

# CONSUMER BEHAVIOUR IN SPECIALTY STORES AFTER COVID

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## ABSTRACT

The paper aims to find a change in consumer behavior while shopping in specialty stores and the effect of COVID-19 has put on their buying pattern. This is an Exploratory-Descriptive Research on changes made by the store owners to differentiate themselves from competitors as how consumer have become very cautious about their health in which detailed study is done on results achieved by doing primary and secondary research. The study highlights the changing pattern of consumer behavior in specialty stores and with increasing dominance of online shopping how are specialty stores coping. It shows changes in layout, usage of Artificial Intelligence and other measures to grow in the market in difficult situation. The findings suggest that the companies should make regular changes in this dynamic world and keep updating as per the market situation. The study identifies that consumers are giving a lot of preference to hygiene, social distancing and are making a lot of changes in their physical attributes.

## Keywords

Consumer, Buying Pattern, Covid-19, Content, Specialty Stores, Reach

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## Introduction

A specialty store is a place where a deep assortment of goods in a niche category is found. A specialty store can be of only one brand or of more than that. Competitors of specialty stores would be department stores, general stores, big box stores and supermarkets. The demand for specialty stores evolved to have better association between buyers and sellers. The open door for the advancement of individual connections, and in this manner individual consideration, was one of the components prompting the development of the strength store in the mid nineteenth century (Gist, 1968).

Shopper conduct is the investigation of how singular clients, affiliations, or associations picked, secure, utilize and discard items, things, and administrations to satisfy their requirements and wishes. It applies to the client conduct on the business sectors just as this is the root purpose for this conduct.

Advertisers expect that they will have the option to decide, by understanding what makes shoppers purchase specific merchandise and ventures which items are required available, which are obsolete, and how best to introduce the products to customers. Buyer conduct examination recommend clients are business players.

The viewpoint of job hypothesis proposes that shoppers have explicit situations available spot. Buyers play out these situations in the choice cycle beginning from the information source, from the client to the payer and to the disposer.

Factors influencing consumer behavior are:

- Marketing factors, for instance, thing arrangement, esteem, progression, packaging, arranging and dispersion.
- Personal factors, for example, age, sex, guidance and compensation level.
- Psychological factors, for instance, buying manners of thinking, perspective on the thing mentalities for the product.
- Situational factors, for instance, physical natural elements at the hour of acquirement, social ecological and time factor.
- Social factors, for instance, cultural position, reference social affairs and family.

Disease epidemics have affected human since the earliest days of recorded history. This paper focuses on how different store owners have changed their approach of sales by adding or removing few products or changing layout or using innovative methods to ensure safety from virus and also doing the advertisement of the store.

The economic disruption worldwide caused by COVID-19 and subsequent pandemic has not been seen since Great Depression. The restrictions via

lockdown and other measures taken by store owners and consumers has deeply impacted the market.

The lockdown because of COVID-19 impacted in changed consumption pattern of consumers resulting in highly disrupted market. The International Monetary Fund (IMF) anticipated a sharp withdrawal of 4.5% for the Indian economy in 2020, a "noteworthy low" referring to the uncommon coronavirus pandemic. The worldwide development rate is anticipated at (- 4.9%) for 2020

### Literature Review

In a paper by (Julie Baker, A. Parasuraman, Dhruv Grewal, & Glenn B. Voss, 2002) There ought to be a gigantic spotlight on configuration signs to have shopping experience cost, mystic cost estimated and the highlights like store format, course of action of product highlights can possibly impact would-be customers' clairvoyant expenses and along these lines their shopping experience and store support conduct. Store configuration includes likewise impact money related value observations. This infers store offering a high picture configuration might be seen as offering high caliber and worth, despite the fact that financial costs are seen as high. Making a predominant in-store shopping experience is basic and could give a compelling serious weapon to forte stores that face developing rivalry from web-based e-posterioriors providing comparable product at the equivalent (or lesser) costs.

