

IMPACT OF ONLINE SERVICE FACILITIES ON GENERAL RETAIL BUSINESS IN SURAT CITY DURING COVID 19 PANDAMIC

Krunal P. Rajput

Ph.D. scholar, Department of commerce
Veer Narmad South Gujarat University, Surat Gujarat, India
Kunalrajput,rk,7@gmail.com

Dr. Sejal A. Desai

Ph.D. Guide
(M.sc, D.C.A, Ph.D.)
Associate professor
J.z. Shah Arts & H. P. Desai Commerce college, Amroli, Surat, Gujarat



[This Photo](#) by Unknown Author is licensed under [CC BY-ND](#)

ABSTRACT

This research paper aims to reach the impact of online service facilities on general retail business in Surat city during to post Covid 19 session. The situation before Covid-19 & after Covid-19 studied in 3 phases so we can see how the priorities of people will change towards e-shopping after covid- 19. By this paper we notice that during post Covid-19 session how Amazon & Flipkart grow their business. Also try to find out preferences of people towards e-shopping of products before Covid- 19 and after Covid-19. How people adopt digital payment mode instead of adopting COD option and also try to find out behavior of local retailers towards electronic facilities.

Key words: Online Service Facilities, General retail Business, Covid-19.

INTRODUCTION

The COVID-19 pandemic has shifted the entire world to online habitan and nearly every aspect of daily life has been changed. March 23, the day when lock down starts no one knows that it could be leads the county in recession. Almost all the retailers stop their work because of lockdown restriction, restaurants and shops being closed also airlines are suspended too. We all know how we take this critical time. The coronavirus pandemic has meant customers are less inclined to spend more. They all knew that in coming months their sources of income are getting low. besides this, this crucial time results in boundless enhancements to our shopping habits. People nowadays changing their shopping style. So, we can say that Covid-19 has also exceptionally altered the way of shopping among several people. Online retailers like amazon & flip kart are in better position after Covid-19, other general retailers could have been struggle to survive. After Covid –19 there is incredible growth in shopping through websites and mobile apps. Due to risk of infection from Corona virus consumers are avoid shopping publicly.

The researcher selected Surat city for his study area because Surat is one of the largest cities in Gujarat and also the diamond and textile capital of the state. Surat has 7784276 population in 2022. The total area of Surat is 474.185 square kilometers, which are divided into 7 zones. There are so many general retail businesses in Surat that were affected by the post COVID-19 pandemic, such as consumer electronics stores, mobile stores, garment stores, appliance stores, medical stores, Sardar markets, and so on. The researcher intends to compare the impact on all stores during and after the COVID-19 pandemic to e-commerce stores.

Retail e-commerce sales in India 2019 to 2025

U.S. \$ billions: % of total retail sales



The following bar chart shows the impact on selling before and after COVID 19, as well as future scenarios till 2025. We show clearly that in 2019, the retail sales of India were 40.44 billion dollars, which blasted during 2020–21 by 52.57 billion and 66.76 billion dollars. This is not stop here. The future scenario also states that it is continuously increase in 2023 and 2024 and reach 145.07 billion at the end of 2025.

REVIEW LITERATURE

Bhatti et al. (2020) University of Utara Malaysia, school of business management, Akram, H., Basit, H. M., Khan, A.U., Raza, S. M., & Naqvi, M. B. "E-commerce trends during COVID-19" There is an influence of the Corona virus on the world. The nature of business has changed. According to this research, 50% of shoppers are avoiding going for offline shopping and crowded places. Use secondary data from 10 selected e-commerce websites in a pandemic. Descriptive tables and bar charts are used. International Journal of Future Generation Communication & Networking, 13 (2), 1449-1452, July 2020.

Jahangir Alam, Tejgaon College, Dhaka, Bangladesh. (2020) "Buying behaviour under Coronavirus Disease (COVID-19) A Pandemic situation: An Online Perspective Case in Bangladeshi Shoppers The principal component analysis has been used and a total of 15 variables have been encompassed in the factor analysis. KMO and Barlett's tests disclosed that approximate chi-square statistics is 844.48 and also developed five uncorrelated aspects having an eigen value greater than 1. The e-commerce market upgrades speedily. It recovers the prospective market for the imminent. The result is that perceived trust is surely influenced by perceived risk. They took 155 online shoppers by survey method. This study employs the KMO and Barlett's tests, as well as Anova and Co-efficient. March 2020, Chinese Business Review, Vol. 19, No. 3, 82-90. DOI: 10.17265/1537-1506/2020.03.002.

