

A STUDY ON
“IMPACT OF LOCKDOWN DUE TO COVID19 ON RETAIL
SHOP WITH SPECIAL REFERENCE TO DISPUR AREA”



DISSERTATION
SUBMITTED TO THE DEPARTMENT OF COMMERCE, GAUHATI
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IN THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR
THE DEGREE
OF MASTER DEGREE OF COMMERCE



SUBMITTED BY:
BIPIN KUMAR YADAV
G.U Reg. No. : 099785 OF 2015-2016
G.U Roll No- PC 191-020-0072
M.COM 3rd SEMESTER
SESSION-2021

UNDER THE SUPERVISION OF
DR. CHANDANA GOSWAMI
ASSISTANT PROFESSOR
DEPARTMENT OF MATHEMATICS AND STATISTICS
K.C DAS COMMERCE COLLEGE
CATRIBARI, GUWAHATI-781008

CERTIFICATE

This is to certify that the Project Report entitled “**IMPACT OF LOCKDOWN DUE TO COVID19 ON RETAIL SHOP WITH SPECIAL REFERANCE TO DISPUR AREA**” is Submitted to the Gauhati University in partial fulfillment of the requirement for the award of the degree of Master of Commerce (Accounting & finance) is a record of original project work done by Mr. BIPIN KUMAR YADAV (Regd.No - 099785) in the Department of commerce in Gauhati University , Under my supervision and guidance and that the project has not formed the basis degree/diploma/fellowship or any other similar tittles & its represent an independent work done by the candidate

Date:

Place : Guwahati

(Dr. Chandana Goswami)
Assistant Professor
Department of Mathematics &
Statistics
K.C Das Commerce College
(Guide and Supervisor)

DECLARATION

I hereby declare that the project entitled “**IMPACT OF LOCKDOWN DUE TO COVID19 ON RETAIL SHOP WITH SPECIAL REFERANCE TO DISPUR AREA**” Submitted to the Gauhati University in partial fulfilment of the award of the “Master of Commerce (Accounting & Finance)” is a record of original project work done by me in the guidance of **Dr. Chandana Goswami** and that the project has not formed the basis before any degree/diploma/fellowship or any other similar titles

Bipin Kumar yadav

M.com 3rd semester

Date:

G.U Exam Roll No- PC-191-020-0072

Place: Guwahati

G.U Regd. No: 099785 of 2015-16

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It gives me immense pleasure to present this project report on impact of lockdown due to Covid19 on retail Shop with special reference to Dispur Area in partial fulfilment of post graduate course M.COM (Accounting and Finance) of K.C Das Commerce College.

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Lastly I would like to thank my parents, friends, and well- wishers who encouraged me to do this research work and all those who contributed directly or indirectly in completing this project to whom I am obligated to.

Date:

Place: Guwahati

Bipin Kumar yadav

M.com 3rd semester

G.U Exam Roll No- PC-191-020-
0072

G.U Regd. No: 099785 of 2015-16

PREFACE

Research is an important part of human life. Research helps the students to acquire knowledge through objective and systematic method of finding solution to a problem and sometimes refreshes the minds of the students. Research Inductive scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

The present research work is conducted on the topic entitled, "Impact of lockdown due to Covid19 on retail shop with special reference to Dispur area". This will help to gather knowledge and understand the problem and facts face by the retail shop owners.

I would like to offer my gratitude to Gauhati University for including dissertation paper in our syllabus. This work has given a preliminary knowledge about the research work, which will be immense help in the future for the carrying on further research work properly.

(Bipin Kumar yadav)

M.com 3rd semester

G.U Exam Roll No- PC-191-020-0072

G.U Regd. No: 099785 of 2015-16

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Pandemics are not exactly a novel phenomenon strictly related to the current modern societies as they were recorded since ancient times. Each pandemic triggered major changes in economics, regional and global policies, social behaviour, and citizens' mentalities as well. The most significant changes (which have been preserved over the medium term and long term) have been those institutionalized. By contrast, the changes which were least preserved are related to mentalities and social behaviour as the institutionalized modifications, through public policies, were not sufficiently coupled and consolidated with the psychosocial changes. Like any other pandemics, COVID-19 has caused significant changes on all levels of contemporary society. All states; continents; regions; urban and rural communities; families; and ultimately, thinking and lifestyle of each individual have been impacted by the pandemic, and we may never return to the normality previously experienced before COVID-19. At the same time, each pandemic in recorded history had immediate effects on the primary reactions of the social human, because they affected directly health, financial security, and life quality and food security. For instance, when cholera or the Spanish flu hit, the economic balance and food supply systems broke and caused famine as an immediate effect. The COVID-19 pandemic has largely fit the same profile, although there are specific differences. This time there have not been major negative effects on retail industry as recorded, except for the underdeveloped and developing countries. Meanwhile, developed economies have also faced serious problems in terms of Economy. Inherently, there were individual problems, especially in the case of quarantined people with low and very low income.

1.1 OBJECTIVE OF THE STUDY

- To study the impact of lockdown due to corona virus on retail shop
- To study the various challenges faced by the retail shop owners during lockdown period
- To give Suggestions

1.3 Review of literature

As Covid19 pandemic and lockdown has created many problem to the society but also give use the awareness about the hygiene ,cleanliness and to build a good immune system of our body the primary focus of this literature was about to find the facts and information and problem faced by people that time . Here are some researches done by different researcher

- **Impacts of lockdown following COVID-19 on the gaming behaviour of college students (2020)** examine and investigate assess the gaming behaviour of college students during the lockdown following COVID-19. And the Data were collected from a cohort of students that constituted the sampling frame of an ongoing project. A total of 393 college students were enrolled. All the eligible students were subsequently contacted through E-mail and WhatsApp messenger and invited to share the details. And found that about half (50.8%) of the participants reported that their gaming behaviour had increased, whereas 14.6% reported a decrease in their gaming during the lockdown period.
- **Impact of lockdown in COVID 19 on glycemic control in patients with type 1 Diabetes Mellitus (2020)** examine and investigate lockdown impact on patients with Type 1 Diabetes Mellitus requiring regular medications and follow up and change in there eating and regular activity.
- **Impact of corona virus imposed lockdown on Indian population and their habits (2020)** Examine and explain study the change in their habits during the period of lockdown and found that. Lockdown situation have changed habits and way of living of given population results of responses about work from home 55% participants are working from home since lockdown condition implementation. Since lockdown 40 % of participants agreed to use more internet data on official work and 31% of participants use internet data more than usual to access social media since lockdown.
- **The impact of the corona virus Lockdown on mental health (2020)** examine and explain the negatively reviewing various articles related to mental-health aspects of children and adolescents impacted by COVID-19 pandemic for which the lockdown was imposed nation wise Although the rate of COVID-19 infection among young children and adolescents is low, the stress confronted by them poses their condition as highly vulnerable. Many cross-sectional studies have been conducted to analyze the impact of COVID-19 and lock down on children and youth. The results of these studies show that the nature and extent of this impact depend on several vulnerability factors such as the developmental age, educational status, pre-existing mental health condition, being economically underprivileged or being quarantined due to infection /fear of infection. Studies show that young children show more clinginess, disturbed sleep, nightmares, poor appetite, inattentiveness, and significant separation problems.

- **Covid-19 pandemic and lockdown impact on India's banking sector examine (2020)** examine and explain the banking sector problem face during the lockdown period and subsequence face by the common people in channelling the funds and withdrawing from the bank and found the deposit of money become low to compare to other days. And other such facts have been found in the research.

1.4 SIGNIFICANCE OF THE STUDY

Every research project must have some relevance or importance. It must have some solution to social issue.

The corona virus (COVID19) has negatively effect on our retail sector. As prime minister of India Mr. Narendra Modi had announced lockdown for 21 days on 24th march 2020 and extended till August 2020 for maintaining social distancing between the people to stop spreading of Corona Virus (COVID19) and to reduce physical contact between the people. The Research will highlight the impact of lockdown over retail shop and the problems faced by the owners of the retail shop during the lockdown period

Overall the research will try to provide the facts and information about the retail shop and will try to give some suggestion regarding the problems faced by the retail shop owners during the lockdown period

1.5 LIMITATION OF THE STUDY

A variety of limitation cropped up for the studying this particular project. The sample size taken for this project was very low to due to COVID19 protocol and limited time period for project preparation and other constraints

On the other hand non respondent as well as improper respondents of certain respondents while collecting data, non- availability of sufficient data, unavailable of literature. Apart from that, due to lack of knowledge in statistics, inappropriate use statistical tools by the researcher is also taken as limitations in this project

1.6 PERIODICITY OF THE STUDY

This field work was done by the researcher with in very limited of time .Data are collected during from the period of 1st December 2020 to 14th February 2021. Overall project report was complete within 3 month

1.7 RESEARCH METHODOLOGY

This chapter presents the research approach used in this study, research design, sample selection methods, data collection methods, and data analysis method. At the end of this methodology part of validity and reliability issues will be discussed to follow the quality standard of the research. Research methodology is a way to systematically solve the research problem which includes research methods and the logic behind it. It may be understood as a science of studying how research is done systematically. It is important for researchers to know not only the research methods but also the methodology. Research is a systematic process of collecting and analyzing data in order to increase our understanding of the phenomenon about which we are concerned or interested. It is a depth search for knowledge. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. The procedures by which researchers do their work of describing, explaining and predicting phenomena are called methodology.

1.7.1 Research Design

Research design is concerned about the mechanism as to how the research is to be conducted. It means a process by which the researcher will be in the position to understand the structure of the research and the various steps to be taken in the process of the research. It includes survey and fact-finding enquiry. The research adopted in this study is of a descriptive nature.

1.7.2 Respondents

The main target respondent is a person that is in the range of age between 21 and 60, living in Guwahati and having a retail shop in the Dispur area.

1.7.3 Questionnaire

Questionnaire of the research work is very important and it is the critical part of the primary data collection method. For this researcher will prepare a questionnaire in such a way that it will

be able to collect all relevant information regarding the project. The questionnaire was designed using various scaling techniques.

The questionnaire is directly given to the respondents to collect the information.

1.7.4 Source of data

For the present research work, data has been collected both primary and secondary sources. The primary data has been collected through questionnaire and discussion with the owners of the Retail shops. And while the secondary sources mainly consist of data and information collected from the various research papers websites and internet.

1.7.5 Population of the study

In this research work the population is various kinds Types of retail shops in the Dispur area of Guwahati.

1.7.6 Sampling Unit

In this research work the sampling unit is the Owner of the retail shops.

1.7.7 Sampling Technique

For the completion of the research study, the researcher has chosen the Convenient sampling technique of Non probability or non random sampling. Under this study from the entire Dispur city research has been done in some specific areas according to the convenience of the researcher.

1.7.8 Sampling Size

In this research work the sample size is 50

1.7.9 Statistical Tools

Data collected is classified and tabulated with the help of tables. Diagrammatic representation of data is done with the help of Vertical column chart, Bar diagram and Pie chart. Sampling percentage analysis is done by dividing the number of respondents by the total number of respondents and multiplying it by hundred.