In a paper by (Anne L. Roggeveen Raj Sethuraman, 2020) states that purchasers are less ready to leave behind their (perceptible) physical money for purchasing than with their (nondetectable) e-installment. Hence, money installment brings about more value limits than nonmoney installments. It finds that money installment prompted a higher selling cost than installments under specific conditions. They further research and clarify this outcome through shoppers' psychological symbolism and want money.

While the COVID-19 reports have risen steadily across the globe, the unemployment rates have rising steeply too showing the severe impact that the pandemic already has on economies. Many retail sectors serve as a vector for the regional and global distribution of pathogens. The need for economic reform to return overcompensated for

the missed revenue has contributed to the global recession situation. The uncommonly low oil value (US\$ 23 toward the finish of Walk 2020) has happened to add to this impact that such market and strategy perspectives are supplemented by the issue of movements in client conduct. Conduct is influenced by assortment of components like individual financial prosperity and discretionary cashflow, cost shifts, seen wellbeing dangers and expanded utilization potential because of pandemic limitations. (Lee & Chen, 2011).

In a paper by (Fahui Wang, 2014). The spread of distinguishing strength stores is commonly decreased around them inside because they will undoubtedly benefit by being, they're for each other than various stores to pull in customers by their total commitment of different and uncommonly specific things. In view of nearest neighbor examination, three store types (specialty stores, improvement material business sectors and buyer thing stores) are progressively gathered in order to benefit by customer's multi-stores explicit shopping conduct. The other sort of stores (retail chains, grocery stores and furniture stores) are increasingly scattered for staying away from rivalry from their opponent stores. For comparative reasons, regarding Euclidean or arrange separation, claim to fame stores and retail chains are nearest to the CBD, trailed by general stores, customer item stores, furniture stores and development material stores.

The impact of Pandemic, notwithstanding the way that it was seen as an unlikely event for a long time before the COVID-19 erupt, has been recognized as one of the key threats to associations, as showed by a survey drove in 2007. Virtual gatherings and task the board advances have been progressively executed even before the pandemic, and the computerized change has been generally bothering free for some organizations. This article is not considered as totally adjusted. Substance may change going before last dispersion. Affiliations have made fruitful advances into online activities feasibly – notwithstanding, the effect of the pandemic isn't apparently going to be restricted especially to the business tasks. Purchasers who live through a pandemic might be changed, and the movements can be suffering fundamentally after the pandemic passes. (Impact of Coivid-19 on consumers, RY Kim, 2020).

The COVID pandemic prompted sensational financial interruptions, as wellbeing concerns made by the infection have driven individuals to remain at home. As results investigate, the pandemic likewise prompted a sensational takeoff in the manner work is led - with a sharp however lopsided ascent in remote work. Utilizing firm-level overviews, the outcomes research remote working during the COVID-19 emergency. Albeit remote working has become an amazingly huge wonder during the COVID emergency, there are as yet numerous organizations that don't permit any remote working.

### Research Methodology

This section deals with the methodology of data gathering and analysis for the paper. It also tells about the data sources and the analysis tools used for generating results. Based on the market condition and most prevalent specialty stores depending upon the brand and types of product or service it gives we have selected various sectors of the industry which were relevant for the study. The sample size was 9 brands across 7 sectors. The type of sampling method is convenience sampling.

To maintain confidentiality the name of the organizations has been marked as variables and the sector they belong to have been listed below:

S.NO	Sector	Company	
1	Clothing	BIBA	American Eagle
2	Sportswear and Equipment	Adidas	Decathlon
3	Automobile	Maruti Suzuki	
4	Electronics	Apple	HP
5	Jewelry	Titan	
6	Furniture	Fenesta	

For generating qualitative data, we took interviews of store managers or the store owners who have knowledge about the workings and operation of store using the brand norms and also doing promotion and marketing for it based on the conditions. We went to stores to observe the physical changes and took interviews for primary research with an average time of 30 mins per interview.

