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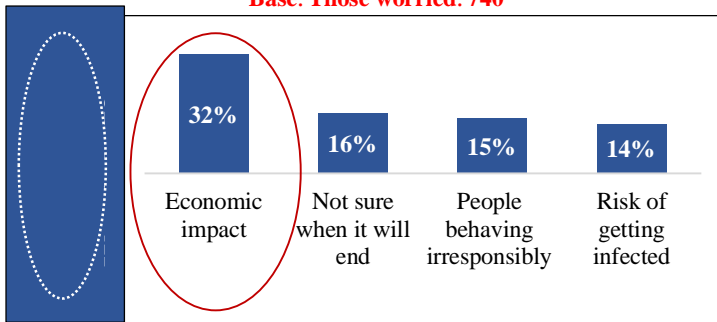
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Not the virus but economic crisis is the biggest source of worry under lockdown

After about 2 months of lockdown, India has now entered into lockdown 4.0. Yet the country is standing firm against this unprecedented COVID-19 pandemic. At this point it would be interesting to see how people actually feel deep within:

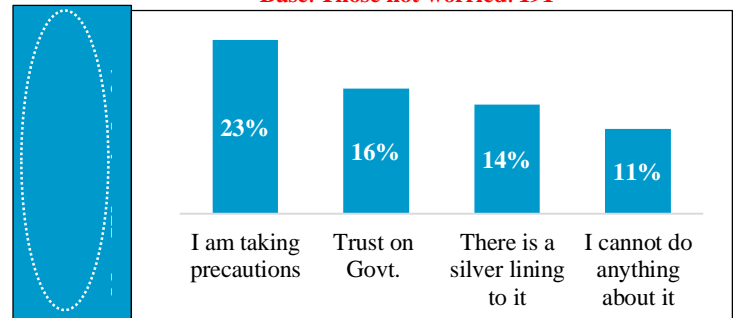
Q. Why are you worried?

Base: Those worried: 740



Q. Why are you not worried?

Base: Those not worried: 191



A PAN-India online study conducted by [Centre for Marketing in Emerging Economies \(CMEE\)](#) at IIM Lucknow on '**Understanding public sentiment during lockdown**' reveals that majority (**79%**) of people are **worried** and surrounded by feelings of **Fear** (40%) and **Sadness** (22%). The participants of this study covered 23 states and 104 cities in India across metros, tier 1 and tier 2 cities. The study not only captures **how** people feel but also **why** they feel that way.

Q. Out of the 6 basic feelings and emotions, which one are you feeling the most these days?

Base : 931



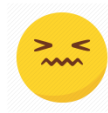
Fear (40%)



Sad (22%)



Happy (13%)



Disgust (11%)



Surprised (9%)



Angry (5%)

Interestingly, the major reason for worry is **not the risk of getting infected** but the economic impact it is likely to cause in the near future. The single largest reason for worry voiced related to the economic impact of the lockdown following by the uncertainty around how long this will last. Worry of getting infected was not actually their biggest worry!

A 46-year-old female professor residing in Delhi says, *“This is not just a health emergency but an economic one as well. It will have a huge impact on all industries and affect the livelihood of billions. It is leading to unemployment and loss of business for a large majority. It is also going to affect the education system and children are losing their play and study hours”*

Another 22 year old male student from Jabalpur agrees, *“It is actually impacting the economy and our future in the corporate sector. We are worried about our future as this pandemic could setback our chances by at least a few years. The mismanagement in the present and as well as in future can severely impact the career of several deserving candidates”*

A 48 year old male working professional from Noida says, *“The absence of economic activities will put pressure on the workforce, there would be job loss, no upward correction of income but prices will continue to grow”*

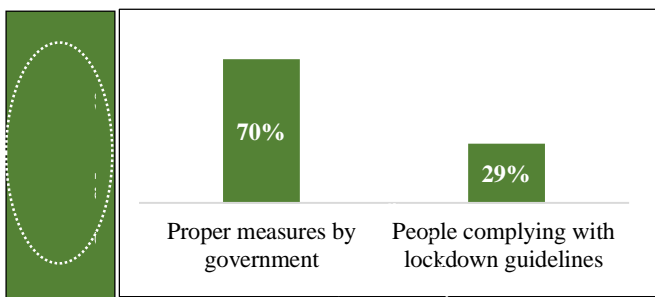
Another worried 33 year old male working professional from Delhi says, *“The worry is largely around how much this will derail our economy. Indian economy was emerging out of a cyclical period where growth has been falling on account of some reforms”*

Despite worries, majority (**60%**) of people are **confident about India’s ability to curb the spread of pandemic**. Measures by the government like lockdown, social distancing, and contract tracing seem to give people confidence.