Hashem, T. N. Isra University, Jordan. (2020) Examining the influence of COVID-19 Pandemic in changing customers' orientation towards e-shopping Through increasing the tendency towards e-shopping, COVID-19 had a positive influence over customer behaviour along with its adopted variables. study. The new consumption pattern affects the supply and demand network. The convenience that consumption via the internet provides while staying at home. With the generalisation and spread of technology and the development of smart phone applications, the digital and electronic aspects of retail business may be faster than previous expectations worldwide. 500 respondents according to their age and education. Primary data

collection is used by the survey method. mean, s.d., and standard error. *Modern Applied Science* 14(5):59-76, July 2020 DOI: 10.5539

Amit Ranjan (IIT Allahabad), Modhvendra Misra (IIT Allahabad), and Jitendra Yadav (K.L.University). (2021) Examining the influence of COVID-19 Pandemic in changing customers' orientation towards e-shopping has been discovered to exist in the 0.65-0.80 range. The study found that the co-efficient of determination is 25%. The regression result shows that during COVID-19, social media, product quality, seller information, and other factors influence customer purchasing behavior. Customers prefer to purchase online because of the convenience of free shipping, faster delivery, and more exciting services. Because of internet usage increasing in lockdown, more and more customers get the habitat of online browsing and social media, through which they get updated with the latest product launches. 439 respondents were collected. Through questionnaires Primary data collection is used. cronobacgh alpha, coefficients, standard errors, standard coefficients, Beta, T-stat. SSRN Electronic Journal DOI: 10.2139 SSRN 3874348 June 20, 2021

Krunal P. Rajput, Sejal A. Desai (2022), Veer Narmad South Gujarat University, Surat, Gujarat. “Imapct of Online Service Facilities on General Retail Business of Surat city: Comparison of Online Retailers vs Offline retailers.” In this study the comparison of services related to both online and offline retailers showed some interesting result. The researcher used service facilities like discount and offer, quality, packaging, after sale service, return policy, customer-care service etc for observed the impact of online services over offline retailers. JOURNAL OF THE ASATIC SOCIETY OF MUMBAI, ISSN: 0972-0766, Vol. XCV, No. 30,2022.

RESEARCH OBJECTIVES

- To study the buying preferences of respondents during post COVID-19.
- To study the shopping frequency of respondents during post COVID-19.
- To study the impact on spending of respondents during post COVID-19.
- To analyse the impact on shopping preferences and product preferences during post COVID-19.
- To investigate the impact of post-COVID 19 on e-commerce retailer preference.
- To find out the reason behind shopping online during post COVID-19.

- To investigate the impact on device preference and payment mode selection during post-COVID-19 online shopping.
- To interpret the future of retail business.

RESEARCH METHODOLOGY

INSTRUMENTATION

A questionnaire was created in Google form to measure the buying behavior of customers towards online purchases after and before COVID-19. The primary measures were established through qualitative research processes like reviewing literature in table form, bar charts, and a Five Point Likert type scale ranging from 1 = "most preferred" to 5 = "not preferred" and used to study the level of preference.

THE PARTICIPANTS

The data collection work was done by online shoppers and non-shoppers by applying the online survey method. The data was about how they experienced their shopping habits during post-COVID. On the other hand, a 2000 questionnaire was circulated to different age groups of people, out of which 1000 responses were collected and 50% of all shoppers (online & offline) dominated the sample with 43% offline shoppers, and only 7% online shoppers. The highest responses were obtained from the age category of 18–25, which is 37.4%.

PROCESS

A questionnaire was formulated to measure the impact of online service facilities on general retail businesses in Surat city during post COVID-19. Descriptive

RESULTS AND INTERPRETATION OF DATA

POST COVID 19

The result shows the data interpretation of respondents about their shopping preferences in three phases.

1. Only online shoppers can
2. Only offline shoppers.
3. Shoppers both online & offline



[BOTH ONLINE & OFFLINE RESPONDENTS]
500 RESPONDENTS

This is the third phase of research, and we have 500 respondents of different ages who are both online and offline buyers. They were all already online buyers before COVID-19, but here we see whether they are still sticking with it or not.