1 BIBA

Introduction- BIBA is an Indian brand formed in 1988 and has focused in fashion industry ever since. With around 225 multi brand outlets and more than 150 brand outlets, it has showed its dominance in whole country. It is specialized in its own business line. The brand performs only in India.

Changes in Store layout- There has been Crowd management in stores to ensure smooth functioning. The Cleaning and disinfecting of stores is done at regular intervals. The disinfection of washrooms is done every time they are used apart from sanitizing washroom fittings and other exposed surface areas at regular intervals. Trial rooms are disinfected with spray pre and post each customer trial; similarly, garments are steam ironed pre and post each trial. Indian -wear brand A has at least 50 outlets open all over India by 4th July 2020. BIBA introduced sanitization of clothes which are not purchased but tried by the customer for more than 24 hours. After sanitization they are steamed for cleanliness and its look before it is put in racks.

Employee safety and responsibility- Provision of touchless cash points while encouraging contactless payments hence online mode of payment is being preferred by consumers. Social distancing and face masks are mandatory. There is regular sanitization of stores/outlets and disinfecting all touchpoints, ensuring that all the fixtures, door handles, handrails, and POS are cleaned at regular intervals. The hand sanitizers at the entry/exit points and billing areas in the stores for more safety and responsibility of consumers and employees.

Difference in buying pattern with earnings and expenditure-Consumers visiting a store is around 40% of the pre Covid scenario but the conversion rate of consumers for buying products is 1.5x to 1.75x hence revenue generation is not badly affected. The rent for the store was half paid for the months when the store was shut because of lockdown.

2 American Eagle

Introduction- It is an American lifestyle, clothing, and accessories retailer which has 16 outlets in India (only in Tier 1 cities) coming under ABFRL group in India. The brand targets male and female university and high school students, although older adults also wear the brand. It has 5 subsidiaries as of now and is looking for

expanding rapidly worldwide with targeting a premium sector of consumer base.

**Changes in Store layout-** At this store, preliminary rooms are cleaned after each utilization and garments 'isolated' for 36 hours after preliminary. A delegate says garments are fended off in a container until they are taken back to the racks. The ally distance has been increased to ensure social distancing. All the stores of the brand worldwide have used innovative stickers at walls to ensure "Social Distancing".

**Difference in buying pattern-** The brand has initiated live streaming feature where a consumer can take a tour of store by staying at home while interacting with an executive in store. The brand has also initiated a pilot plan in the Delhi outlet where a sales executive will go to the house of a potential customer based on the size, preference, color and other requirements. The company has observed a more than expected rate of order conversion through this method and is looking forward to implement it in other stores of the country.

**Earnings and expenditure** The brand is pushing digital payment method and tries to involve very less cash as least physical contact gives satisfaction of safety in the mind of consumer. The consumer visiting the store has decreased but to not loose on its revenue, the brand has ensured a lot of methods for pushing its sales. As the brand has a niche market, reaching out to them has been very critical for them.

### 3 Adidas

**Introduction-** The brand structures and produces shoes, attire and adornments. It is the biggest athletic apparel maker in Europe, and the second biggest on the planet. It has around 670 specialty stores in India. It has around 59000 employees worldwide working across 100 countries.

**Changes in Store layout-** Previously focused on close to home help and in-store understanding, forte games items halted item advancement and changed over into 'physical shops' amidst the pandemic of covid-19. The retailer offers a blend of physical retail and computerized contact focuses with augmented reality, advanced installments, and self-checkouts.