CHAPTER 2

COVID 19 (OVERVEIW)

2.1 CORONA VIRUS (COVID19)

Corona virus disease 2019 (COVID-19) is a contagious disease caused by severe acute respiratory syndrome corona virus 2 (SARS-CoV-2). The first case was identified in Wuhan, China, in December 2019. The disease has since spread worldwide, leading to an ongoing pandemic.

Symptoms of COVID-19 are variable, but often include fever, cough, fatigue, breathing difficulties, and loss of smell and taste. Symptoms begin one to fourteen days after exposure to the virus. Of those people who develop noticeable symptoms, most (81%) develop mild to moderate symptoms (up to mild pneumonia), while 14% develop severe symptoms (dyspnea, hypoxia, or more than 50% lung involvement on imaging), and 5% suffer critical symptoms (respiratory failure, shock, or multiorgan dysfunction). At least a third of the people who are infected with the virus remain asymptomatic and do not develop noticeable symptoms at any point in time, but they still can spread the disease. Some people continue to experience a range of effects—known as long COVID—for months after recovery, and damage to organs has been observed. Multi-year studies are underway to further investigate the long-term effects of the disease.

The virus that causes COVID-19 spreads mainly when an infected person is in close contact with another person. Small droplets and aerosols containing the virus can spread from an infected person's nose and mouth as they breathe, cough, sneeze, sing, or speak. Other people are infected if the virus gets into their mouth, nose or eyes. The virus may also spread via contaminated surfaces, although this is not thought to be the main route of transmission. The exact route of transmission is rarely proven conclusively, but infection mainly happens when people are near each other for long enough. People who are infected can transmit the virus to another person up to two days before they themselves show symptoms, as can people who do not experience symptoms. People remain infectious for up to ten days after the onset of symptoms in moderate cases and up to 20 days in severe cases. Several testing methods have been developed to diagnose the disease. The standard diagnostic method is by detection of the virus' nucleic acid by real-time reverse transcription polymerase chain reaction (rRT-PCR), transcription-mediated amplification (TMA), or by loop-mediated isothermal amplification from a nasopharyngeal swab.

Preventive measures include physical or social distancing, quarantining, and ventilation of indoor spaces, covering coughs and sneezes, hand washing, and keeping unwashed hands away from the face. The use of face masks or coverings has been recommended in public settings to minimise the risk of transmissions. Several vaccines have been developed and several countries have initiated mass vaccination campaigns.

2.2 CORONA VIRUS (COVID19) IN ASSAM

The first case of the COVID-19 pandemic in the Indian state of Assam was reported on 31 March 2020. As of 26 February 2021, the Government of Assam has confirmed a total of 89,468 positive cases of COVID-19 including 67,641 recoveries, three migrations and 234 deaths in the state. The state's as well as northeast's largest city, Guwahati, has been worst affected by corona virus and the first case of the COVID-19 pandemic of Guwahati city was reported on 4th April 2020

2.3 LOCKDOWN

On 24 March 2020, the Government of India under Prime Minister Narendra Modi ordered a nationwide lockdown for 21 days, limiting movement of the entire 1.38 billion or 138 Crore population of India as a preventive measure against the COVID-19 pandemic in India. It was ordered after a 14-hour voluntary public curfew on 22 March, followed by enforcement of a series of regulations in the country's COVID-19 affected regions. The lockdown was placed when the number of confirmed positive corona virus cases in India was approximately 500. Observers stated that the lockdown had slowed the growth rate of the pandemic by 6 April to a rate of doubling every six days,¹and by 18 April, to a rate of doubling every eight days.¹As the end of the first lockdown period approached, state governments and other advisory committees recommended extending the lockdown

The COVID-19 pandemic has taken a sharp economic toll on the retail industry worldwide as many retailers and shopping centers were forced to shut down for months due to mandated stay-at-home orders. As a result of these closures, online retailers received a major boost in sales as customers looked for alternative ways to shop and the effects of the retail apocalypse were exacerbated. The crisis that the world is facing right now has left several industries in a difficult situation, especially the retail segment which majorly relies on imports. Supply chain remains a rising concern for majority companies doing business in Guwahati, dragging them in a critical state. For many businesses in the retail sector, the trouble began as early as March 2020 when situation started to get worse in India. The corona virus outbreak in Guwahati has thrown the entire supply chain out of order and companies are grappling to meet the demand and fulfill their committed orders.

2.4 SCENARIO DURING LOCKDOWN

Covid-19 has been humanity's biggest disruptor of life and businesses. The corona virus pandemic has taken the whole world by storm. While people are caught up in the fear of contracting the virus, the nationwide lockdown, announced by Prime Minister Narendra Modi on March 24, led to severe disruptions and widespread confusion among people. In between this lockdown, consumer behavior in India and across the world also changed rapidly over the course of the crisis. While the lockdown resulted in panic buying and people are hoarding essential items such as rice, wheat, packaged food, home care products, etc. In different platforms are considered like unorganized retailers, organized retailers, and online retailers.

2.5 RETAIL SHOP

A retailer or retail store is a business enterprise whose primary source of selling comes from retailing. Retailing includes all the activities involved in selling of goods or services directly to final consumer for personal, non-business use. The retail industry secures the fifth position as an industry and is the second largest employer after agriculture, providing bright and exciting job opportunities in India. Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most of the daily use products from small shops in our neighborhoods or a nearby market. Generally, the shopkeepers sell goods—either individually as a sole proprietor or with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has come up, which also provide the same products. Today, supermarkets, departmental stores, hypermarkets, malls and non-store retailing like multilevel marketing and telemarketing, have replaced or co-exist, transacting with the traditional retail businesspersons, such as hawkers, grocers and vendors, etc. There are various levels at which retail businesses operate—ranging from small, owner operated and independent shops to those in the national and international market. An increase in income levels and the need for new products and services, a rise in standard of living, competition in the market and increasing consumption patterns of customers have contributed to the demand for creation of these type of stores

2.6 TYPES OF RETAIL SHOPS

When the marketing era began, companies started realizing that they could attract customers with differentiated offers. One such industry where differentiation was sought at the store level was Retail. Just like we have seen the rise of E-commerce, Retailing was similarly rising rapidly back in the 80's and 90's and it is still rising in the developing and underdeveloped nations of the world. Retailing has huge costs associated with it but the margins and turnover is high too. The different types of retail shop-

- **Speciality Store** - A speciality store is one which focuses on one or two specific categories. They have a very narrow product line. However, the advantage of a speciality store is that you will find many things in that store related to that speciality which you might not find on the open market.
- **Department store** - Department stores are generally located within malls and they may not have their own independent stores. Department stores have a lot of products under their roof. They will sell clothing, men's and women's accessories, children's toys, home furnishings and many different things. They generally have separate sections for separate categories. However, the number of categories is not exhaustive. These stores might not deal in as many categories as Supermarkets or hypermarkets. They will not sell FMCG items like Soap or shampoo. Even if they sell that, they will limit the categories by some other means.
- **Super Markets** - They are known to be vast marketplaces with a wide variety of categories available. Most of these categories deal in the residential market segment by dealing in a lot of food varieties, necessary and useful products, groceries, bakery products, laundry, etc. More than consumer durables, these types of supermarkets focus on the FMCG products. Many customers in the supermarket are looking to refill their home inventory and the best place to do that is the supermarket because you can fill up with a lot of stuff in very less time. Product assortment is a speciality of supermarkets because the products need to be displayed in such a manner that the customer gets attracted to them and they sell faster.
- **Convenience stores** - A store in your locality which provides the most basic material to you in a timely manner and which is available to you for all basic needs is a convenience store. These are small stores which do not have too

many categories or too much depth in their product line. They will have 2-3 types of each product and the volume too will be lesser. Nonetheless, they are almost anywhere and in any country that you go too.

- **Discount Stores** - Ever heard of the words “Every day low prices”. If you have not, that is the tagline which Walmart used to great effect to sell off its wares and to become one of the leading retail stores in the market. Walmart can be categorized in two different kinds of retail stores – The Supermarkets or Discount stores. However, due to its pattern of discounting and attracting customers on the basis of discounts, it is more apt to place Walmart as a Discount store.
- **Super Stores or Hyper Markets** - Superstores are retail stores which are huge in size and have many different categories under their belt. Think of a Superstore having everything under its roof – all the products that you can buy as a “residential consumer”. These retail stores are not found in malls. Rather they are malls by themselves.
- **E-commerce Stores** - E-commerce is the future of retail. If you don’t get a product anywhere offline, you will definitely find it online because the sellers from all across the country sell products online and there is even an option to import the product from another country. This reduces the cost of [distribution](#) of product and increases the total number of products available to the end customers.

2.7 RETAIL SHOP IN INDIA

Retailing is the sales of goods and services to the ultimate customers for personal, family, society, household use. It is the final stage in distribution channel of the goods and services

In India retail is exist through two main way –

1. **Small Retail shop**
2. **Shopping Malls**

More than 12 million outlets are existing in our country. it contributes 14-15% GDP to Indian economy. The Indian retail is estimated to be US \$500 Billion & one of the top retail markets in the world by economic value. it is the second large employer after agriculture and 12 million people engage in retail shop.

SMALL RETAIL SHOP

These shops are divided on the basis of their functioning. They are-

Traditional Retail – More than 93% of the total retail revenue are come from traditional shop .these store are known as “kirana Stores” or “Mom & Pop “store. They are situating in the residential area & deal with to day to day goods and services. These stores are run by the owner himself/herself or by the his/her family members.

Modern Retail - Indian retailing is undergoing a process of evolution and is poised to undergo rapid transformation. ... Modern formats such a discount stores, hyper market, supermarket, department stores, specialty stores, convenience stores, warehouse retailers have emerged. India welcomes many foreign brand to India with 100% ownership like Addidas,Puma are some popular modern retail shop

2.8 RETAILING SCENARIO IN DISPUR AREA

Dispur has witness significant development in the field of large format retail outlets in recent time, Dispur the capital city of Assam has many retail shop and majority of them are from ganeshguri the market hub of Dispur area where you can find all the goods and services are available and people of Dispur area come here to buy essential items l or non-essential items from the ganeshguri market for their livelihood.

