

STUDY OF CHALLENGES FACED BY EMPLOYEES OF RETAIL STORES DURING COVID-19

Dr. Sandeep R. Sahu

Assistant Professor, Department of Commerce, Smt. M.M.K College of Commerce & Economics, Mumbai

ABSTRACT

This pandemic in the form of Covid-19 affected almost all the industrial sectors and retail sector has been one of the largely affected sector in all over the world including India. All retail stores, irrespective of whether they are shopping malls or small retail shops, bore the brunt of this pandemic and lockdown. And mostly, larger number of people's job in India are attached to informal sector like small retail sector for employment, where easily jobs are available as compared to formal sector, but this sector is also affected due to this pandemic and contributed to the job losses.

The main aim of researcher in this research paper is to study and understand the challenges faced by employees of retail stores due to Covid-19 and lockdown. For the purpose of this research study, sixty employees from retail stores of different product categories are taken as samples from Ulhasnagar, Kalyan and Dombivili region of Thane District. Primary method of data collection methods are adopted like questionnaire and secondary methods like books, journals, information from newspapers, internet etc. Questions were divided in two different parts such as demographic profile of small retailers and effects of Covid-19 and Lockdown on employees of Retail Stores. All the collected information is properly classified and arranged in tabular form to arrive at proper conclusion and suggestions.

KEYWORDS: Covid-19 Pandemic, Lockdown, Retail Sector, Employees

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I] INTRODUCTION

'Over 4 million youth in India lost jobs due to the Covid-19 pandemic with most job losses in the construction and farm sector'.

--Joint Report by ILO and ADB, Bloomberg Quint (2020)

There have been lakhs of people who have lost their job due to this unexpected pandemic in the form of Covid-19. This situation can be observed in almost all the countries including India. Mostly, larger number of people's job in India are attached to informal sector, where easily jobs are available as compared to formal sector, but this informal sector is also affected due to this pandemic and contributed to this job losses. Retail stores also faced the heat of this pandemic in the form of logistics blocks, problem of labour, declining customer's demand, lack of financial investments, shortage of cash holdings etc. Most of the retail stores either shut down their stores or operating partially in this lock down and that's the reason of losing the job of the employees in these stores.

II] BACKGROUND OF THE STUDY

Retail stores also faced the heat of this pandemic in the form of logistics blocks, problem of labour, declining customer's demand, lack of financial investments, shortage of cash holdings etc. At present, retail stores are now operating in full fledged and hiring employees also for managing their businesses. This research paper primarily focusses on to study and understand the challenges

faced by employees of retail stores due to Covid-19 and lockdown.

III] RESEARCH METHODOLOGY

A] Objectives Of The Study:

The followings are the objectives of the study:

- a) to study the challenges faced by employees of retail stores due to Covid-19 and lockdown.
- b) to provide suggestions on the basis of findings of the study.

B] Sample Selected For The Study:

60 employees from retail stores of different product categories are taken as samples from Ulhasnagar, Kalyan and Dombivili region of Thane District.

C] Methods Of Data Collection:

For the purpose of the study, primary method of data collection methods are adopted like questionnaire and secondary methods like books, journals, information from newspapers, internet etc. All the collected information are properly classified and arranged in tabular form.

D] Limitations Of The Study:

Primary data through questionnaire is collected from small size of sample for arriving at proper findings and conclusion.

IV] ANALYSIS OF INTERPRETATION OF DATA:

I) Demographic Profile Of Employees Of Retail Stores

Table 1: Demographic Profile of Employees of Retail Stores

		No. of Respondents	In Percent
1) Categories	General Stores	14	24%
	Mobile Stores	18	30%
	Apparels	14	23%
	Food Outlets	14	23%
	Total	60	100
2) Age	< = 20 Year	4	7%
	21 – 30 Years	27	45%
	31 – 40 Years	24	40%
	41 – 50 Years	3	5%
	> 50 Years	2	3%
	Total	60	100
3) Working in Stores Since?	< 1 Year	8	14%
	1 – 3 Years	26	43%
	3 – 5 Years	18	30%
	> 5 Years	8	13%
	Total	60	100
4) Employment	Full Time	56	93%
	Part Time	4	7%
	Total	60	100

