



Human Behaviour and Lifestyle affected during COVID19 Crises and Lockdown: Factor Analysis

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Abstract: COVID 19 pandemic led down more than 213 countries across globe. People faced terrific changes in their lifestyle during Lockdown, thereby affecting their behavior towards objects, living being and organizations positively as well as negatively. COVID 19 crises offered an opportunity to explore human behaviour and analyze the factors affecting thy behaviour and lifestyle during pandemic and lockdown. The study is conducted in Madhya Pradesh (one of the 11 states in India that witnessed Lockdown 5.0). Data is collected from 313 respondents including students, business owners, service class employees and other professionals. The prime step to analyze variance and thereby group similar statements into factor is done by Principal Component Analysis followed by Varimax rotation. The KMO Value of 0.862 indicates the sampling is adequate and data is appropriate for Factor Analysis. Eight factors are identified namely: self introspection, care ethics, quality time, Stress during Lockdown, organisational citizenship behaviour, essence of tech support, career advancement, work life balance. Factors identified prove that the pandemic led people to know thyself, respect individual's emotion, learn to survive in scarce resources and improve work life balance along with being more tech savvy and multi-tasking resulting in adapting to new learning's and restructuring easily.

Keywords: Human behaviour, Lifestyle, COVID 19 crises, Lockdown, Organisation citizenship behaviour, Self introspection, Care ethics,