CHAPTER 3

**DATA ANALYSIS, INTERPRETATION AND
FINDINGS**

DATA ANALYSIS AND INTERPERTATION

The study was conducted at Dispur. A number of respondents were selected randomly. The main objective of every researcher is to gather the relevant information and analyzed them properly and systematically. In this study the information was collected through questionnaire from the target respondents and analyzed through diagrams. Accordingly, with the information which was get from the field survey are analyzed and interpreted with the help of following figures and graphical representation that is bar diagram, Pie diagram and columns

3.1 Age group of the Owner Of the retail shops

Age is the important factor which decides customers' preferences, awareness and the level of satisfaction. It is also decides the owner of the retail shop expectation on convenience, comfort, safety and security. The present research focuses on three age segments namely

21 to 30, 31 to 45 and 46 to 60

Table 3.1 AGE GROUP OF OWNERS OF THE RETAIL SHOP

AGE GROUP OF RETAIL SHOP OWNER	NUMBER OF RESPONDENTS	PERCENTAGE (%)
15 to 30	5	10
31 to 45	30	60
46 to 60	15	30

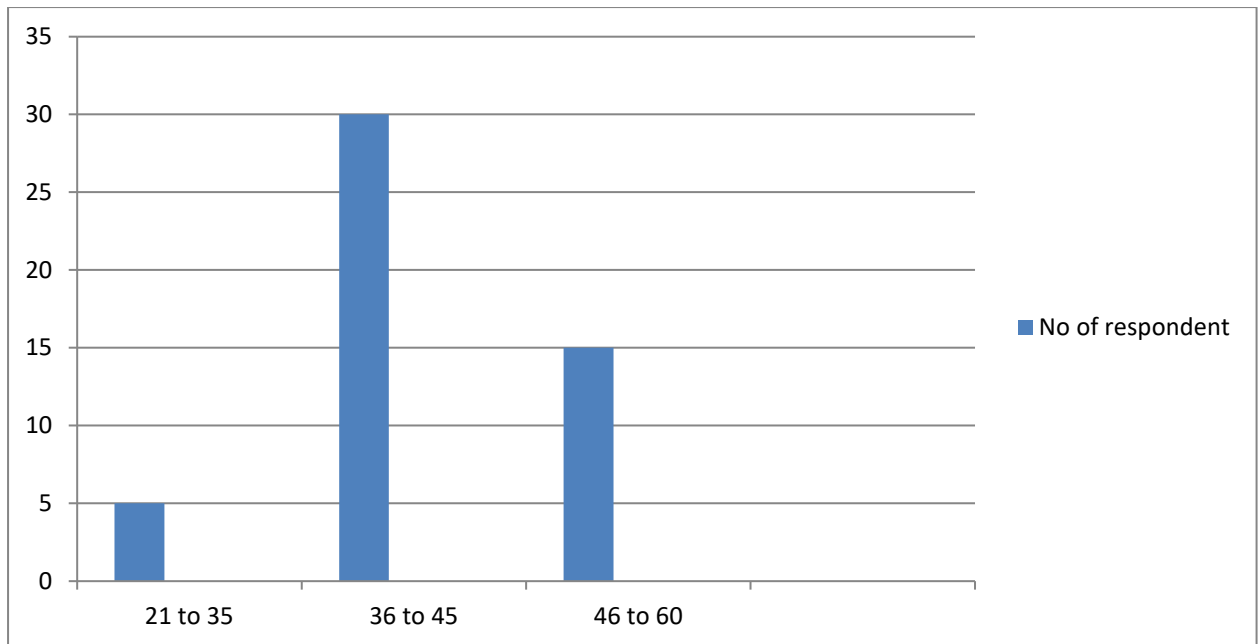


Figure 3.1 Age group of owners of the Retail Shop

INTERPERTATION

From the above diagram and information it is found that the 10% population of the study belong to the age group 21 to 30 and 60% of population is belong to the age group 31 to 45. And in the last category which is age group 46 to 60 in that group 30% people belong in the study. We can say that the number of the adult age between 31 to 45 is more.

3.2 Gender of the Respondents

Gender is also an essential ingredient of the socio-economic factor which can influence the decisions regarding the Impact of Lockdown due to corona virus on retail shop

TABLE 3.2 GENDERS OF THE RESPONDENTS

GENDER	NUMBER OF RESPONDENTS	PERCENTAG (%)
Male	42	84
Female	8	16

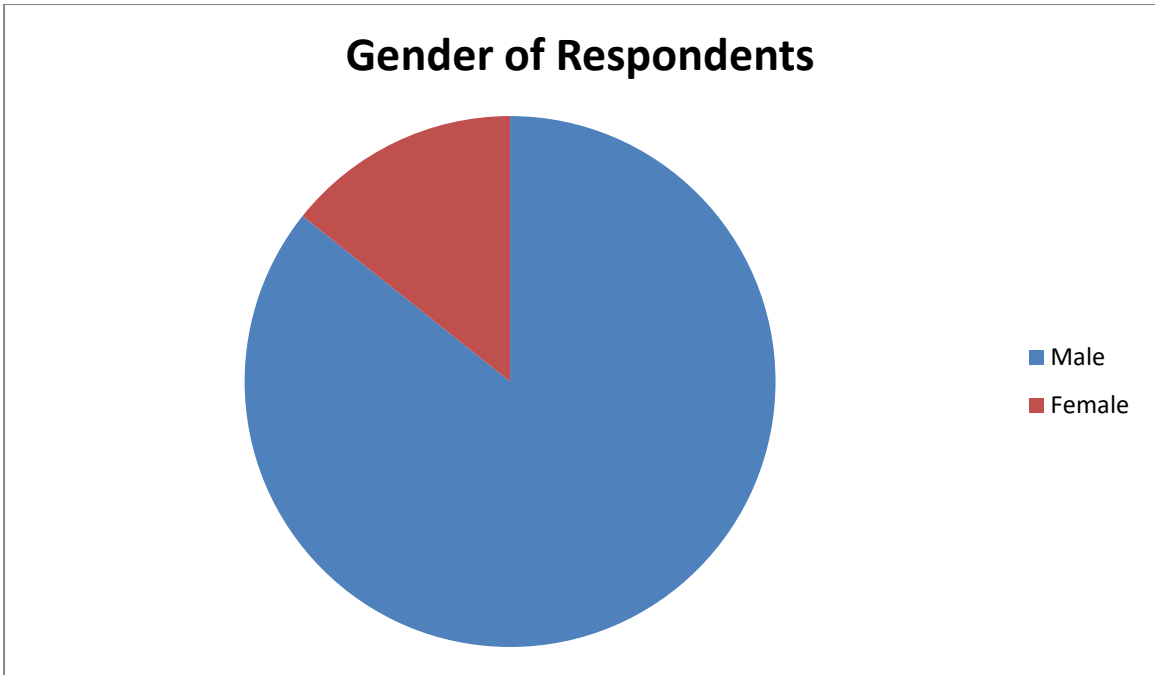


Figure 3.2 Gender of the Respondents

INTERPRETATION

From the above diagram and information it has been interpreted that 84% of Respondents are male and only 16% of Respondents are female. There are no people other than male and female in our study.

3.3 Marital status of the Respondents

Marital status is important aspects which are a social factor, this factor greatly influenced the Standard of living and thinking many factor before thinking any financial decision. This is important because after the marriage the priorities are changed their decision in various situations affected differently.

TABLE 3.3 MARITAL STATUSES OF THE RESPONDENTS

<u>MARITAL STATUS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
Married	47	94
Unmarried	03	6

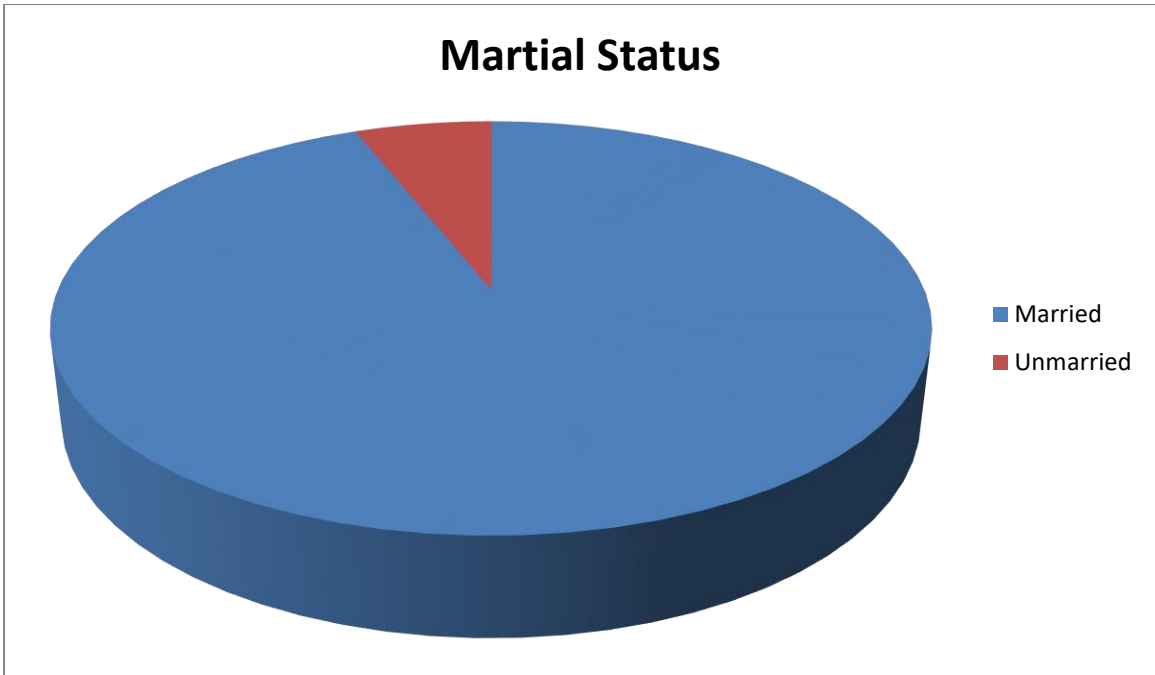


Figure 3.3 Marital status of the Respondents

INTERPRETATION

From the above information and diagram it can be properly interpreted that in this study the number of Respondent who are married are high in number that is 94% and number of unmarried persons is less which is only 6%.

3.4 EDUCATION LEVEL OF THE RESPONDENTS

Level of Education of the retail owner is an important aspect to taking decision regarding the business Strategy, expansion and running of the shop. To analyze the education level of the passengers following criterion are taken into consideration which are Illiterate, Matriculate, HS Pass, Graduate and Post graduate

TABLE 3.4 EDUCATION LEVEL OF THE RESPONDENTS

VARIOUS CRITERION	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Illiterate	3	6
Matriculate	8	16
HS Pass	14	28
Graduate	20	40
Post graduate	5	10

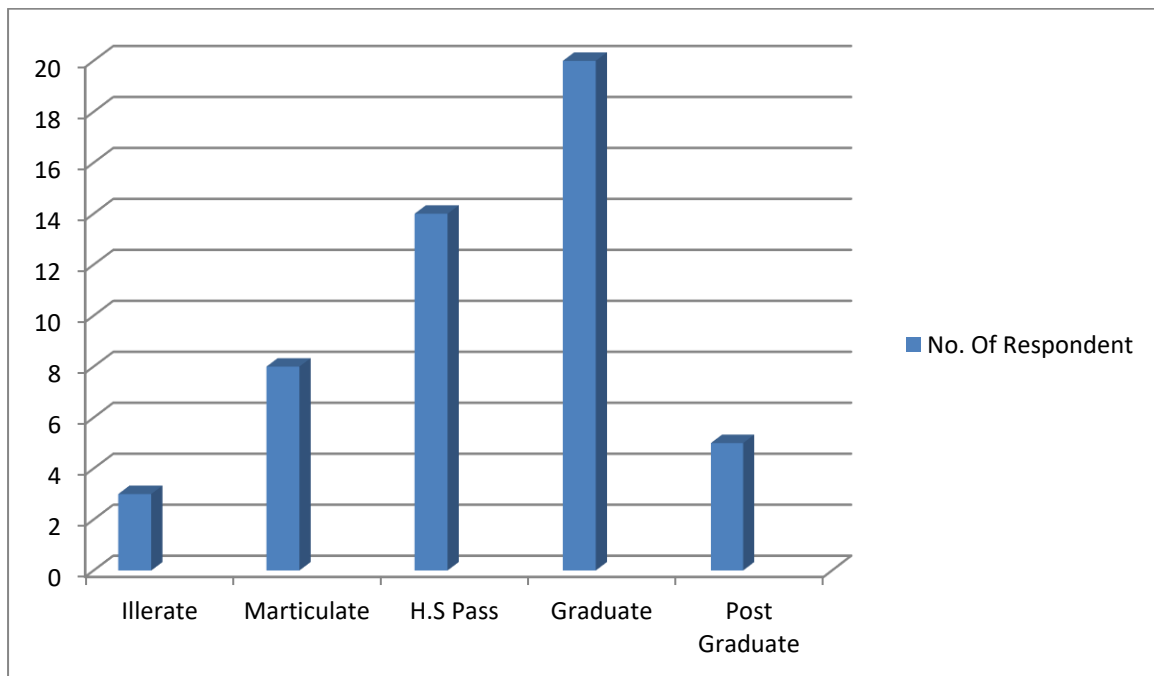


Figure 3.4 Education level of Respondents

INTERPRETATION

From the above information and diagram it has been properly interpreted that respondents in the category of Illiterate is 6%, in the category of the Matriculate there are 16% of Owner. There are also good number of Owner in the category of HS Pass which is 28%, and in the category of graduate there are 40% of respondents. Finally in the category of Post graduate there 10% of respondents.

