



IMPACT OF COVID-19 ON KIRANA STORES

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ABSTRACT:

1.1 Purpose: The pervasive impact of the COVID-19 virus on the Local Kirana Stores sector in India has led to various challenges and opportunities in the grocery retail industry. This paper offers a thorough evaluation of the effect on the market, explaining descriptive views supported by numerous primary and secondary data sources.

1.2 Design /methodology/approach: - This is a self-driven study grounded with a mix of Primary Data and secondary data. Qualitative and quantitative assessments are assimilated from credible research reports of multiple local grocery stores in the Indian context.

1.3 Practical Implications: The dynamic and evolving food services in India, catalysed by the Internet and digital technologies will help academicians study the long-term implications of this change, and how it would impact society at large. The paper provides a rich body of contemporary data and analysis in the food services sphere.

Keywords: Kirana/ Grocery Stores, Online Shopping, Covid-19, Safety, Hygiene.

2. INTRODUCTION:

A general store or market/shop for your everyday needs. Mostly Kirana stores consist of daily needs and commonly used grocery items. The store size of any shop depends on the kind of funds available to a local merchant.

As one of the few operating retail sectors, the food retail industry is encountering unique challenges and opportunities during the 2019 Novel Coronavirus. The pandemic led to various transformations in the food retail industry, including changes in consumers perception and behaviour. Although the pandemic has a situational nature, such transformations could have both temporary and long-lasting effects on reforms of the grocery retail industry.

How business needs to adapt and design to a new normal and create a better retail environment both offline and online to maintain business performance in the long run has become an important and timely question for the food retail business around the world.

REVIEW OF LITERATURE:

1. Mahajan, Y. (2022) stated that In India, post-Covid-19 outbreak, demand for hand sanitizers, hand wash and other health hygiene products have to increase at an exponential rate. The year 2020 is anticipated to have the highest growth for these products.
2. Khaled, A. S., Alshaketheep, I., & Khan, M. A. (2022) stated that many leading customers claim that more than 600,000 Kirana outlets might have shut down during lockouts, experienced a liquidity shock or have the owners returned to villages and were scared that most of them might not reopen.
3. Agarwal, A., Jain, I., Sharma, J., & Jha, P. (2022) stated that in addition to fruit, fitness and wellbeing, hygiene and immunization booster goods, particularly rural areas, are also at the centre of customer demand.
4. Agarwal, A., Jain, I., Sharma, J., & Jha, P. (2022) stated that in addition to fruit, fitness and wellbeing, hygiene and immunization booster goods, particularly rural areas, are also at the centre of customer demand.
5. Saha, J., Barman, B., & Chouhan, P. (2021) stated that while writing on potential impact of COVID-19 on Indian economy, a report of KPMG stated that this economic elastic behaviour with reference to spending was also shown during previous epidemics with increased attention of consumers on price, origin of the products and utility-based consumption or curtailed consumption.
6. Svajdova, L. (2021) stated that in a sense, the Covid-19 pandemic has changed the way we work, shop and communicate with people more than any other disruption (including technological ones) in the recent past. As more people start working from home, they are sticking to basics, stepping outside only to buy essentials and are constantly worried about the risks of getting infected in crowded places like malls and supermarkets.
7. Aryani, D. N., Nair, R. K., Hoo, D. X. Y., Hung, D. K. M., Lim, D. H. R., Chew, W. P., & Desai, A. (2021) stated that more than 50% of consumers have ordered products online that they would normally purchase at the store.
8. Mason, A., Narcum, J., & Mason, K. (2020) stated that as the COVID-19 pandemic is far more than a health crisis: it has unpredictably changed our whole way of life. As suggested by the analysis of economic data on sales, this dramatic scenario has also heavily impacted individuals' spending levels.
9. Harshal, V., & Simran, M. (2020) stated that on 25th March, 2020, lockdown for 21 days was declared by the Central government and suddenly changes occurred in the consumer behaviour. After declaration of first lockdown all shops of essential commodities were crowded with consumers.

