

# Analysis on the Extent of Obstacles Faced by Retailers During Covid Lockdown Period

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## Abstract

In India, this pandemic has begun out touching stores from the last week of March 2020 to date. The lockdown introduced through the authorities has created all of the stores' face degrowth of their commercial enterprise. Indian selling is dynamic in nature and it's to stand the adjustments obligatory through the environment. Retailers worry the revival might conjointly additionally get similarly hit withinside the next few weeks because of stricter curbs consisting of early closures, weekend lockdowns, and department stores being advised to are trying for Covid-bad reports. Still, manufacturers stated overall commercial enterprise is but to experience the warmth on the grounds that eCommerce has surged in those markets, compensating for the loss. Bharat noticed the world's second-biggest Covid-19 the outbreak, necessitating again-to-again lockdowns and nearby shutdowns, that hit trade. Retailers still grapple with low footfalls in high-street stores and malls despite the ultimate easing of curbs. Retailers predict an impact on client footfalls in their stores however aforementioned they're observation the stocks, and have additionally advised to the govt. to manage the case with the assistance of technology and knowledge instead of discretionary lockdowns. Either the result is positive or negative this COVID-19 has been a crucial issue for the retail business to possess new facets.

**Keywords:** Covid, Lockdown, Retailers, Toils, Trade.

## Introduction

### Research Background:

Retailers are tussling with the acceptable response to the coronavirus for his or her employees, customers, and their businesses. They acknowledge the worldwide response to the novel COVID-19 virus can significantly impact their business. They perceive things as changing daily. As entire countries come back below quarantine orders and customers around the world begin to shun human contact, retailers are scrambling to adapt. Retailers also can absolutely affect their complete by activating online and offline ways that not solely get the product to customers quick however conjointly to those that are most in need. The retail business can vary by sub-sector such as Grocery, Apparel, speciality stores, that have round-faced totally different offer and demand challenges within the wake of the crisis. trying ahead, retailers should brace for economic recovery, which can drive retailers to contemplate strengthening them or clench the marketplace to drive property growth.

### Rationale of the study:

Over the weeks, the retail sector clients concerning the impact this pandemic might wear their business, a lot of importantly, about how been serving to them suppose through a way to prepare and make a remedy for these shocks. In grocery, we've seen a major dealing in digital demand within the wake of current social distancing and stay-at-home orders. Grocers are in the situations to develop, refine, and test their strategies. With non-essential retail mostly closed and a shift in client focus on essential items, apparel, and specialty stores ought to expect to examine a projected revenue throughout the initial amount of the crisis. The retailers saw an initial will increase in each in-store and digital traffic as stores remained open and offered a range of products to satisfy client needs, each discretionary and non-discretionary. Hence an

attempt has been made to analyse the Extent of Obstacles round-faced by Retailers during Covid on the premise of five key areas – Demand fluctuations, appurtenant money reserves, Employee’s safety, supply challenges, client relations wherever retail execs ought to be focusing their attention in today’s extremely fluid social, economic, and healthy environment.

### **Research Objectives:**

The following are the research objectives of the study

- To identify the fluctuational demand faced by retailers.
- To understand the supply of product challenges of retailers.
- To find out the operational difficulties of retailers.

### **Literature Review:**

➤ (Khan & Tariq, 2021), discussed the dynamic and competitive retail environment, retailers perpetually quest to search out ways that of understanding the customers' desires and formulate methods to transcend their rising expectations. Understanding the digital-savvy shoppers is changing into tough over ever before. Moreover, the retailers face the challenges exhibit by the ever-changing retail landscape and operational complexities. However, within the unquiet era, many technologies are rising that offer good business solutions to organizations. Among the favoured digital innovation, the Internet of Things (IoT) has caught the eye of several researchers and marketers. Marketers, retailers, in particular, optimize the utilization of IoT to attain gain through competitive advantage. This study aims at finding (i) How do retailers harness the benefits of IoT to enhance their business efficiencies and (ii) What are the challenges associated with IoT implementation. To analyse the answer to these research questions, a qualitative study was conducted wherever knowledge were gathered through the informal discussions 38 leading retailers of the United Arab Emirates (UAE). This study sheds light-weight on the advantages of IoT application in UAE Retail trade and discusses a number of challenges related to its implementation.

➤ (Kumar et al., 2020), identified the operational challenges featured by retailers in providing economical services. The authors discussed twelve significant challenges for the retail sectors that are acting as operational barriers and provided the applying of trade 4.0 technologies to influence them, trade 4.0 will act as a big driver for reducing the impact of identified challenges on retailers to fight against the pandemic. There's a necessity to make trust and transparency to effectively manage care essentials. the provision chain partners and government bodies ought to act with wisdom to boost the services throughout COVID-19 and similar situations. The projected roadmap provides future analysis directions for researchers operating in epidemic control, offer chain, and disaster management.

➤ (Vetrivel & College, 2020), discussed the most challenge facing the organized sector is that the competition from the unorganized sector. Unorganized merchandising has been there in Bharat for centuries, these are named mom-pop stores. currently a day’s these sector faces several problems. This paper is to research the issues and challenges of unorganized retail sector. 268 unorganized retailers are thought of as a sample size for the study. to point out that are the problems those extremely influenced and live the linear association between the dependent and variable quantity.

➤ (Indira & Karthikeyan, 1945), found that administrative problems, workers' problems, competitor’s problems, financial institution problems, consumer-based problems, producers’ problems, social and cultural problem are considerably varied supported education. This paper terminated that the graduate retailers are extremely effectively created their work. They simply manage their drawback and challenges during a retail business. It additionally steered that to different back spherical academic qualification retailers to boost their body and management skills through the right coaching programs. it'll facilitate them to realize the objective of their business.