QUESTION		YES	NO	MAY BE		
1.WOULD YOU LIKE TO BUY PRODUCTS ONLINE?	BEFORE COVID 19	400(80%)	55(11%)	45(09%)		
	AFTER COVID 19	500(100%)	00(0%)	00(0%)		
		ONCE	TWICE	THRICE	MORE	
2.SHOPPING FREQUENCY DURING A MONTH?	BEFORE COVID 19	200(50%)	120(30%)	55(14%)	25(06%)	
	AFTER COVID 19	281(56%)	132(26%)	57(11%)	30(06%)	

		BELOW 1000	1000-3000	3000-5000	MORE THAN 5000	
3.SPENDINGS ON ONLINE SHOPPING DURING A MONTH?	BEFOR COVID 19	165(41%)	159(40%)	42(11%)	34(09%)	
	AFTER COVID 19	226(45%)	186(37%)	53(11%)	35(07%)	

Table 1

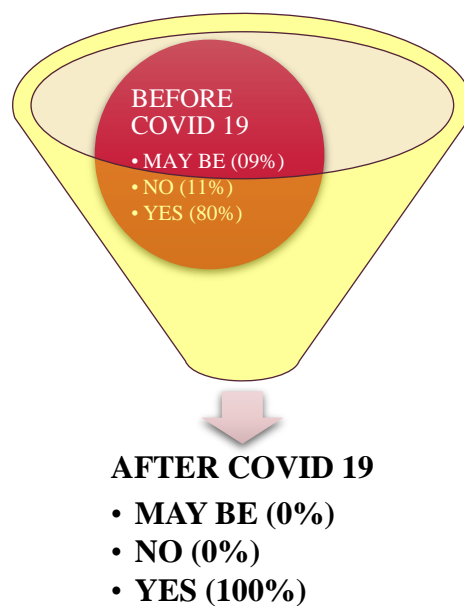


Figure 1

The following figure 1 shows that there were 80% of online buyers before COVID-19, while after COVID-19 it was 100%. So, 20% more people went towards online shopping after COVID 19.

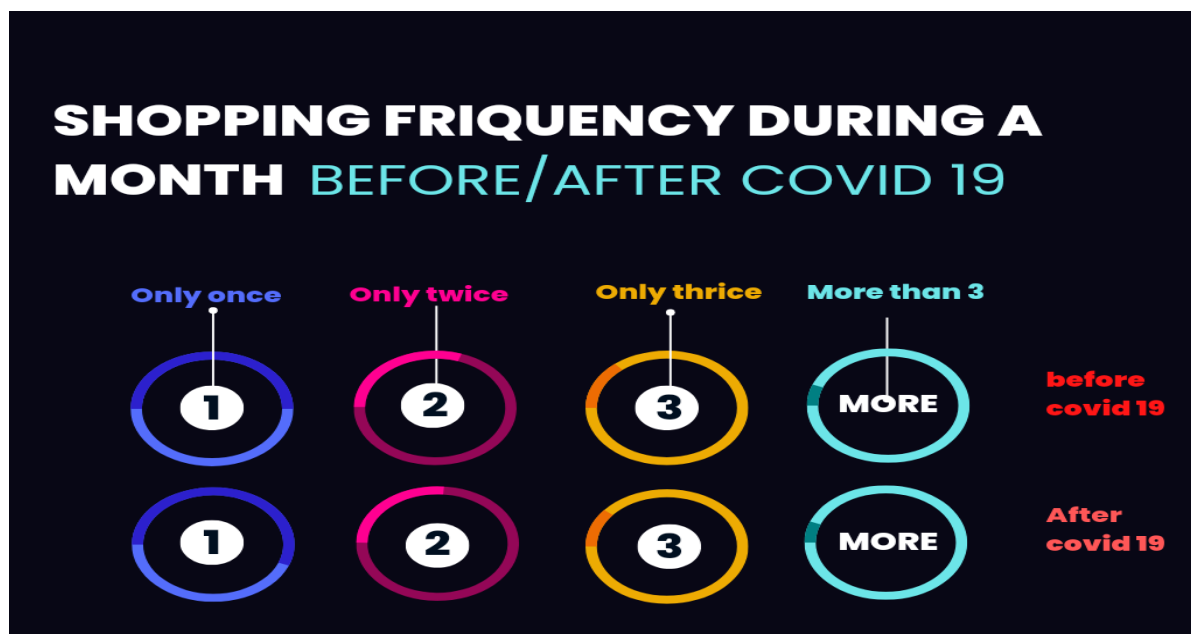


Figure 2

50% People who did shopping only once during the month before COVID 19 increased their shopping frequency by 56%, but others who had more than one shopping frequency during the month before COVID 19 decreased their shopping frequency after COVID 19.