3.5 Type of retail Shops

As we know there are two types of retail shops so, it is important to know Respondent shop categories to investigate further detail. Shop categories are an important aspect in view of study the research.

TABLE 3.5 Types of Retail Shops

Types of Retail Shops	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Traditional	37	74
Modern	13	26

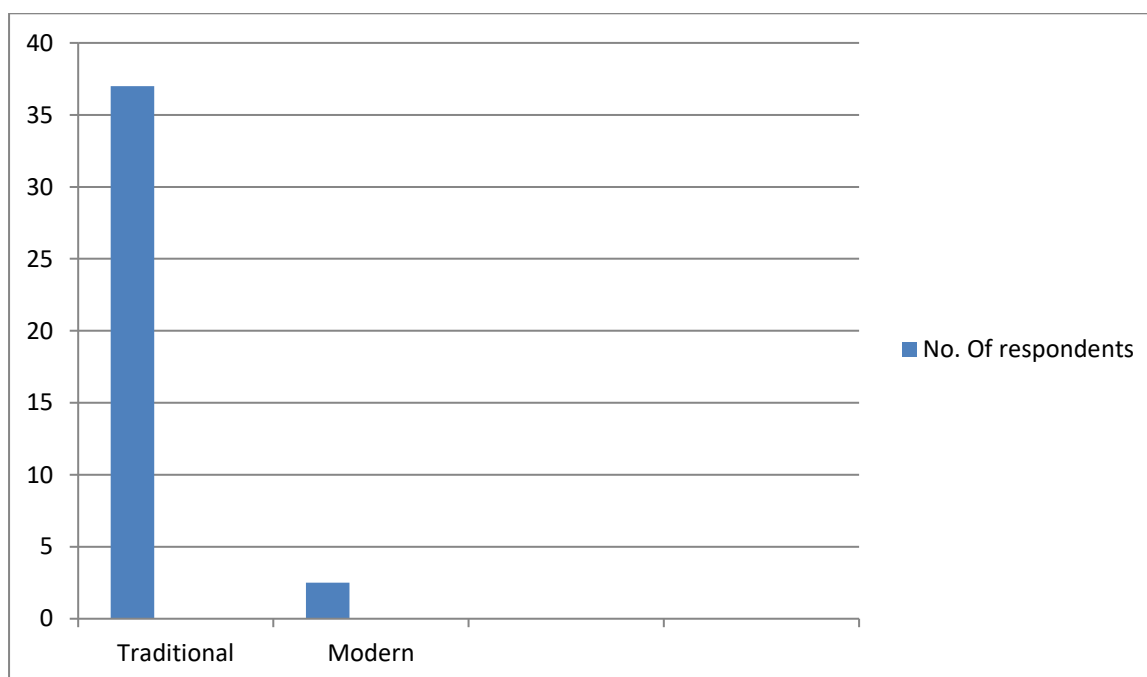


Figure – 3.5 Types of Retail Shops

INTERPRETATION

From the above data and diagram we can see that 74% percentage of retail shop is traditional and 26% of retail shops are modern.

3.6 Type of Goods Sold

There are many types of goods available in markets and not all the goods are available in a single retail shop so there is specified retail shop for specified goods . this is important to know which types of goods are Sold in the markets.

TABLE 2.6 Types of Goods Sold

Type of Goods sold	NUMBER OF RESPONDENTS	PERCENTAGE(%)
Grocery Items	20	40
Clothes	7	14
Electricity Items	6	12
Medicine	9	18
Stationer Items	8	16

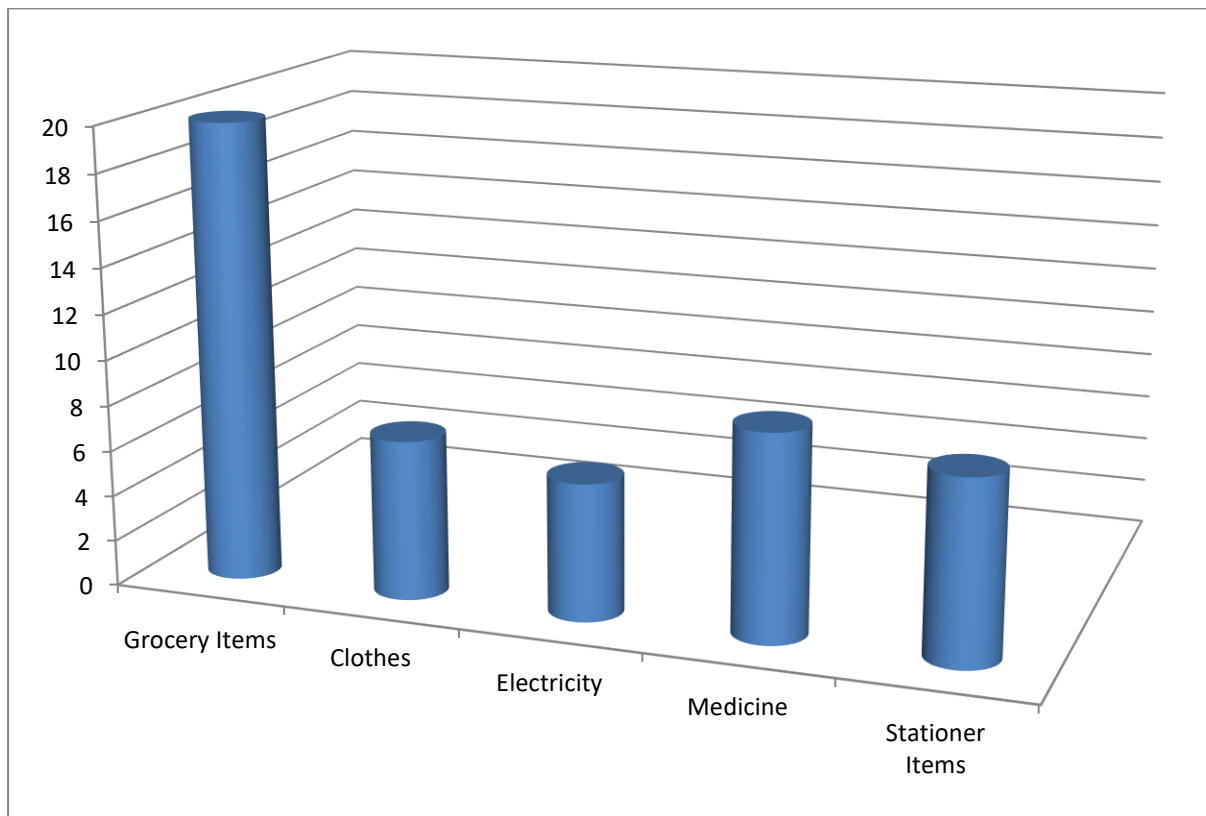


Figure 3.6 Type of Goods Sold

INTERPRETATION

From the Above data and diagram we can see that 40% of Grocery retail shop where as 14% of clothes retail shop, 12% of electricity retail shop,18% of medicine retail shop and remaining 16% is stationary item retail shop

3.7 Sales per day

Sales are the main objective of the any business organization. Sales determine the profit of the business.

TABLE 3.7 Sales per day

Sales per day	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Rs. 1000-5000	9	18
Rs. 5000-10,000	27	54
Rs 10,000-15,000	8	16
Above Rs 15,000	6	12

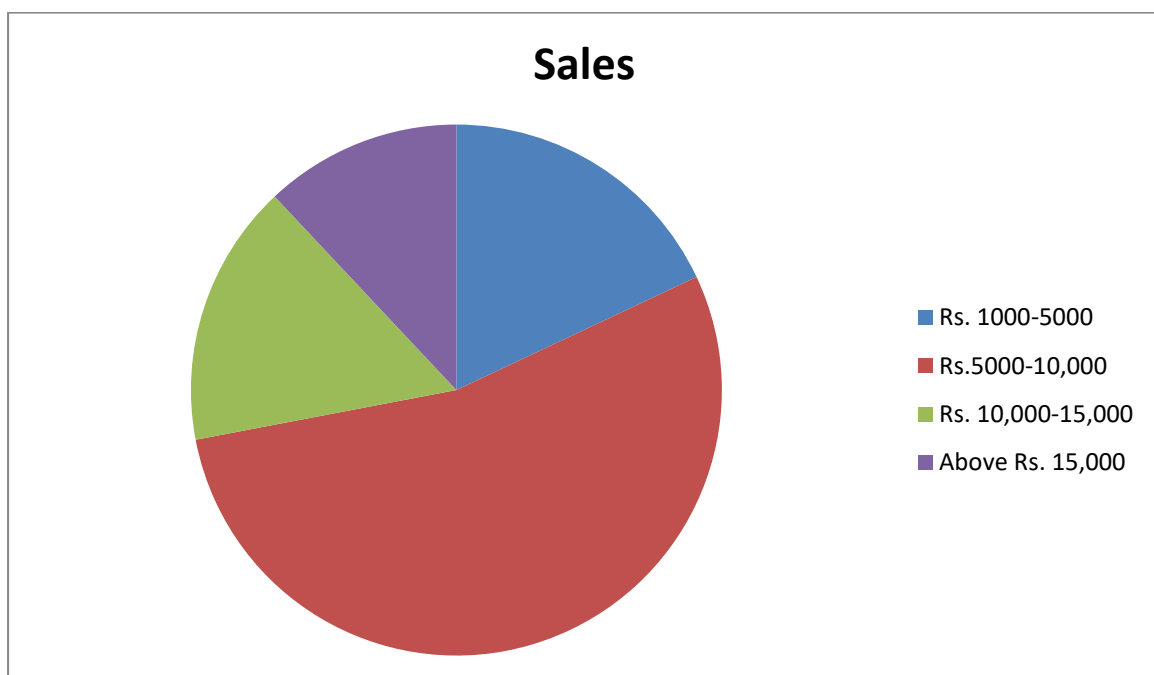


Figure – 3.7 Sales per day

INTERPRETATION

From the Above data and diagram we can see 18% of retail shop sales per day is ranging between Rs.1000-Rs.5000, 54% of Retail Shop Sales per day is between Rs.5000-Rs.10, 000 where has 16% of retail shop per day is between Rs.10,000-Rs.15,000 and 12% of retail shop sales is above Rs. 15000

3.8 Year of Establishment of the Retail Shop

Establishedment year of any business organization is important prospect in the view of the good will of the organization or shop .