10. Veeragandham, M., Patnaik, N., Tiruvaipati, R., & Guruprasad, M. (2020) stated that Based on the survey results, respondents prefer online shopping due to fear of the pandemic, a desire to feel safe at home, and global government restrictions.

4. OBJECTIVES OF THE STUDY

The major objectives of the study are:

1. How the consumers have adopted digitalization in payment methods.
2. How the technology has aided the uncomfortable situations in pandemic to normal running and development of Kirana stores.
3. How the price of the products was changed during the pandemic.
4. To find the view of the consumers on the Kirana stores were changed during the pandemic.
5. What are the safety measures were followed in the Kirana stores?
6. How covid 19 led Kirana stores to adopt technology, innovation and online platform.

5.0 METHODOLOGY OF THE STUDY

The primary data for the purpose of the study were information and responses from consumers of Kirana Stores in Bangalore city. The required data was collected by addressing the appropriate class of respondent and requesting them to provide necessary information. In order to collect primary data, we have approached following two classes of respondents Consumers and Kirana Stores. The consumers are respondents who provide information regarding their understanding, experiences, opinion, and perception towards the Kirana Stores. The questionnaire for the consumers consisted of 10 closed ended questions. The questionnaire incorporated different scaling techniques as demanded by the study. Through the medium of questionnaire, we enquired the consumers about the experiences following the impact of the novel Corona Virus on the local Kirana Stores present near their households. We explored their preferences about the services offered by the Kirana Stores and also received feedback as to how Kirana Stores can gain a strong foothold in the market if they can work on few of the existing loopholes. From the questionnaire that we circulated we got handsome responses with the help of which we were able to conduct an in-depth analysis of the whole scenario and draw conclusions out of it and also move to the next source of data collection that is the secondary sources. The type of analysis that we conducted is a statistical analysis. Sources of secondary data collection: As with any research, the researcher was aware about the value of secondary data. The secondary data provided the researcher with the information regarding the activities, scope and opinions of other researchers and experts in the initial stages. The data further guided the researcher in defining the variables of the study, identifying the classes of the stakeholder involved in the study. The secondary data provide useful and necessary information supplementing the qualitative aspects of research finding.

6. HYPOTHESIS

Sales of Kirana Stores affected due to Covid-19.

What does our report cover?

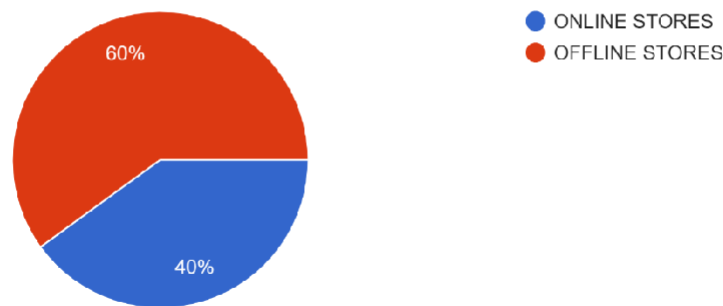
1. The report covers both the impact that the pandemic has had on consumers and its pursuant impact on Kirana stores as providers of essentials.
2. The report includes a survey that focuses on insights gathered through 30 qualitative interviews conducted across 12 cities, 5 metros and 7 non metros in India to compare the official research sources from various sources like ey, Business Today etc. with our collected data to prove the validity of their claims.

7. Findings and Results of the study:

Convenience of shopping & Store image are the major factors that influence the consumers in their buying. Safety factors was a major concern for people visiting Kirana Stores. The respondents were mainly young and the middle-aged population belonging to the student, self-employed and housemakers majorly. There exists a stiff competition between online and offline method of shopping and between that of supermarkets and Kirana Stores however people still prefer offline method of shopping due to convenience and easy availability of products in KiranaStores. The Kirana stores have adapted to the pandemic quite effectively by improving in the areas of safety, technology, etc. People generally prefer to visit Kirana Stores providing the option of UPI Payments.