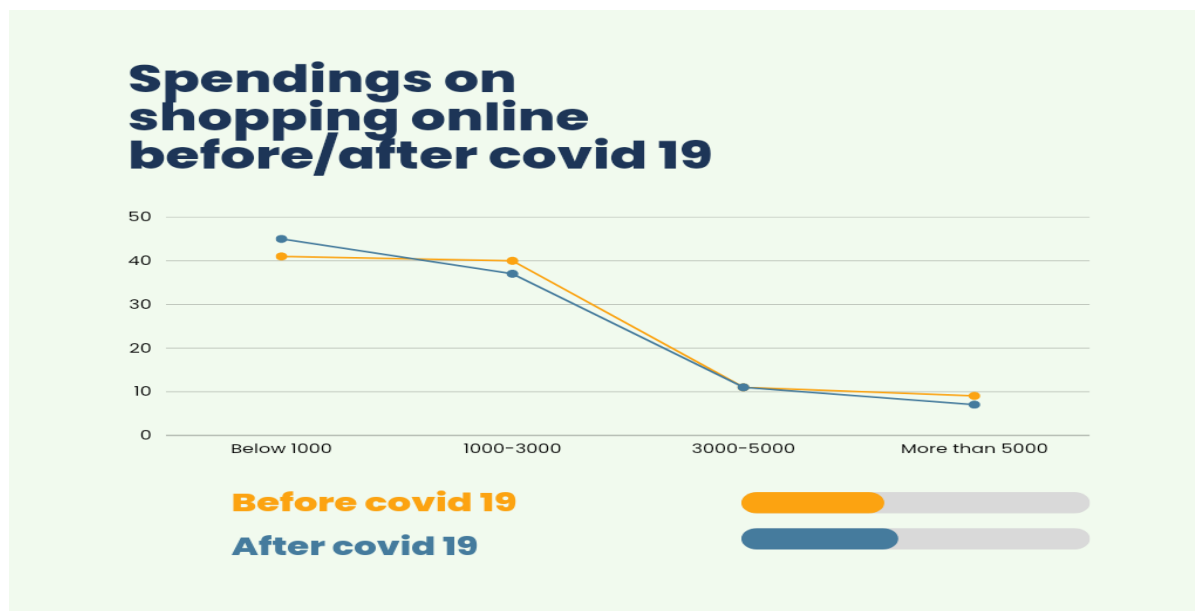


Figure 3

The following chart shows that also the spending below 1000 INR on online shopping is increased after COVID 19 but spendings on online shopping between 1000-3000 INR and more than 5000 INR is decreased after COVID 19.

4.QUESTION		MOST PREFER	PREFER	NEUTRAL	LESS PREFER	NOT PREFER
PRODUCT PREFERENCE AMONG PEOPLE DURING ONLINE SHOPPING? (BEFORE COVID 19)	ELECTRONIC APPLAINCES & MOBILE	53%	26%	12%	03%	06%
	VEGITABLES & GROCERIES	14%	32%	20%	09%	25%
	FASHION	36%	30%	24%	05%	05%
	BEAUTY & COSMETICS	21%	34%	23%	10%	12%
	MEDICINE	18%	23%	21%	12%	26%
(AFTER COVID 19)	ELECTRIC APPLAINCES & MOBILE	62%	20%	11%	03%	04%
	VEGITABLES & GROCERIES	12%	31%	27%	10%	20%
	FASHION	35%	35%	22%	06%	03%
	BEAUTY & COSMETICS	24%	35%	23%	10%	09%
	MEDICINE	17%	31%	19%	10%	23%

Table 2



Figure 4

Shoppers who were online buyers of electronic items and cosmetic items increased from 53% to 62% and 21% to 24% after COVID 19.

5.QUESTION		MOST PREFER	PREFER	NEUTRAL	LESS PREFER	NOT PREFER
PREFERNCE AMONG E-COMMERCE RETAILERS? (BEFORE COVID 19)	AMAZON	65%	23%	05%	04%	03%
	FLIPKART	38%	42%	10%	05%	05%
	MYNTRA	26%	27%	28%	11%	09%
	SNAPDEAL	13%	29%	23%	18%	17%
	JIO MART	00%	00%	00%	00%	00%
	MEESHO	00%	00%	00%	00%	00%
	LOCAL E-COMMERCE RETAILERS	18%	25%	21%	13%	00%