TABLE 3.8 Establishment year of the retail Shop

Years	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Less than 1 Years	7	14
2-5 Years	21	42
5-10 Years	12	24
Above 10 Years	10	20

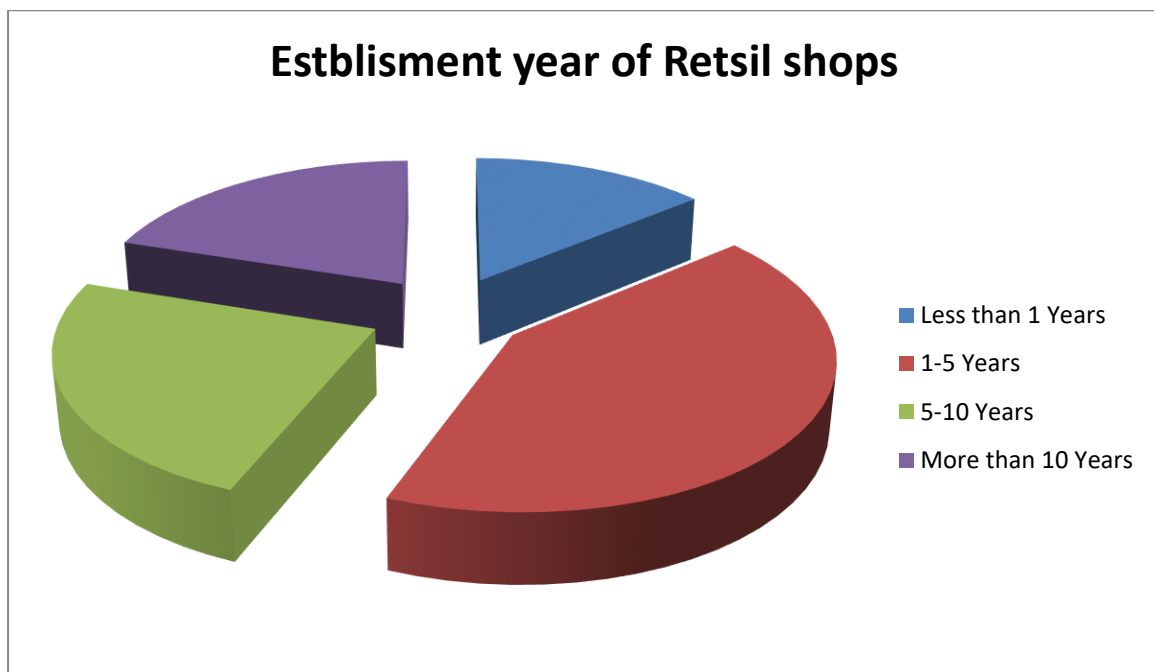


Figure 3.8 Establishment year of the retail Shop

INTERPRETATION

From the above data and chart we can see that the number retail shops established within a year is 14% where has the establishments of retail shop ranging between 1-5 years is 42%

Whereas 24% of retail shops are established between 5 – 10 years and there is 10% of retail shop whose establishments has cross more than 10 Years.

3.9 Other Source of Income Apart From the Shop

As business person do not depend on one channel income source they invest in other business also.

TABLE 2.9 Other Source of Income apart from the Shop

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	14	28
No	36	72

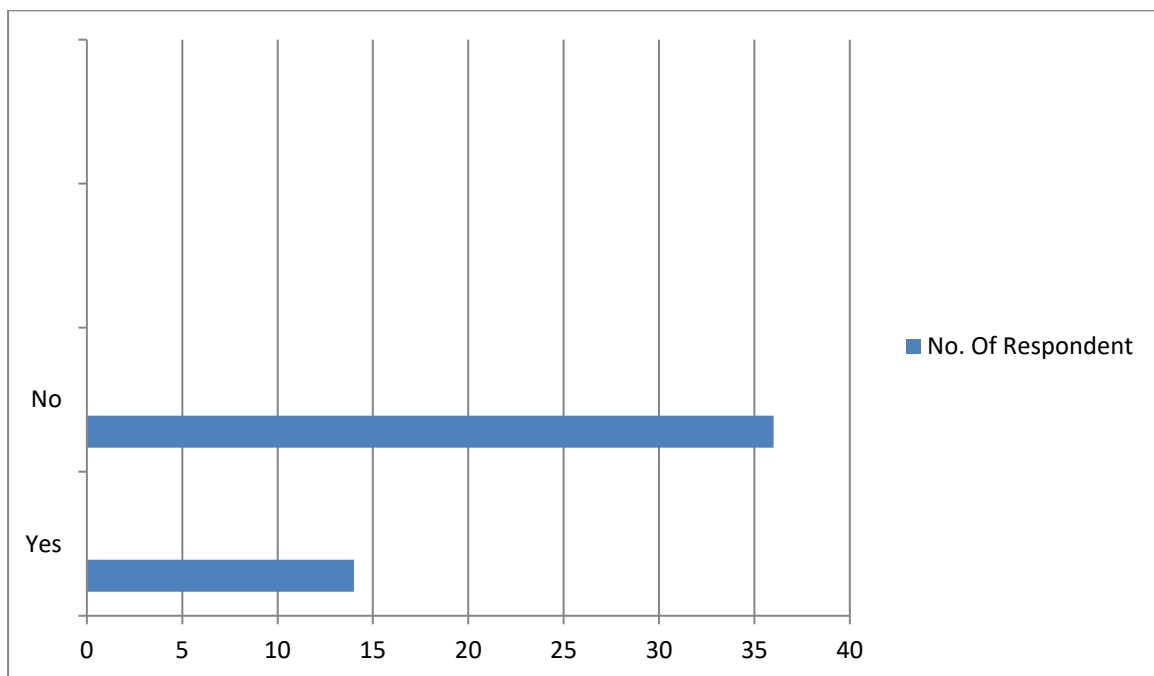


Figure – 3.9 Other Source of Income apart from the Shop

INTERPRETATION

From The above data and diagram we can concluded that the number of retail shop owner are high who do not have any other alternative source of income that is 72 % and the they are 28% retail shop owner who have other Source of Income Apart from This Shop.

3.10 Shop was Open during Lockdown Period

As many shops were open during the lockdown period as they fall under essenistal goods items.

TABLE 3.10 Shop was Open during Lockdown period

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	8	16
No	42	84

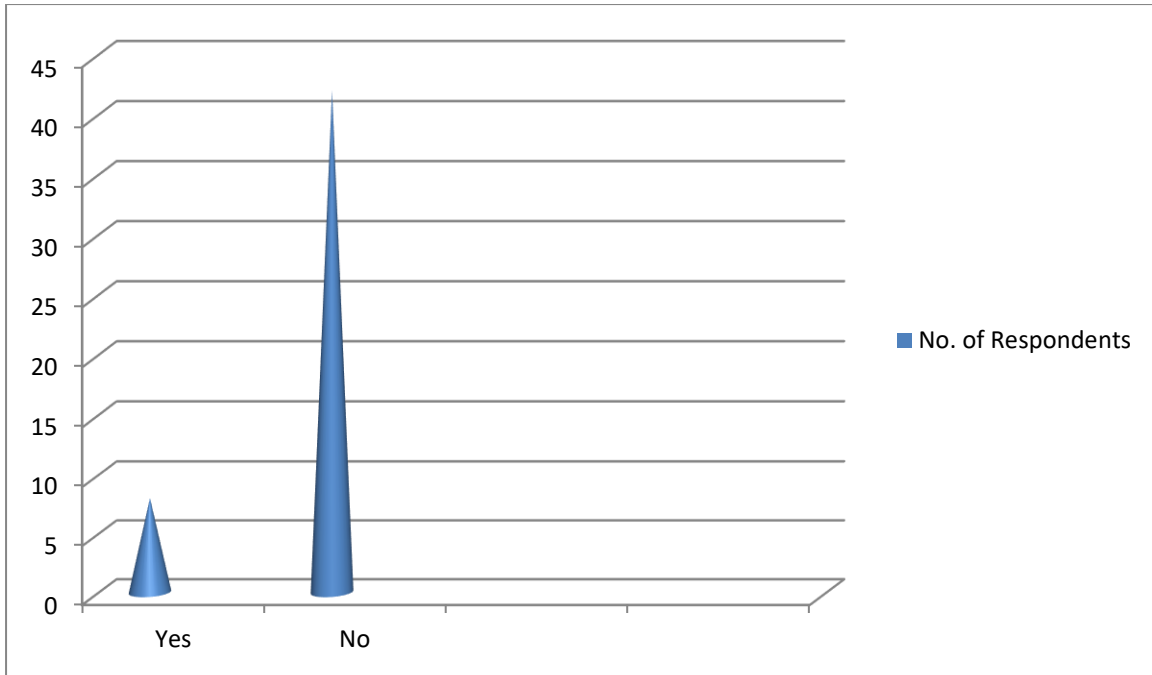


Figure- 3.10 Shop was Open during Lockdown period

INTERPRETATION

From the above data and diagram we can see that there were very less percentage of shop was during the lockdown period that is 16% in number and 84% of the shop was Closed during the Lockdown Period

3.11 If your shop was open do you face any difficulty in receiving or delivering goods?

As essentials items goods Shop were open but due to lack of transportation is availability of goods and delivering to the home to customer was easy or not.

TABLE 3.11 difficulty in receiving or delivering goods

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	7	88
No	1	12

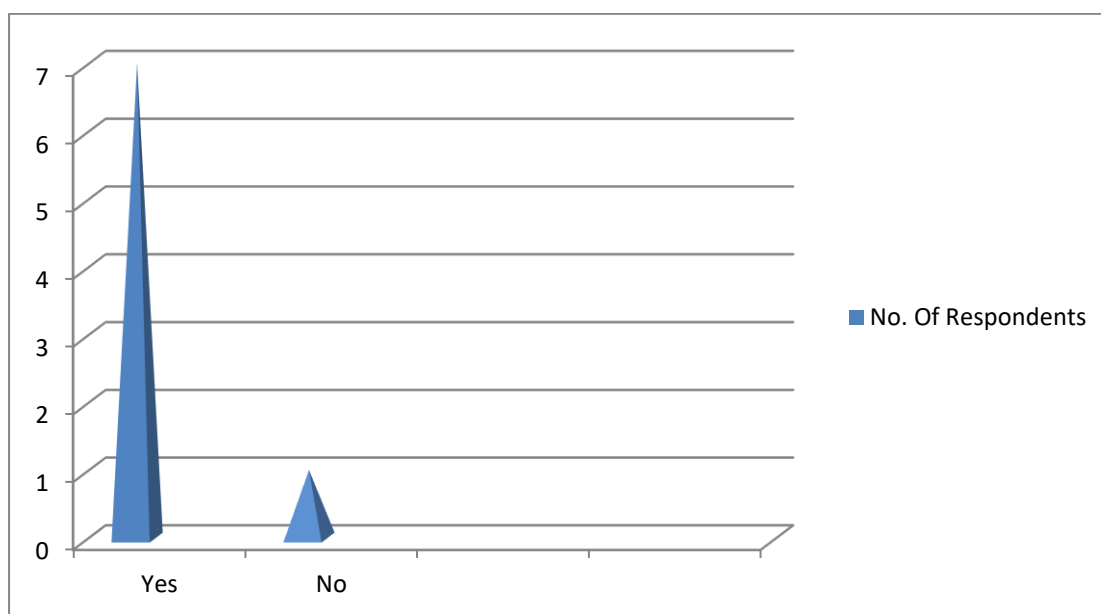


Figure 3.11 Difficulty in receiving or delivering goods

INTERPRETATION

From the above data and diagram we can see that the 88% shop Owner Face difficulty in Receiving and delivering goods where as only 12% of Shop owner don't find any kind of difficulty in Receiving or Delivering of Goods

3.12 If your shop was closed did you face any financial crisis?

As non Essentials Shop was closed at the time of lockdown did the owner has face any financial crisis

TABLE 3.12 Number of Respondents face financial crisis.

