was caused by the 'SARS-CoV-2 virus' (McKibbin, W. J., & Fernando, R. (2020)). The Covid-19 mainly spread when an infected comes in contact with the other people. The symptoms that are common to every second person and how we can prevent, also the treatment is discussed here on the basis of WHO REPORT,2020

- Common Symptoms observed are – (“WHO REPORT ,2020”)

- i. fever
- ii. dry cough
- iii. tiredness

- Prevention (“WHO REPORT ,2020”)

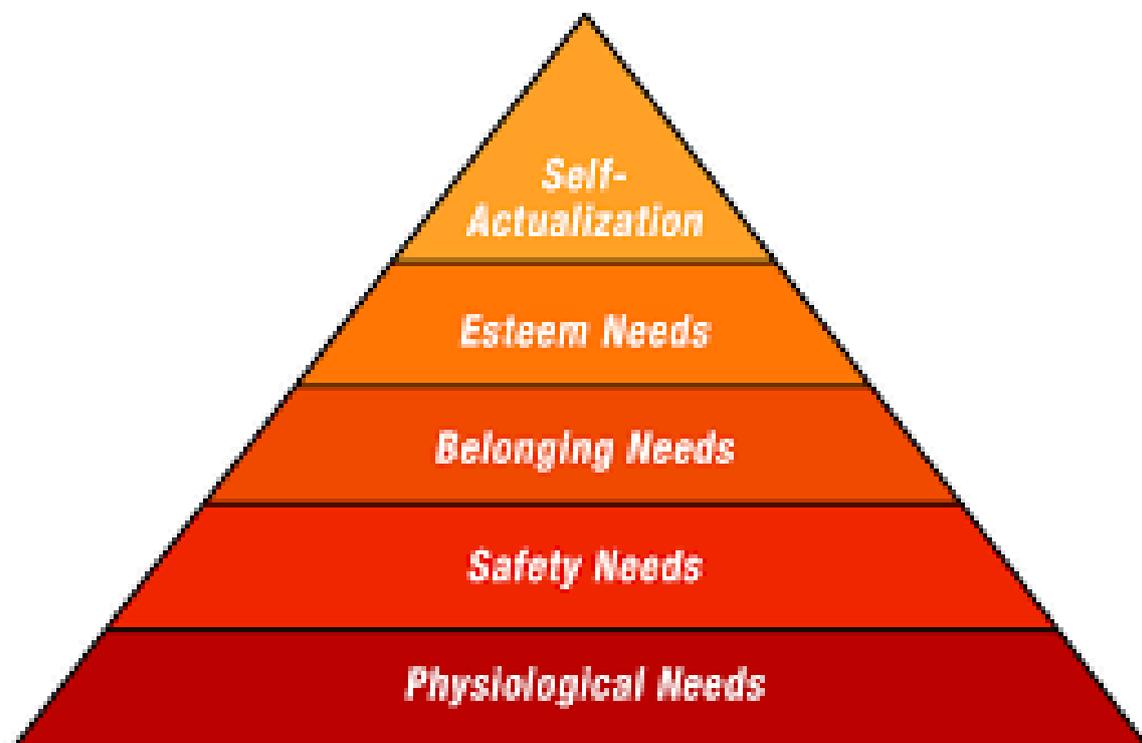
1. Wash our hands often
2. Maintain distance from anyone who is coughing or sneezing.
3. Avoid touching face with unwashed hands
4. The most important stay indoors.

- Treatment (“WHO REPORT ,2020”)

At present, there are no such vaccines or treatments for COVID-19.

II. THE IMPACT OF COVID-19 ON HUMAN BEHAVIOUR THROUGH MASLOW'S HIERARCHY OF NEEDS MODEL

To see the impact of COVID-19 on human behaviour, MASLOW'S HIERARCHY OF NEEDS MODEL is used in the study. This model explains how human beings are exasperated not able to fulfil their needs.



The above pyramid is the MASLOW'S HIERARCHY OF NEEDS MODEL .This model starts from fulfilling basic needs then going to upper level which is safety needs, once safety needs are met then the person moves to the next level i.e. belonging needs after that esteem needs come and finally self-actualization needs comes in the picture.

Physiological Needs

The needs which are essential for anyone's survival. these needs are the lowest of MASLOW'S HIERARCHY OF NEEDS MODEL

1. "Food" (Kendra Cherry)
2. "Water" (Kendra Cherry)

Safety Needs

The second one in MASLOW'S HIERARCHY OF NEEDS MODEL is safety or security needs which relate to a person need to feel safe and secure in their surroundings.

1. "Financial security" (Kendra Cherry)
2. "Safety against accidents and injury" (Kendra Cherry)

Social Needs

The third level in MASLOW'S HIERARCHY OF NEEDS MODEL are love and belongings needs. this level of needs outlines interaction and the love for friendship, family and others.

1. "Friendships" (Kendra Cherry)
2. "Family" (Kendra Cherry)

Esteem Needs

The fourth level in MASLOW'S HIERARCHY OF NEEDS MODEL is to gain status., feel respected and gain recognition.

1. "respect and appreciation of others" (Kendra Cherry)
2. "feelings of accomplishment" (Kendra Cherry)

Self-Actualization Needs

The last and the final level MASLOW'S HIERARCHY OF NEEDS MODEL is self-actualisation needs. This relates to people ultimate goal or what's the person desire in his or her life.

1. "the full use and exploitation of talents, capabilities, potentialities" (Kendra Cherry)

So, the above model is taken into consideration for studying behaviour of human beings during lockdown.

❖ **Starting from the bottom of the pyramid and also the basic needs in the hierarchy -food, water, sleep, and warmth.** ("Braja Depon Roy,2020");

During lockdown, all those people who are not able to fulfil this need, lockdown is adding to the chaos in their life. Those may be daily wage workers or don't have much savings to even fulfil their basic needs.

❖ **Once the physiological needs are met, safety needs become important. at this point of hierarchy people look for safety and security to protect themselves.** ("Braja Depon Roy,2020");

During lockdown, People have fear about losing jobs. In this current scenario, they may not have that safety and security due to financial crises or coronavirus. They may think they that they may lost their jobs.

- ❖ **After comes in the MASLOW'S HIERARCHY OF NEEDS MODEL the need of being loved and accepted. ("Braja Deepon Roy,2020")**;

People who are not able to fulfil this need may feel frustrated because they cannot meet anyone due to lockdown and coronavirus which ultimate leads to stress, anxiety and depression.

- ❖ **The fourth one in the MASLOW'S HIERARCHY OF NEEDS MODEL is esteem needs. It can be classified as -Esteem for oneself and Esteem from others ("Braja Deepon Roy,2020")**;

The economic impact of the pandemic, in particular, of the 'breadwinner' of the household to provide for their family is surely set to damage men and women's need for significance, particularly if women have a reduced status at home than they do at work.

- ❖ **Now finally comes the highest level of need i.e. self-fulfilment – when one finally accomplishes what he desires ("Braja Deepon Roy,2020")**;

Many top personalities in different fields who are actively working to the zenith can experience a void in their life if this is not fulfilled.

The best way to overcome this battle is to divert your mind and get involved in different activities.

CONCLUSION

The above study is based on the online sources and it can be concluded that different people have different problems according to their requirements. Though this study talks about human behaviour BUT people are affected financially also. The simplest and the best way to get rid of this is to keep your behaviour consistent with the needs and personal values.

Also, further study can be conducted to see how different sectors like transportation sector, airlines sector, IT sector, grocery consumer sector ETC are impacted from covid-19 and how they can overcome this PANDEMIC and the opportunities for them in the future and how can they plan for that.

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