AFTER COVID 19	AMAZON	71%	21%	04%	02%	02%
	FLIPKART	45%	37%	10%	05%	04%
	MYNTRA	28%	32%	24%	07%	10%
	SNAPDEAL	13%	33%	19%	14%	20%
	JIO MART	21%	25%	22%	19%	13%
	MEESHO	31%	35%	16%	11%	07%
	LOCAL E-COMMERCE RETAILERS	19%	34%	19%	10%	22%

Table 3



Figure 4

As we can see from the above two phases, Amazon and Flipkart were dominant prior to COVID-19, with Myntra coming in third place, and the situation remained the same after COVID-19. Amazon (71%) and Flipkart (45%) are at the top. People in this area prefer they both for online shopping. Following COVID 19, the third spot can be taken by newcomer e-retailer MEESHO (31%), as well as some local retailers embracing e-commerce through social media business accounts.

6.QUESTION		VERY IMPORTANT	QUITE IMPORTANT	LESS IMPORTANT	NOT IMPORTANT
REASON BEHIND SHOPPING ONLINE BEFOR COVID 19?	CONVENIENCE	75%	20%	04%	01%
	LOW COST	45%	43%	09%	03%
	QUALITY	58%	30%	11%	01%
	TIME SAVER	60%	28%	08%	04%
	24/7 ACCESS	52%	30%	12%	06%
	PACKAGING	40%	42%	15%	03%
	RETURN POLICY	47%	35%	15%	03%
	MAXIMUM CHOICES	54%	31%	10%	05%
	PRIVECY & SECURITY	52%	30%	11%	07%
AFTER COVID 19	CONVENIENCE	40%	38%	16%	06%
	LOW COST	71%	23%	04%	02%
	MAXIMUM CHOICES	54%	33%	10%	03%
	TIME SAVER	61%	30%	07%	02%
	24/7 ACCESS	51%	30%	14%	04%
	MAINTAIN SOCIAL DISTANCING	56%	28%	11%	04%
	FEAR OF GOT INFECTED	49%	34%	11%	06%

	NEW SHOPPING HABBITS	49%	34%	12%	05%
	DELIVERY WITHOUT DIRECT CONTACT	46%	31%	12%	11%

Table 3

Before COVID-19, 75% thought it was convenient, 60% thought it was time-saving, 58% thought it was with quality products, 52% thought it was available 24/7 and more secure, and 54% thought it had more options than offline shopping. On the other hand, after COVID 19, 71% were shopping online because of the low cost of products; 56% were doing it because it maintains social distance; 49% believed that it is less dangerous to get infected and it creates new shopping habits.



Figure 5

7.QUESTION		MOST PREFER	QUITE PREFERE	LESS PREFER
PREFGERNCE ABOUT PAYMENT MODE IN ONLINE SHOPPING? BEFORE COVID 19	CREDIT/ DABIT CARD	43%	33%	24%
	M-BANKING	12%	45%	43%
	CASH ON DELIVERY	71%	18%	11%

	UPI	30%	38%	32%
AFTER COVID 19	CREDIT/DEBIT CARD	48%	32%	20%
	M-BANKING	14%	44%	42%
	CASH ON DELIVERY	67%	20%	13%
	UPI	29%	41%	29%