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	37	89
No	5	11

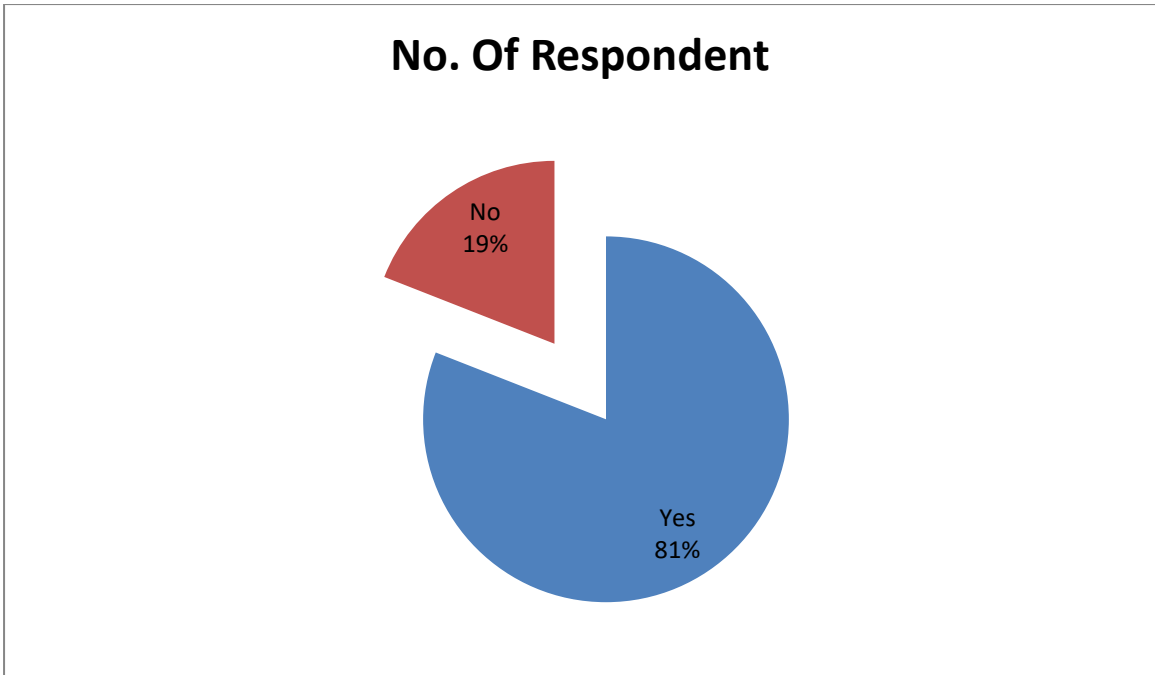


Figure 3.12 Number of Respondents face financial crisis.

INTERPRETATION

From the Above Data and diagram we can concludes that number of Respondent who has suffer Financial Crisis is 89% which is high in Number where as only 11% of do not suffer financial crisis.

3.13 If yes from where did you get financial support?

As primary source of income get stopped so from which source they have fulfilled their basic needs

TABLE 3.13 Financial support to Retail shop Owner

Years	NUMBER OF RESPONDENTS	PERCENTAGE (%)
From Savings	21	58
Friends	4	10
Relatives	12	32

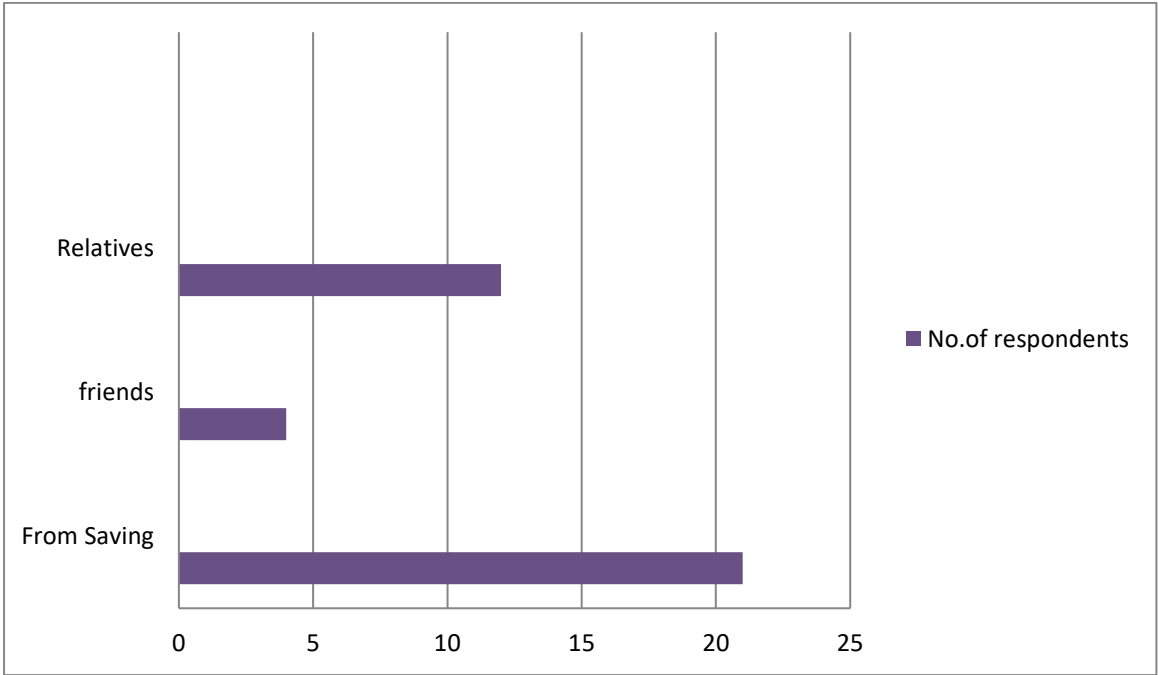


Figure 3.13 Financial support to Retail shop Owner

INTERPRETATION

From the Above Data and Diagram we can see that 58% of Owner Used their Saving for Livelihood during the Lockdown period where as 10% borrow money from friends and 32% of them asked financial Assistance from their relatives.

3.14 During lockdown period your loss in Business

As some of their shop got closed and had to bear a heavy loss and of some theirs chain of supply got disrupted and could not meet the required demands.

TABLE 3.14 Losses in Business during Lockdown

Years	NUMBER OF RESPONDENTS	PERCENTAGE (%)
High	38	76
Moderate	9	18
Low	3	6

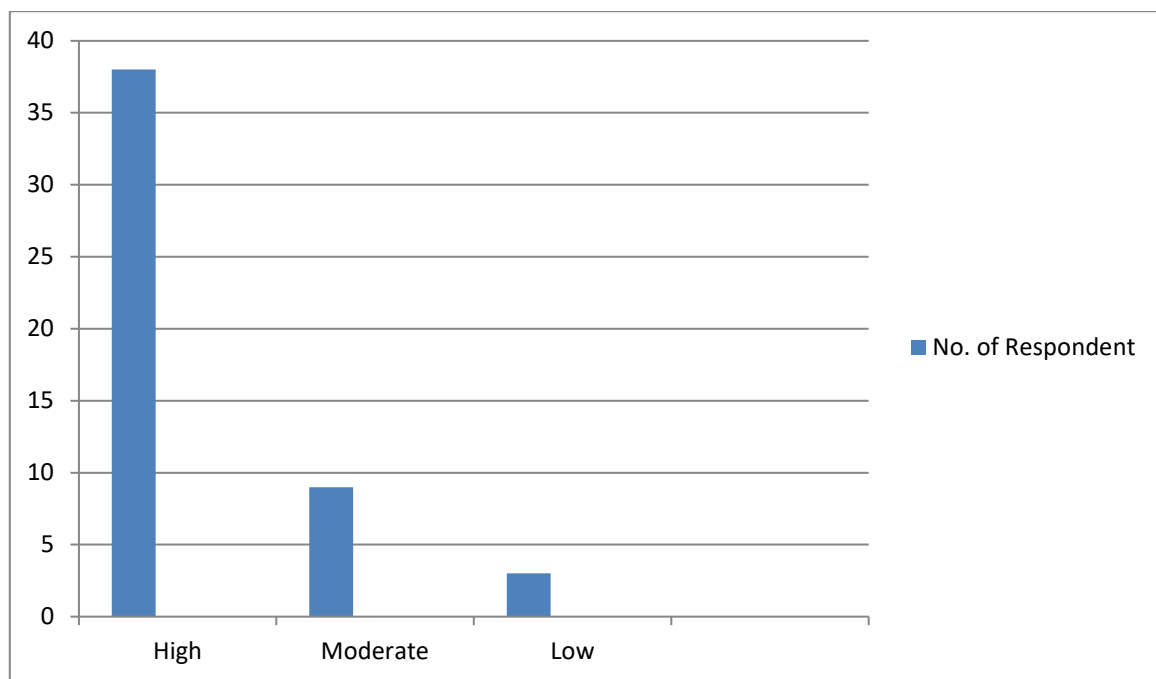


Figure 3.14 Losses in Business during Lockdown

INTERPRETATION

From the above data and Diagram we can see that the losses of retail shop is high on number which is 76% and 18% of retail Shop bears Moderate amount of loss in their business and only 6% of retail Shop face low level of loss in their Business.

3.15 Did you get any sorts of financial assistance from the government?

As India is a democratic country and social welfare is the prime goal of the government so to look after the needs and requirements of the people in crisis is the duty of the government.

TABLE 3.15 Financial assistance from government.