**Employee safety and responsibility-** As a component of the administration's Open 1.0 push, the Indian arm of German games brand has additionally prepared staff and redone stores to give comparative contactless retail experience as

shoppers gradually come back to the shops. Trials are approved for all these brands and unsold items are sanitized and stored for a minimum of 24 hours in a quarantine box. Thorough disinfection of test rooms has gotten a norm and said it gives clients preliminary socks that are disposed of after use. "For the post- Covid consumer these initiatives are important to assume them of safety and hygiene. They also feel that improving visualization and re-purpose the store for the customer with respect to the online. They have also installed the self-service booth at its store where customers can complete their purchase on their own using a virtual system. All they have to do is pick the product, scan it, make payment and pick up a carry bag at the booth before walking out. We have also installed a self-service booth at its store where customers can use a virtual machine to complete their order on their own. All they need to do is pick up a carrying bag at the booth before going out and before that scan it themselves and pay through digital method.

**Difference in buying pattern with earnings and expenditure-** They plan on extending it to more markets. This technology will be extended to small towns as consumers are actively using digital wallets and UPI platforms that have democratized contactless payment throughout the country, Coronavirus has made digital the center of retail experience through automation, virtual support and digital payments emphasis. The brand encourages customers to pay via UPI and it has stopped issuing physical bill copies as a part of our contactless payment initiative."

### 4- Decathlon

**Introduction-** It is a French specialty goods chain and has some 1,500 stores in 49 countries. The company sells a wide variety of sporting goods, from cricket bats to specialized swimming gear, typically in huge warehouse that are 4,000 m in size on average. The parent company also owns more than 20 brands, with R&D facilities throughout France to develop the latest innovative designs, registering up to 40 patents annually.

**Changes in Store layout-** This brand has begun giving available to come in to work help to customers to assist them with picking appropriate items, aside from offering virtual help to introduce and support enormous athletic gear. "In over 50% of these stores, 25-50% of the customers are using scan and pay as a safe mode of payment. In certain cities like Baroda and Kolkata the share

further goes to over 70%," said a spokesperson. This brand has likewise introduced a self-administration stall at its store where clients can finish their buy on their own utilizing a virtual framework. They should simply pick an item, check it, make installment and get a convey sack at the stall before exiting.

Employee safety and responsibility- Coronavirus has made computerized the center of retail understanding through mechanization, virtual help and spotlight on advanced installments. The brand has quit giving physical bill duplicates as a piece of our contactless installment activity. Be that as it may, contactless shopping can represent a danger of taken products particularly at huge stores. According to the discoveries taken merchandise (named as shrinkage) have been represented at around 1-1.5%.

Difference in buying pattern with earnings and expenditure- The retailer has propelled a zero-contact shopping activity where clients can submit an online request and gather their product through recently presented organizes under 'Save and Gather' at existing stores. This incorporates a Drive-through zero contact pickup alternative over specific stores with assigned pickup zones set apart at vehicle leaving offices. The accommodation of contactless pickups has additionally been supported with two 'Interface stores' in Bengaluru where clients can just pick up their pre-submitted online requests. It has additionally presented Sweep and Pay in-store activity across 55 stores where clients can filter a standardized tag by utilizing the Decathlon application or site and pay on their telephone.

#### 5 Maruti Suzuki

Introduction- The brand is an automobile manufacturer in India. It had a market share of 53% of the Indian passenger car market. It has around 1330 showrooms across 479 countries in India. The automobile giant has around 40,000 employees worldwide.

Changes in Store layout- The company has also developed an app for Maruti Suzuki dealers and vendor partners on the lines of 'Wellness Mitra App'. It has also put in place a standard operating procedure (SoP) for its dealerships. Defense, security guards, housekeeping and transportation workers and those employed in the canteen and wardrobe will wear overalls / PPEs while multi interaction workers will wear hazmat suits. For us, wearing a mask is obligatory. Visitors are not

allowed to drink tea and coffee would be served at workstations and instructions were given to all employees to bring their own breakfast. Test drives were given and after every test drive the car was sanitized for safety from virus. Seating arrangement for consumers in the showroom was changed as every alternate seat was covered with tapes and red sign to make it look beautiful and use for advertising of new features of cars in showroom and ensure social distancing.