➤ (Problem and Challenges of Retailers with Special Reference to Medical Shops in Tamilnadu, n.d.), analysed the matter and challenges of the retail sector with special relation to medical shops. 345 retailers are thought of as a sample size for the study. Descriptive statistics, Friedman’s multiple comparison test, and multivariate analysis are accustomed describe the sample. The authors found that there’s a major distinction of opinion towards issues of shops supported the cohort and type of organization. They complete that the non-public problem, labour problem, selling problem, monetary problem, customer-based problem, manufacture problem, and social problem are considerably influenced retail business and it’s varied based on the age of retailers. The young cohort of the retailers differed with alternative age teams of shops towards the non-public problem, labour problem, selling problem, monetary problem, client based mostly problem, and manufacture problem. The partnership kind retailers mostly begin the business for the thought of a family business, support from family members, owning infrastructure facilities, and to avail government concession.

**Research Design:**

The study is based on the analysis of factors which lights the obstacles faced by the retailers during this COVID-19. The information collected from 172 sample respondents of retailers (Grocery, Apparels/ Shoes/ Mattress showrooms, Beauty Spa and Pharma) by administering telephonic interviews. Retailers of the Coimbatore city are the population of the research study. The snow-ball sampling method was used to select the sample respondents. The Cronbach Alpha value is 0.835 (N=26). The collected data were analysed with the statistical tools independent sample t test and partial correlation using SPSS Software.

**Analysis and interpretations:**

**Data analysis:**

**Obstacles faced by retailers based on gender:**

The following independent sample t test performed to find the relationship of obstacles faced by retailers based on gender.

H<sub>0</sub> – factors inducing obstacles faced by retailers between male and female are same.

**Relationship - Obstacles faced by Retailers and Gender**

Factors	Gender	N	Mean	Std. Dev	t	Sig (2-tailed)	Relationship
Demand Fluctuations	Male	82	3.1677	.92884	-1.878	.062	Not Significant
	Female	90	3.4389	.96083	-1.881	.062	Not Significant
Supply Challenges	Male	82	3.1646	.81670	-2.668	.008	Significant
	Female	90	3.5306	.96703	-2.689	.008	Significant
Operational Difficulties	Male	82	3.0711	.61693	-3.304	.001	Significant
	Female	90	3.4352	.80543	-3.344	.001	Significant

Source: Primary Data

**Interpretation:**

The above table reveals that p value of the variable namely supply challenges and operational difficulties are found to be highly significant at 1% level of significance. Hence the null hypotheses are rejected and

inferred that there is highly significant difference between the mean scores of these two factors related to supply challenges and operational problems faced by retailers and gender. The value of the variable, demand fluctuational factors are more than 0.05 at 5% level of significance. Hence null hypothesis is accepted and inferred that there is no significant difference between the mean score of the factors of demand fluctuations and gender.

**Experience and toils of retailers**

The following partial correlation test table performed to find the influential relationship of controlling variable experience on supply challenges of product and operational difficulties over demand fluctuations

H<sub>0</sub> – There is no effect of experience on supply challenges and operational difficulties faced by retailers over demand fluctuational factors.

**Partial Correlation Table – Experience and obstacles of retailers**

Control Variables	Factors		Demand Fluctuations	Supply Challenges	Operational Difficulties
Experience	Demand Fluctuations	Correlation	1.000	.452	.638
		Significance (2-tailed)	-	.000	.000
	Supply Challenges	Correlation		1.000	.605
		Significance (2-tailed)		-	.000
	Operational Difficulties	Correlation			1.000
		Significance (2-tailed)			-

Source: Primary Data

**Interpretation:**

A partial correlation was run to determine the relationship between variables whilst controlling for experience. The values of ‘r’ are significant at a level less than 0.05 set as the criterion for statistical significance, for the following hypotheses on controlling variable experience.

- There is a high positive correlation between demand fluctuational factors and supply challenges of retailers (r=0.452, p=0.000)
- There is a high positive correlation between demand fluctuations and operational difficulties faced by retailers (r=0.638, p= 0.000)

It is inferred that there is an effect of controlling variable experience on supply challenges of product and operational difficulties faced by retailers over demand fluctuational factors.

**Conclusions:**

**Suggestions:**

Today’s scenario makes retailers to face demand fall away and customers shift channels, others face new spikes in demand. Now retailers start to review their overall monetary stability and take a detailed current and foretold liquidity profile and, if required, partaking with lenders to finance loans or amend financial covenants which will be impacted. Retailers should have a thought that ensures the protection of the workers, attempt to keep up business activities. Next the retailers should perceive proactively to manage their pricing, promotions, and supply channels to the maximum possible. For the minimum activity required for survival, retailers run the risk of excessive prices and cutting investments by taking proper steps to retort to the current new threat can solely facilitate retailers survive in the post covid situation.

### **Conclusions:**

No matter what happens over successive few months, the globe of retail is turning into ever a lot of complicated and needs quicker and higher decision-making across all functions. Retailers predict the imprisonment impact in their retail stores corresponding to demand fluctuational factors, offer challenges, and operational difficulties well prior to and are suggested to manage with the help of technology and information rather than arbitrary lockdowns. Either the result's positive or negative this COVID-19 has been an important issue for the retail business to possess new facets. The retailers largely begin the business to support their family members, own infrastructure facilities, and avail government concession. With the gaining information and experience, the merchant ought to tackle the obstacles moon-faced throughout the covid lockdown..

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