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	3	6
No	47	94

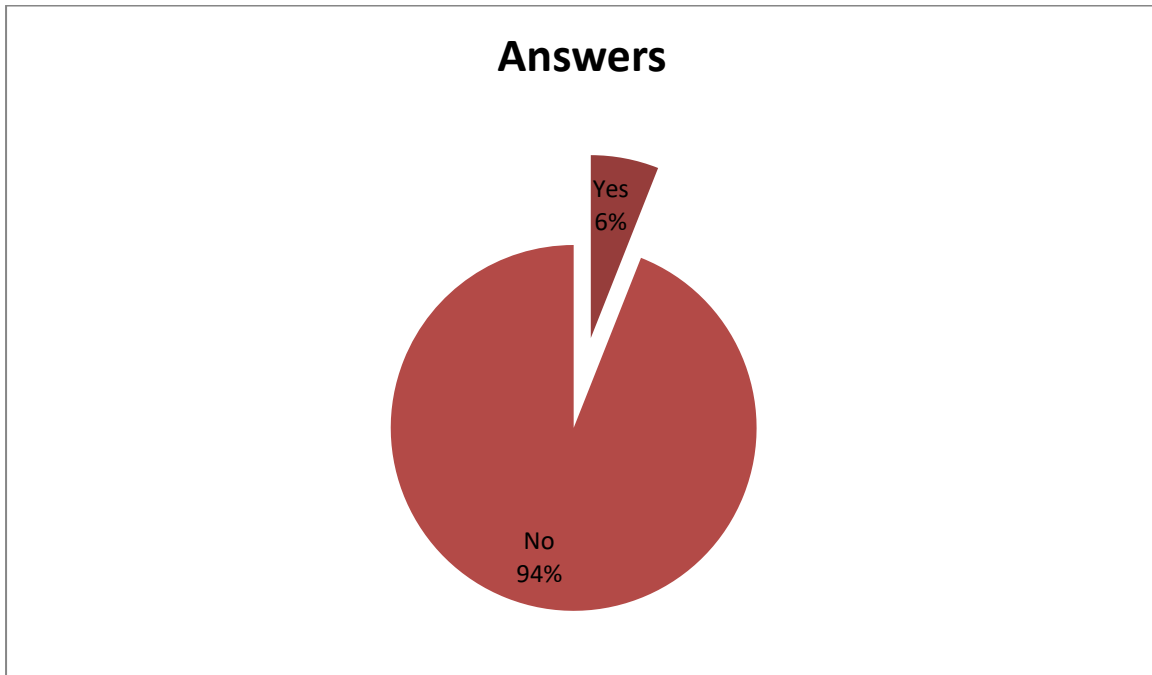


Figure 3.15 Financial assistance from government

INTERPRETATION

From the above data and Diagram we can see that 94% of retail shops haven't get any financial services where only 6% of retail shops have received financial assistance from the Government.

3.16 After the lockdown ended how your sale per day

To know the market situation and the behavior of the consumer as many things got changed in the pandemic and affected in the normal functioning of the market system.

TABLE 3.16 Sales per day after lockdown

Years	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Very Good	2	4
Goods	5	10
Moderate	20	40
Low	23	46

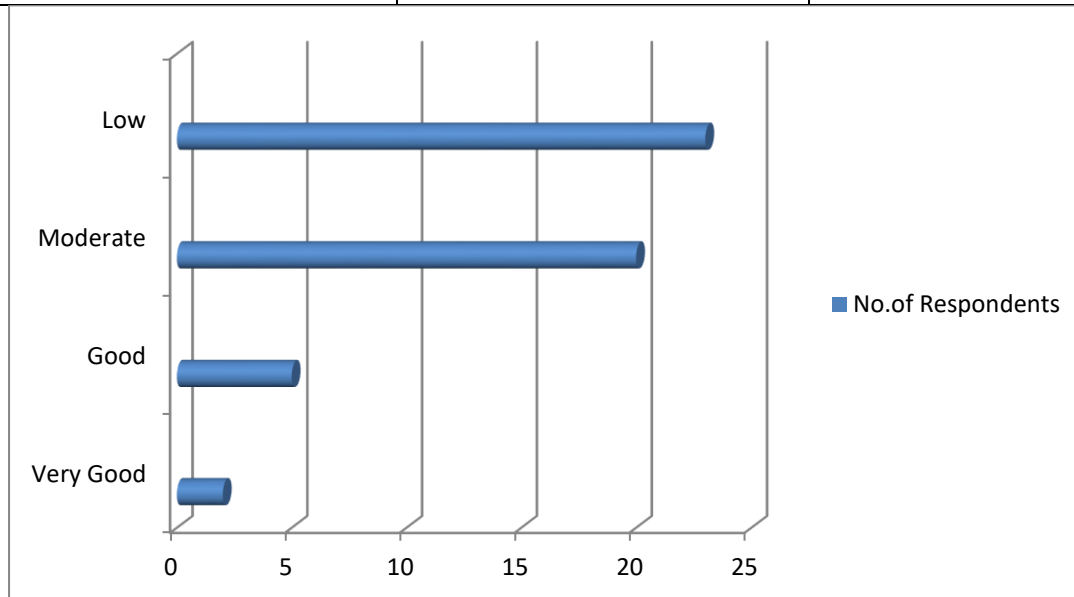


Figure 3.16 Sales per day after lockdown

INTERPRETATION

From the above data and diagram we can see sale after lockdown decrease as 46% were experience low sale comparing to before lockdown where 40% experience Mora date sale and 10% says their sales where good where as only 4% says there sale increase and sale very good after lockdown period

3.17. Did you notice any changes in consumer's behavior after COVID19

TABLE 3.17 Change in consumer behavior after COVID19

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	43	86
No	7	14



Figure 3.17 Change in consumer behavior after COVID19

INTERPRETATION

From the above data and diagram we can conclude that 86% of retail shop says there is change in consumer buying behavior where as 14%chavent seen any change in consumer behavior

3.18 Is the taste and preference of the consumer change in post Covid 19 days in term of health?

As the things changed drastically this also changed the behaviour of the consumer and make them aware of their health and hygiene and they become more concern of the environment and avoid social contact and gatherings.

TABLE 3.18 Change in taste and preference of the consumer

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	28	56
No	22	44

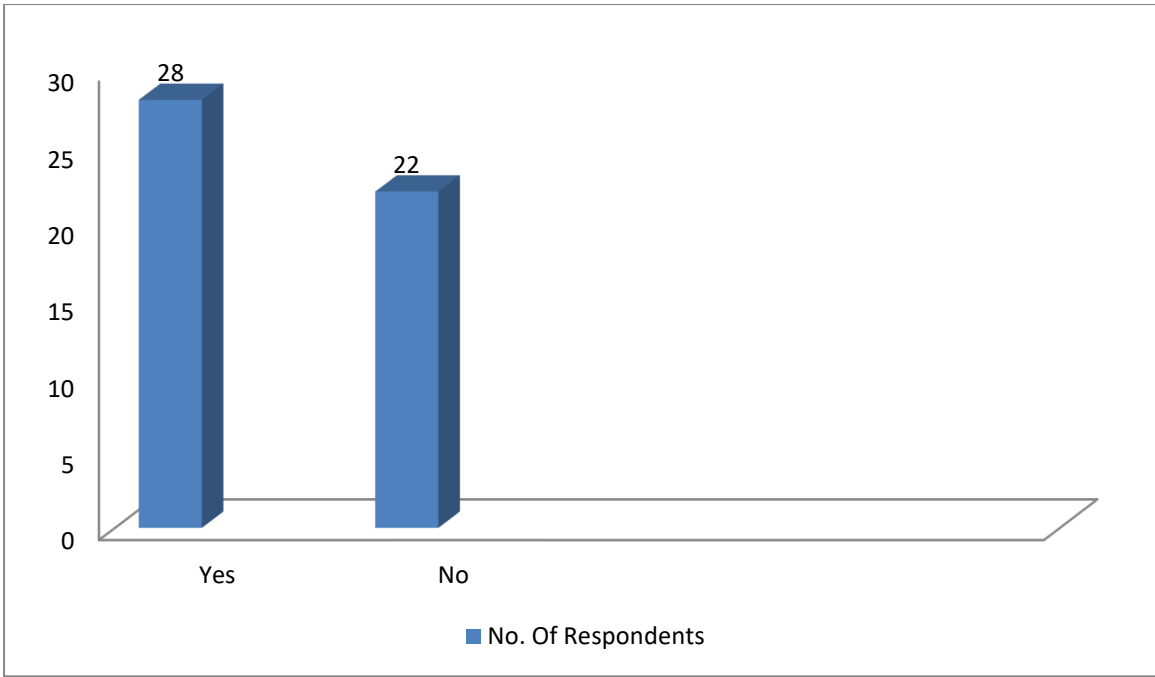


Figure 3.18 Change in taste and preference of the consumer

INTERPRETATION

From the above data and diagram we can say that 56% retail shop says that the consumer is more health conscious after COVID19 where 44% of Retail shop owner says that they did not notice any taste and preference in term of health.

3.19 Do you think you need to change the system of management for further safety in goods and fund if such pandemic will my happen in future days

As everything changes with time and situation ,the pandemic have drastically changes the things the make all think of new innovation and strategies to minimize the losses occurred and to create safe system for further needs.

TABLE 3.19 RESPONDENTS

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	49	98
No	1	2

TABLE 3.19 Respondent Perception in the future

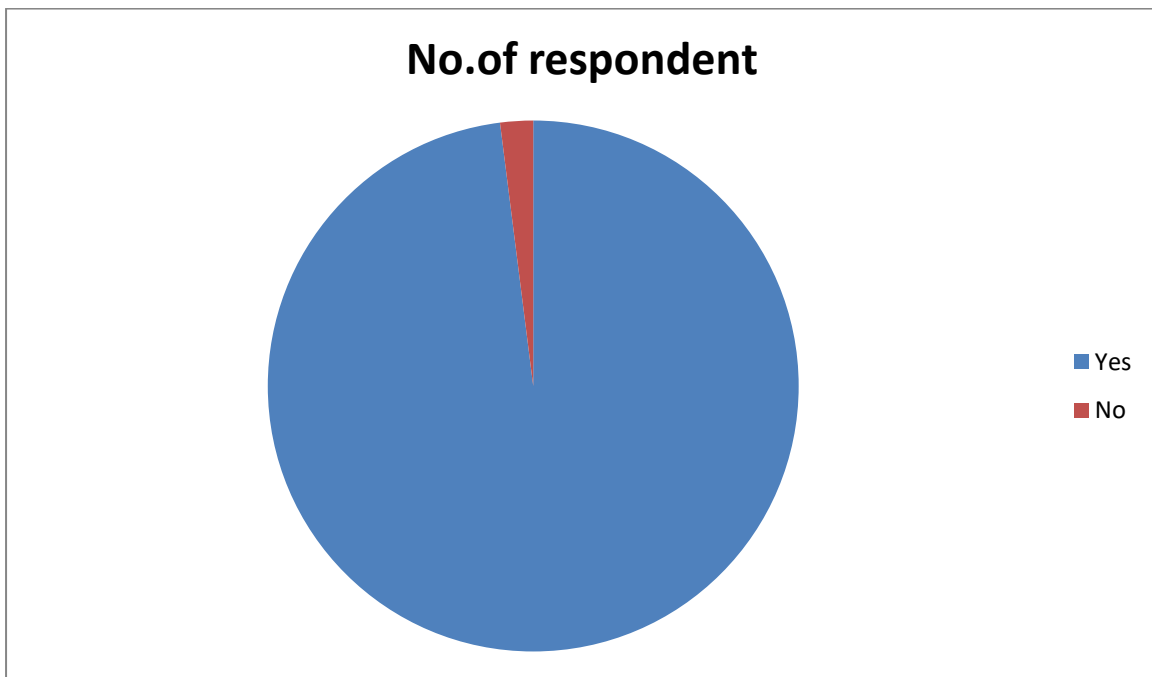


Figure 3.19 Respondent Perception in the future

INTERPRETATION

From the above data and diagram we can see 96% of retail shop owner will need change there the system of management for further safety in goods and fund if such pandemic will my happen in future days only 2% says that they did not need to change anything

3.20 . Do you think the announcement of lockdown was necessary?