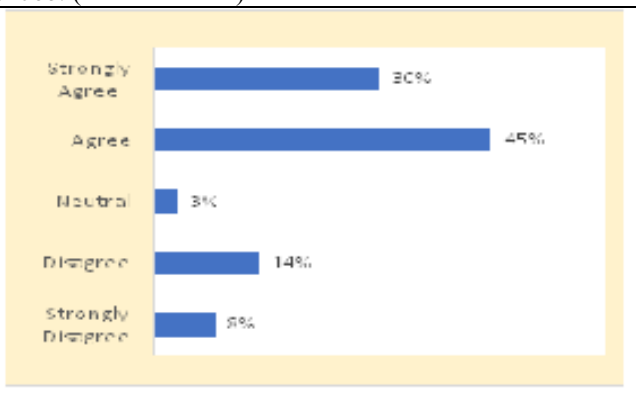
It is found out from the table 1 that 60 employees from retail stores are taken as samples from Ulhasnagar, Kalyan and Dombivili region for the study which includes four categories of shops such as General Stores (24%), Mobile Stores (30%),

Apparels (23%), and Food outlets (23%). 85% of employees belong to 21 – 40 years age group. 43% of employees are working in the stores for last 1 – 3 years. And majority of employees i.e., 93% are full time in the stores.

II) Effects Of Covid-19 And Lockdown On Employees Of Retail Stores

Table 1: Loss of Job. (In No's and %)

	Responses	
	In No's	In %
Strongly Disagree	38	63%
Disagree	13	22%
Neutral	2	3%
Agree	1	2%
Strongly Agree	6	10%
Total	60	100

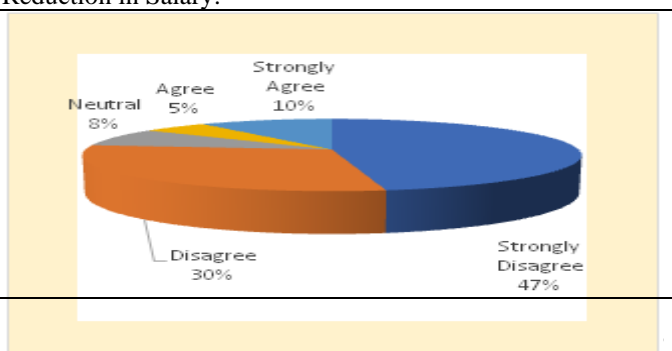


The above given table and diagram show the statement that there was loss of job during the pandemic. It can be noticed that 85% of employees

are strongly disagreed or disagreed with the statement and 7% of employees are strongly agreed or agreed with it and remaining is neutral.

Table 2: Reduction in Salary.

	Responses	
	In No's	In %
Strongly Disagree	28	47%
Disagree	18	30%
Neutral	5	8%
Agree	3	5%
Strongly Agree	10	10%



Strongly Agree	6	10%
Total	60	100

Regarding reduction in salary of employees, it is revealed from the above given table and diagram that 77% of employees are strongly disagreed or

disagreed with the statement of reduction in salary and 15% of employees are strongly agreed or agreed with it and remaining is neutral.

Table 3: Not Getting Salary on Time.

	Responses	
	In No's	In %
Strongly Disagree	3	5%
Disagree	9	15%
Neutral	2	3%
Agree	32	53%
Strongly Agree	14	24%
Total	60	100

Above table and diagram show the statement that employees are not getting salaries on time. It is found out that 77% of employees are strongly

agreed or agreed with this statement and 20% of employees are strongly disagreed or disagreed with it and remaining is neutral.

Table 4: Less Business in Store due to Pandemic.

	Responses	
	In No's	In %
Strongly Disagree	4	7%
Disagree	7	12%
Neutral	2	3%
Agree	35	58%
Strongly Agree	12	20%
Total	60	100

The above given table and diagram show the statement that this pandemic has slowed down the store's business. Majority of employees (i.e. 78%) are strongly agreed or agreed with the statement of

that this pandemic has slowed down the store's business. and 19% of employees are strongly disagreed or disagreed with it and remaining is neutral.