Table 5

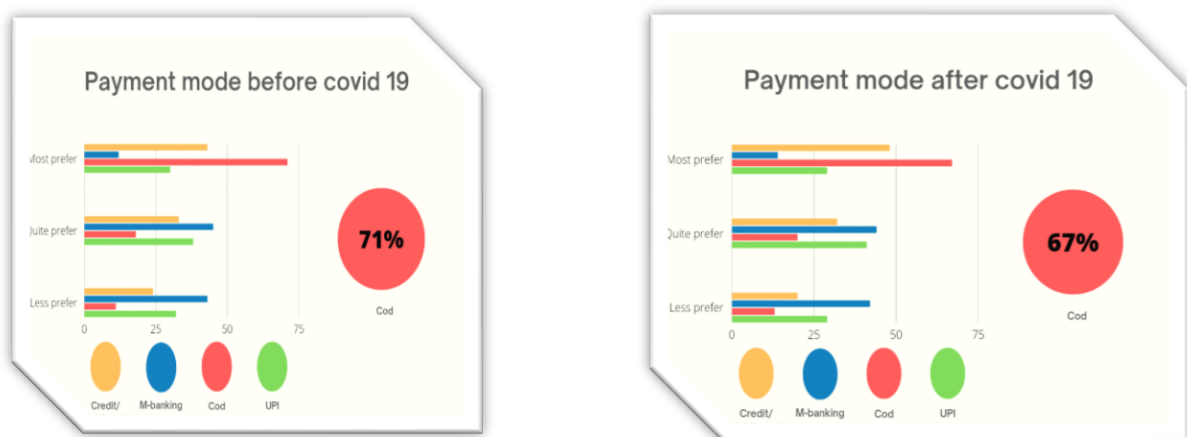


Figure 6

This table shows the payment mode of respondents. 12% used credit/debit cards, 12% used M-banking, 71% used COD, and 20% used UPI mode before COVID 19. Percentage of COD was decreased by 67% while the credit card/debit card and M-banking modes of payment option adopted by people increased by 48% and 12% after COVID 19.

DISCUSSION

Covid 19 had an intense effect on the retail sector world-wide and it was both positive and negative. But if you see the overall result, e-commerce is growing rapidly because of COVID 19. Covid 19 trained customers to use the internet and create a new habit of shopping. It caused more challenges to offline retailers who were not aware of e-commerce services and facilities.

They never know how to deal with online circumstances and how to immediately shift their business model online. That's why they suffer a lot during COVID 19. The facilities like online payment, home delivery, maintaining social distance, etc., make people think about online shopping. Hence, people facing these problems are moving towards the e-buying option during COVID-19. We noticed some changes in traditional retail after COVID-19, such as them looking towards e-facilities, creating business accounts on social media, and providing e-payment facilities such as UPI and card swipers at their shop. So, this is the new era of retail we see nowadays in the retail market, open market, and super markets everywhere.

CONCLUSION

In this paper, we have reviewed the effects of the COVID-19 outbreak. We investigated how COVID-19 affects traditional retail businesses and how traditional retailers are transitioning to e-commerce. This paper spreads information to people about how e-commerce, e-business, and the economies of a country are affected by COVID 19. How e-commerce provides an alternative way for people to meet their demands, how COVID-19's impact on retail businesses makes them realize that they need to turn their business mode is towards online. The situation encouraged offline retailers to include technology as a factor in their business terms.

REFERENCE

- Krunal P.Rajput, Sejal A. Desai (2022) ,Veer Narmad South Gujarat University, Surat. ***"Impact of Online Service Facilities on General Retail Business in Surat city: Comparison of Online Retailers vs Offline Retailers". JOURNAL OF THE ASIATIC SOCIETY OF MUMBAI, ISSN: 0972-0766, Vol. No.30, 2022***
- Akram, H., Basit, H. M., Khan, A.U., Raza, S. M., & Naqvi, M. B. July 2020. [University of Utara Malaysia, School of Business Management], ***"E-commerce trends during COVID-19," International Journal of Future Generation Communication & Networking, 13 (2), 1449-1452.***
- Jahangir Alam, Tejgaon College, Dhaka, Bangladesh. March 2020 ***"Buying behaviour under the Corona Virus Disease (COVID-19) Pandemic situation: An Online Perspective Case in Bangladeshi Shoppers," Chinese Business Review, Vol. 19, No. 3, 82-90 DOI: 10.17265/1537-1506/2020.03.00***

Hashem, T. N. Isra University, Jordan *Examining the influence of COVID-19 Pandemic on changing customers' orientation towards e-shopping* DOI: 10.1016/j.modernappliedscience.2014.05.05910.5.539.

Amit Ranjan (IIT Allahabad), Modhvendra Misra (IIT Allahabad), Jitendra Yadav (K.L.University) 2021 *"Online Shopping Behavior during the COVID-19 Pandemic." An Indian Perspective June 2021* DOI: 10.2139, SSRN 3874348, *Electronic Journal*

Abdullah Niazi, M. A., Ariba Shahid, and Hassan Naqvi (2020). *The pandemic is e-commerce's time to shine. But will it last? From* <http://profit.pakistantoday.com.pk/2020/05/04/the-pendemic-is-e-commerce-time-to-shine-but-will-it-last>,

Maia, C.R, Lunardi, G.L., Dolci, L. D. & D Avila, C. 2019. *"Competitive Price and trust as Determinants of Purchase Intension in social Commerce"* *Brazilian Administrative review*, Vol 16(4). <http://doi.org/10.1590/1807-7692bar2019190074>.

G.S.jayogowri, Dr. R. Rajesh, 2019 *"Online shopping behaviour and habit-conceptual study"* *International Journal of creative Research thoughts (IJCRT)* ISSN: 2320-2882. www.ijcrt.org