Employee safety and responsibility- The stores got leeway to open the workplace from the nearby specialists and are following the rules given by the legislature. The workplaces would run with workforce quality of under 33 percent, with individuals coming in at different occasions, as specified by the home service. The company is monitoring body temperature with the help of "Aarogya setu App" and tracking Covid-19 symptoms such as cough, shortness of breath in real-time for all its 34,000 employees.

Difference in buying pattern with earnings and expenditure- The changes in consumer behavior including hygiene consciousness and forced buying are going to influence the car buying decisions in the coming days. Consumers would want to play safe in terms of brands and could prefer trusted brands. First-time buyers for the Indian car industry would go up by 10-15 percent after the pandemic. Compared with the larger sedans on larger SUVs, smaller cars are lighter and more reliable. There will be a surge in demand from first time car buyers in the changed after-pandemic scenario. The Indian car industry's first-time buyers currently stand at about 40 percent and after the pandemic it will go up by 10-15 percent.

#### 6 Apple

Introduction- It is an American multinational technological company that designs, develops and sells consumer electronics, consumer software and online services. The brand is most recognized brand worldwide and is a giant in its sector. It has sold around 1.5 billion of its products worldwide and has around 137,000 employees worldwide and has 510 stores worldwide spread across 25 countries.

Changes in Store layout- According to the social distancing rules, fewer customers at a given time may be able to fit in an Apple store, meaning that there will often be a wait to get into the store. Meanwhile, the company's online shop and

support service has replaced its retail outlets, and Apple has been asking some retail workers to carry on support and sales from home.

Employee safety and responsibility- The company is demanding in open Apple Stores that customers maintain a two-meter social space, wear face coverings while in store, and agree to temperature tests. Hand Sanitizers and cleaning products are found throughout the store, and patrons inside must wear the mask.

Difference in buying pattern with earnings and expenditure- The store is also prioritizing customer support during this time in its stores and is encouraging customers to shop online instead when possible. Offline sales will remain affected even after the lockdown lifts as people will avoid going to them as a general precaution. Gupta pointed out that the same thing had also happened in China after the country's lockdown. The electronics industry has been among the worst-hit due to the lockdown. The industry first had to face supply shortages as factories in China were shut down. Now that factories there have opened, those in India are shut.

#### 7 Titan

Introduction- It is an Indian company producing primarily fashion accessories such as watches, jewelry and eyewear. The business is part of the Tata Group and is headquartered in Bangalore. It started operations in the year 1984. It diversified into jewelry with and then into eyewear in 1994. Brand joined the Fragrance market in 2013. Today, it is Tata Group's largest consumer company. It has around 7000 employees worldwide.

Changes in Store layout- The layout of the store has not been changed; it has restricted areas where shoppers can sit. "The store looks the same, the layout is same, however, they have blocked off certain seats, they have put 'x-cross' placards where people can sit and where they cannot. There have been some changes on the cash desk, where they have made markings on the floor to ensure distance in queues.

Employee safety and responsibility- Growing store has a sanitizing tray at the door, and when a customer enters shop, he / she must step into the sanitizing tray that sanitizes the footwear's sole. The security then opens the door, which is followed by thermal scanning. The customer's details are noted to alert them if there are reports of any positive case from the store. The retailer

will also sanitize its jewelry after every showing, in what are fresh internal safety rules laid out by the jeweler as it commences operations with caution. The workforce in every showroom was reduced to only 30% of the actual workforce and stores are currently operating with lean manpower and in rotational shifts. Only the staff members who have private vehicles have been allowed to join work.

Difference in buying pattern with earnings and expenditure- The company conducted an online sales campaign. During the limited period, it attracted around 1.2 million customers on its website, of which around 9,000 customers made purchases. It also started appointment-based sales. The customers can call nearby showrooms and take appointments before walking into the showrooms. A lot of encouragement of cashless payment is done.