Table 5: It was difficult to get new job.

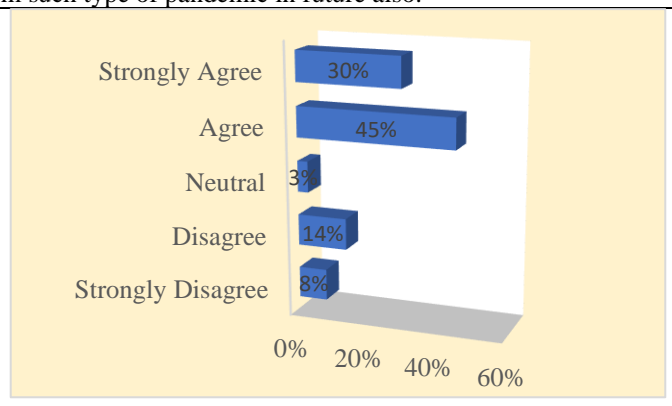
	Responses	
	In No's	In %
Strongly Disagree	21	35%
Disagree	19	32%
Neutral	3	5%
Agree	11	18%
Strongly Agree	6	10%
Total	60	100

It is inferred from the above table and diagram that 67% of employees are strongly disagreed or disagreed with the statement that it was difficult to

get new job during this pandemic and 28% of employees are strongly agreed or agreed with it and remaining is neutral.

Table 6: Feeling threat from such type of pandemic in future also.

	Responses	
	In No's	In %
Strongly Disagree	5	8%
Disagree	8	14%
Neutral	2	3%
Agree	27	45%
Strongly Agree	18	30%
Total	60	100



From the above given table and diagram, it can be understood that three-fourth of employees are strongly agreed or agreed with the statement that employees are feeling threat from such type of pandemic in future also and 22% of employees are strongly disagreed or disagreed with it and remaining is neutral.

V] FINDINGS AND CONCLUSIONS:

Following are the findings and conclusion made on the basis of the research study:

- It is found out that 60 employees from retail stores are taken as samples for the study which includes four categories of shops such as General Stores (24%), Mobile Stores (30%), Apparels (23%), and Food outlets (23%). 85% of employees belong to 21 – 40 years age group. 43% of employees are working in the stores for last 1 – 3 years. And majority of employees i.e., 93% are full time in the stores.
- It can be noticed that 85% of employees are strongly disagreed or disagreed with the statement that there was loss of job during the pandemic and 7% of employees are strongly agreed or agreed with it and remaining is neutral.
- Regarding reduction in salary of employees, it is revealed that 77% of employees are strongly disagreed or disagreed with the statement of reduction in salary and 15% of employees are strongly agreed or agreed with it and remaining is neutral.
- It is found out that 77% of employees are strongly agreed or agreed with this statement that employees are not getting salaries on time and 20% of employees are strongly disagreed or disagreed with it and remaining is neutral.
- Majority of employees (i.e. 78%) are strongly agreed or agreed with the statement of that this

pandemic has slowed down the store's business. and 19% of employees are strongly disagreed or disagreed with it and remaining is neutral.

- 67% of employees are strongly disagreed or disagreed with the statement that it was difficult to get new job during this pandemic and 28% of employees are strongly agreed or agreed with it and remaining is neutral.
- It can be understood that three-fourth of employees are strongly agreed or agreed with the statement that employees are feeling threat from such type of pandemic in future also and 22% of employees are strongly disagreed or disagreed with it and remaining is neutral.

It is observed that most of the employees in this survey accepted that the payment was not getting on time because of less business in the stores. Even employees are feeling threat from such type of pandemic in the future also. Because, many of them lost their regular job and joined some other job, not getting payment on time, fear of losing job again because of continuous pandemic and resultant lockdown. As the businesses has started resuming, it has been observed that majority of small retailers has begun their business functioning again with much enthusiasm and positive attitude. As of now the situation is under control, the supply problem is getting solved due to beginning of production in full-fledged but the biggest task is lack of demand from the customers at present.

VI] REFERENCES

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