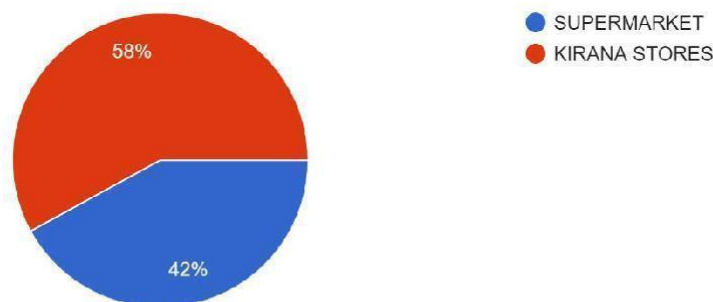
What is your preferred method of grocery shopping both, during the peak of the pandemic and now?

50 responses



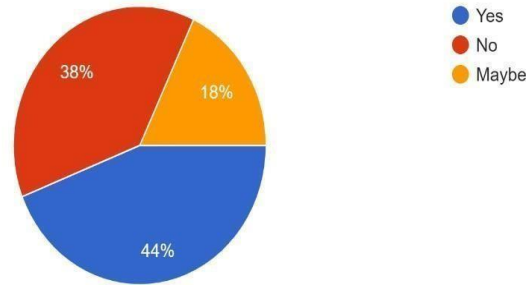
If Stores, Where do you prefer shopping, in supermarkets or Kirana stores?

50 responses



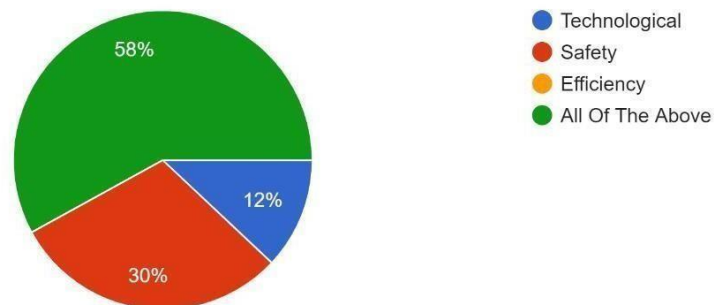
Did you switch to online grocery shopping during the pandemic?

50 responses



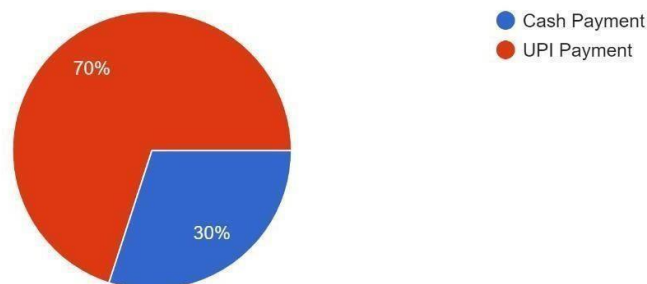
Which area/areas have the Kirana stores improved upon after the lockdown?

50 responses



What is your preferred method of payment at a Kirana store?

50 responses



8. CONCLUSION:

We are all witness to the change happening in retail in the country. This change is not restricted to the metro cities but has rapidly spread to smaller cities and towns. The force driving this change is the Indian consumer. The size of the population in India has always made it a large market. The consumer landscape is changing very fast. Occupational changes and expansion & penetration of media caused a significant change in the way the consumer lives and spends his money. Consumers today see an exciting explosion of choices, new categories and new shopping options and have increasing disposable income to fulfil their aspirations. Consumers are increasingly seeking convenience in shopping and want the shopping experience to be enjoyable. Kirana stores in India are overwhelmingly looking at adoption of technology to stay relevant amid business uncertainty due to coronavirus outbreak. Nearly 40 per cent of shops are looking at partnering with online delivery and supply platforms.

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