

## **A Review paper on “To Understand the Challenges of The Retail Industry Due To COVID-19”**

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### **1. Abstract**

Today we are confronting one of the greatest and testing circumstances of the unsurpassed that is Covid-19. Because of the Covid-19 pandemic, all businesses in India as well as entire over the world are confronting misfortunes, including the retail business. The retail industry in a tough situation in the course of the most recent couple of months. Because of lockdown, medical problems, social distancing travel limitation, and change in the conduct of the consumers, and so forth. Indian retailing area begins seeing the emergency and confronting loads of difficulties. The primary point of this paper is to comprehend the difficulties looked by the retail segment in India and give a few utilities to developing some enthusiasm for future research among students, researchers, and academicians.

**Keyword: Retail, Retail Sector, Covid19, Pandemic, Lockdown.**

### **2. Introduction**

SARS-COV-2 is a new member of corona various family which is identify in December 19. Which cause disease name Coronavirus disease 2019 or COVID-19 (mayoclinic.org). World health organisation in March 2020 recognised is as a pandemic. Corona virus stated from Wuhan city in China and spread in whole over world with no time. In India first case of covid-19 is identified in 30<sup>th</sup> January, 2020. Due to this Covid -19 whole world is in the lockdown and because of it every sectors or industries are facing problem. Before this pandemic, one of the fastest-growing industries within the whole world is that the Indian retail sector and globally on the 5th position for the foremost wanted retail destination. In 2019 India was 73rd in rank given by the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019 (ibef.org). The Indian retail sector has experienced foremost alteration and expansion within the last decade. The retail sector in India is ready to realize \$1.75 trillion by 2026 (investindia.gov.in). In India its retail sector is providing employment to around 60 Lac people and engendering profit of 4.74 lakh crore. But now things has changed drastically, due to lockdown retail sector in India is facing losses of

around half billion as all malls, shops, stores are closed, and facing many new types of challenges in this pandemic situation.

### **3. Objectives**

- 1. To identify the challenges of retail industry due to covid-19.**
- 2. To facilitate or support further research in the impact of covid-19 on retail industry.**

### **4. Methodology**

The nature of this paper is exploratory and methodology used is systematic literature review and literature is collected from various article, verified blog and research companies' data. Sources used in this paper are economics times, Ey analysis, Business todays etc.

### **5. Discussion**

#### **5.1 Challenges faced by Retail Sector in India Due to Covid-19**

- **Lack of infrastructure:** Another problem is that the lack of excellent infrastructure. Due to Covid-19 pandemic retail outlet now must needed space for social distancing and for precautions thanks to small size of the shop and poor infrastructure is creating the matter of safety for the workers and also as for the purchase
- **Scarceness of Trained Worker:** Another issue the retail sector is facing scarceness of a trained workforce. Because of lockdown situation travel is additionally restricted so workers aren't able to reach the retail store.
- **Some very hard Decision:** Due to covid -19 retailer in India are taking very hard decision like proper shutting their shops, laying of staff, decision regarding employee salaries, how to manage rent etc.
- **Reduced Footfall:** Indian stores are closed on the orders given by the Government or due to retailer own choice for the security purpose of their employee or customer, and stores who kept open face the matter of reduced footfall because the local people try to avoid social contact.
- **Chaos in Supply chain management:** Another problem faced by retail sector in India is chaos in supply chain management. Because of lockdown, online retailers are halting their functioning. Indeed, even in certain states in India restricted things are permitted to convey

yet because of a deficiency of employees or transportation services, web-based retailing associations can't convey the item on schedule or confronting the issue of gigantic excess request.

- **Unavailability of Merchandise:** Another issue faces by retailers in India is the inaccessibility of products. Numerous items are not available in the stores which or open or even not accessible on the online platform because of lockdown.
- **Change in demand:** Grocery retailer in India mainly facing the problem of change in demand, many key products are out of stock due to unpredicted demand form the customer.
- **Change in behavior of consumers:** Due to covid-19 retailing sector also witnessing the change in the behavior of consumer. They are buying just primary items for endurance now. Shoppers currently concentrating on the key items right as it were.

## **5.2 Suggestion**

- Retailer need to be updated and transparent related to covid-19 information.
- Be supportive to their employees in this tough time.
- Retailer need to update themselves and must come with some new technological idea to deal with customer, for example taking orders online.
- Be more protective towards safety of consumer and employees.
- Need to maintain customer loyalty.
- Need to enhance social media engagement.
- Need to used Omni-channel.
- They need to prepare for future also.
- Use mobile apps for online ordering, digital payment modes for contactless payments.
- Government need to give clear instruction, rules and regulation to the retailer to do better functioning in this difficult situation.

## **6. Conclusion**

This paper is slight efforts to understand the problems faced by the retailers India. The study of this paper is explaining how covid-19 is affecting the retailer, employees as well as consumer very badly and how they are seeing the issue of inaccessibility of the items, wellbeing, and security, inaccessibility of the staff, and so forth. At long last, just retailers and government together can tackle these issues they have to meet up to fill in as one group. In this paper, a fundamental report

is directed to comprehend the difficulties looked by the retailer, yet at the same time, there is a huge zone is left to be read in this field for future research.

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