As people differ in their individuality and possess different viewpoints and mindsets so to know their views of the announcement by the prime minister and the situation they face during the lockdown.

<u>ANSWERS</u>	<u>NUMBER OF RESPONDENTS</u>	<u>PERCENTAGE(%)</u>
YES	30	60
No	20	40

TABLE 3.20 Necessity of announcement of lockdown

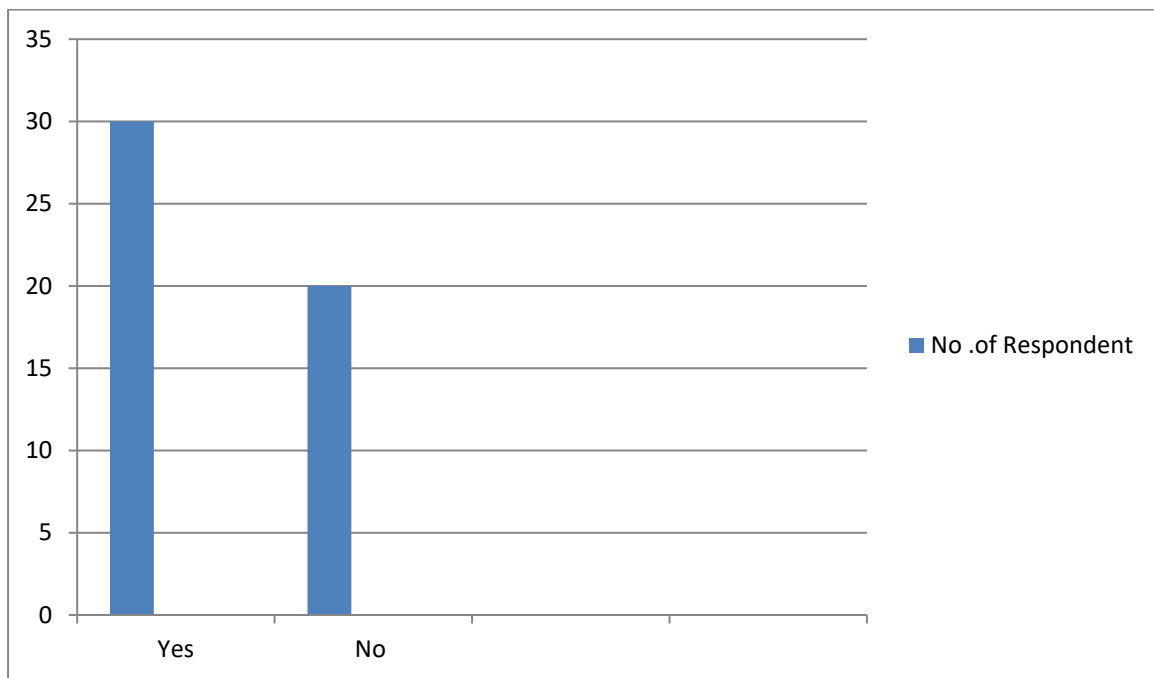


Figure 3.20 Necessity of announcement of lockdown

INTERPRETATION

From the above data and diagram we can say that 60% of retail shop agrees that lockdown was Necessary where 40% of retail shops haven't find any necessity of lockdown.

3.3 Findings

The study revealed the following about the Impact of Lockdown due to COVID19 On Retail Shops

- In the Study it is found that the 10% population of the study belong to the age group 21 to 30 and 60% of population is belong to the age group 31 to 45. And in the last category which is age group 46 to 60 in that group 30% people belong in it. We can say that the number of the adult person's age between 31 to 45 is more.
- In the study it was found that 84% of Respondents are male and only 16% of Respondents are female. There are no people other than male and female in our study.
- In the study it was found that the number of Respondent who are married are high in number that is 94% and number of unmarried persons is less which is only 6%.
- From the study it was found that Education category of Illiterate are 6%, in the category of the Matriculate there are 16% of . There are also good number of HS Pass which is 28%, and in the category of graduate there are 40% of respondents. Finally in the category of Post graduate there 10% of respondents.
- From the Study we have that 74% percentage of retail shop is traditional and 26% of retail shops are modern.
- From the Study we can see that 40% of Grocery retail shop where as 14% of clothes retail shop, 12% of electricity retail shop,18% of medicine retail shop and remaining 16% is stationary item retail shop
- From the study we can see 18% of retail shop sales per day is ranging between Rs.1000-Rs.5000, 54% of Retail Shop Sales per day is between Rs.5000-Rs.10, 000 where has 16% of retail shop per day is between Rs.10,000-Rs.15,000 and 12% of retail shop sales is above Rs. 15000
- From the study we see that the number retail shops established within a year is 14% where has the establishments of retail shop ranging between 1-5 years is 42% Whereas 24% of retail shops are established between 5 – 10 years and there is 10% of retail shop whose establishments has cross more than 10 Years

- From the Study we can concluded that the number of retail shop owner are high who do not have any other alternative source of income that is 72 % and the they are 28% retail shop owner who have other Source of Income Apart from This Shop
- From the Study we can see that there were very less percentage of shop was during the lockdown period that is 16% in number and 84% of the shop was Closed during the Lockdown Period
- From the Study we can see that the 88% shop Owner Face difficulty in Receiving and delivering goods where as only 12% of Shop owner don't find any kind of difficulty in Receiving or Delivering of Goods
- From the Study we can concludes that number of Respondent who has suffer Financial Crisis is 89% which is high in Number where as only 11% of do not suffer financial crisis.
- From the Study we can see that 58% of Owner Used their Saving for Livelihood during the Lockdown period where as 10% borrow money from friends and 32% of them asked financial Assistance from their relatives
- From the Study we can see that the losses of retail shop is high on number which is 76% and 18% of retail Shop bears Moderate amount of loss in their business and only 6% of retail Shop face low level of loss in their Business.
- From the Study be can see that 94%of retail Shop haven't get any financial services from Government where has only 6 % of Retail Shop has received financial Assistance from Government.
- From the Study can see sale after lockdown decrease as 46% were experience low sale comparing to before lockdown where 40% experience Mora date sale and 10% says their sales where good where as only 4% says there sale increase and sale very good after lockdown period
- From the Study we can conclude that 86% of retail shop says there is change in consumer buying behavior where as 14%chavent seen any change in consumer behavior
- From the Study we can say that 56% retail shop says that the consumer is more health conscious after COVID19 where 44% of Retail shop owner says that they did not notice any taste and preference in term of health.

- From the Study we can see 96% of retail shop owner will need change there their system of management for further safety in goods and fund if such pandemic will my happen in future days only 2% says that they did not need to change anything
- From the Study we can say that 60% of retail shops agree that the lockdown was Necessary where as 40% of retail shop hasn't found any necessity of lockdown.

CHAPTER 4

SUGGESTIONS AND CONCLUSION

4.1 Suggestions

The corona virus has drastically shifted the strategies and operation of virtually all retailers.

This is particularly true for brick and mortar retailers who have to close their stores because some of the retailers were deemed non-essential goods

This corona virus has drastically drop down the retailers business n shut the shutters of few retailers .The prolonged lockdown and the corona virus outbreak had thrown the entire supply chain out of order and retailers are facing crisis meeting up their orders .

MEASURES TO COMBAT THE SITUATION:

Talking about recovery and the revival, the retail sector needs the longest time to recuperate to its full strength .Retailers must focus on re –designing their business strategies to fast tract their production and finance for future demands.

Following are the measures that the retailers can follow to overcome and deal with the situation:

1. Reducing costs, evaluating product lines, and streaming the process.
2. Taking a break to ideate and innovate.
3. Supporting customers even while the business closed by doing inventory count.
4. Keeping in touch with shoppers and ironing out their pricing strategies.
5. Running social media initiatives, staff preparations, and online upkeep.
6. Limiting contact in –store and implanting cleaning tasks.
7. Running online promotions, focusing on select clients and reviewing existing processes.
8. Going online and researching ways to pivot.
9. Publishing relevant content, exploring new products and renovating the store.Reducing overhead costs, working on the website, and planning a re-opening sale.

4.2 Conclusion

After the study, it has been observed that everyone has faced difficulties during the lockdown and Retail shop owner is one of them as their primary source of income has to keep shut down for many months as they have to face financial crisis and many of them do not have any alternative source of income they haven't received any kind of financial assistance from the government As there saving started to vanish as many of them were married it become more difficult for them to maintained the basic need for livelihood. They have to bear high loss in their business and after the lockdown Consumer buying behavior has changed and consumer get more conscious with their health and sales for retail shop become moderate but they have agree that lockdown was mandatory for stop spreading of Covid19 and they will arrange and maintained the business in that ways if such a problem arise they will minimize the loss they have to suffer in this lockdown.

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ANNEXURE

Questionnaire

Respected Sir/Madam ,

My name is Bipin kumar yadav and I am pursuing M.com in K. C. Das commerce collage under Guwahati University. I am conducting a survey on the topic “**IMPACT OF LOCKDOWN DUE TO COVID19 ON RETAIL SHOPS WITH SPECIAL REFERNCE TO DISPUR AREA**”. For that purpose, I seek certain information, I shall be highly obliged, if you kindly give few minutes of your valuable time to answer the following questions

1. SHOP NAME:-

2. AGE

a. 21-30 b. 31-45 c. 46 -60

3. Gender

a. Male b. Female c. Others

3. MARITAL STATUS-

a. Single b. Married

4. Education level

a. Illiterate b. Matriculate c. HS Pass
c. Graduate d. Post graduate

5. Type of Retail Store

a. Traditional b. Modern

6. Which type of goods sold?

a. Grocery Item b. Clothes c. Electricity Items
d. Medicine e. Stationer items

7. Sales per Day

a. Ranging between Rs. 1000-5000. b. Ranging between Rs 5000-10,000
c. Ranging between Rs10,000-15,000 d. Above Rs. 15,000

8. How many years before you established your shop

- a. Less than 1 year b. 2- 5 years c. 5-10 years
d. More than 10 years

9. Do you have any other sources of income apart from this shop?

- a. Yes b. No

10. Did Your Shop was open during Lockdown period?

- a. Yes b. No

11. If your shop was open do you face any difficulty in receiving or delivering goods?

- a. Yes b. No

12. If Your shop was closed did you face any financial crisis ?

- a. yes b. No

13. If yes from where did you get financial support?

- a. Form Savings b. Friends C. relatives

14. During lockdown period your loss in Business was?

- a. High b. Low c. Moderate

15. Did you get any sorts of financial assistance from the government?

- a. Yes b.NO

16. After the lockdown ended how is your sale per day?

- a. Good b. Moderate c. Very good
d. Bad

17. Did you notice any changes in consumer's behavior after COVID19?

- a. Yes b. No

18. Is the taste and preference of the consumer change in post Covid 19 days in term of health?

- a. Yes b. No

19. Do you think you need to change the system of management for further safety in goods and fund if such pandemic will my happen in future days

a. Yes b. No

20. Do you think the announcement of lockdown was necessary?

a. Yes b. No