A 50 year old software professional from Mumbai says *“Due to the unprecedented lock down measures taken by the central and state governments, we should be able to come out of this better than many other countries.”*

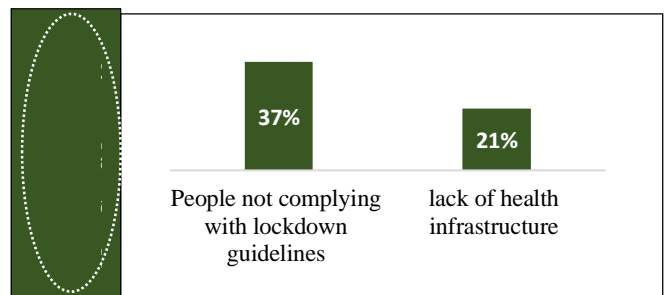
Q. Why do you feel confident about India being able to combat this pandemic?

Base: Those confident: 545



Q. Why do you not feel confident about India being able to combat this pandemic?

Base: Those not confident: 386



Another 35 years old working professional from Chennai says, *“Majority of the people are following the lockdown measures, they are frustrated and depressed but trying to support the government in this apocalyptic situation”*

A sizeable chunk **(40%) do not feel confident** as they believe that compliance of the public with the government guidelines remains an issue and also the country’s preparedness of the health infrastructure, if the virus were to spread.

A 33-year-old, working professional of Mumbai says *“People do not understand the gravity of the situation. I can easily see people roaming around. Social distancing is not being followed. Even after the announcement of national lockdown migrants are moving from one place to another putting everybody at risk, even though the intention of the government was good”*

Another furious 40 year old working professional of Delhi says, *“There is sheer callousness by the people in maintaining the basic precautions necessary to fight the disease”*

A male self employed senior citizen from Chennai says, *“Situation across the world is bad. We don’t know when it will be free from this crisis, still people are not understanding and creating confusion. Press also is not doing their job properly. Politicians are using this situation for popularizing themselves. People wandering in the streets. Being a democratic country, we are suffering as political parties are not able to take strict action against offenders”*

It seems that the government has been able to provide and enforce the guidelines to safeguard from the disease but yet to address the inner worries which relate more to the exit policy of this lockdown and the economic fallout it beholds. Now we have to see if the recent financial package announced by the government addresses their worry!

This research study was conducted by Prof.Satyabhusan Dash & Mr.Avinash Jain (IIM Lucknow) in association with Ms. Ashu Sabharwal & Ankita Singh (Qualisys research & consulting) and Mr.Mohankrishnan (Former VP, Kantar).

About the study

The study was conducted online in English with about 931 respondents across various social media platforms like Facebook, LinkedIn etc., Snowballing sampling methods were used to cover a fairly representative sample across India and covered the Lockdown 1.0 & 2.0 period (March 25th to May 3rd). Given the nature of these platforms, the survey has a skew predominantly towards male (62%) vs. female (38%), higher education (63% Post-Graduation & over) and upper income participants with 40% over 10 lacs annual income. The participants of this study covered 23 states and 104 cities in India across metros, tier 1 and tier 2 cities.

ABOUT CMEE

The Centre for Marketing in Emerging Economies (CMEE) at IIM Lucknow aims to be a globally recognized centre of excellence for pursuing original research and imparting quality education in the area of marketing, with a specific mandate to contribute towards better understanding of emerging economy markets and challenges therein for marketing practitioners. Apart from conducting advanced research and running continuous education programs, the center also acts as a platform for academicians and practitioners in selected emerging geographies to collaborate with each other effectively. For detail activities of CMEE please visit – www.iimlcmee.org

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