#### 8 HP

Introduction- The brand is an American multinational, California-based, information technology company. It developed and distributed a wide range of hardware products, as well as software and related services to individuals, small and medium-sized businesses, and large companies, including government, health, and education customers. This has a workforce of about 55,000 worldwide.

Changes in Store layout- The store is running a virtual service support for PC users for users. They also started 24\*7 WhatsApp support to consumers; and have recently started Contactless Service on Wheels in selected Indian cities. Using of sample products was allowed only under surveillance of a sales executive or a person with an authority in the showroom. Only digital payments were accepted and for digital payments cards were sanitized before every transaction with e-bills sending on the customer e-mail.

Employee safety and responsibility- The brand partnered with educational content providers such as Gamooz in India to provide free resources to teachers and students who have moved to remote education. The goal of these initiatives was to provide customers and organizations with the right collection of tools and technologies to handle this transition.

Difference in buying pattern with earnings and expenditure- The manager saw a surge in demand from the enterprise segment when the lockdown was imposed at March-end. After seeing solid

demand from the market segment as well with the restrictions easing most of the stores, service operations, have opened, barring those in containment areas. They launched a range of additional programs, such as remote assistance for consumers of all PC brands and contactless wheels on service to serve customers.

#### 9 Fenesta

**Introduction-** The brand spearheaded the UPVC window transformation in India, and has today immovably settled itself as the pioneer in Indian windows advertise. It has acquainted window advancements important with India, yet have additionally logged the experience of more than 2.5 Million Window establishments across 2 lacs homes. It has around 4000 employees worldwide and 250 stores across India.

**Changes in Store layout** The layout more or less remained the same but the number of customers who can visit a showroom at on go was limited to 4. Based on the policies made by the brand every executive has to wear a PPE kit all the time which the brand will provide it. More focus on sanitization and other factors like pushing the sales through digital methods.

**Employee safety and responsibility** The brand has made changes is the responsibility which each employee had, as with changing market trends and a dip in sale, the brand is considering giving a medical insurance plan to their sales executives and their family members. The brand focuses a lot on employer- employee relation and it considers this step as an initiative to increase the retention of its executives.

**Difference in buying pattern with earnings and expenditure** As there is a dip in sales, the earnings have fallen and revenue generation is at 25% in comparison to what it was at the same time previous year, hence the company has decided to reduce its expansion and the company which is at its expansion phase has stopped it.

#### Results and Analysis

After doing the primary research using interviews taken of people in 9 brands who are in some managerial posts of one or more than one showroom in India and doing secondary research to find out the changes made by brands in store layout, methods used and implied for employees and customers safety and lastly the impact been created with difference in buying pattern with earnings and expenditure.

Based on traditional marketing values “customer is the king” and treating king well is always the main focus of any brand so that the person always prefer the same brand and does the Word Of Mouth promotion for them, to ensure safety customers have not been served tea and coffee and the years old traditional value has been changed after this tough time. To provide trial of clothes or after test drive of a vehicle, brands have sanitized the clothes for 24-48 hours by keeping them in a separate place while automobile was sanitized after every test drive. All the POC were sanitized in 8/9 showrooms. With customer being the kingpin, the market major brands also started “No Return Policy” and to add the misery the number of people were also restricted in every showroom based on the size, limit and policy of brand.

For the purpose of employee safety different apps by different brands like Wellness Mitra App by Maruti and other apps like “Aarogya Setu” App which all over the country is followed. Wearing Mask is an essential in all the 9 brands by both the employee and the consumer. Some brands also had PPE kits for the employees whose cost was borne by the company. The details of customers were noted in 6 out of 9 brands which is a precautionary measure taken to inform them about future if required. Workforce in almost every brand has been reduced to around 33% depending on the region (containment zone or not) they live or any vehicle they own and most important the roles and responsibility they have. Brands like Fenesta which has not given its employees medical insurance is considering giving one and brands which already provides insurance have either upgraded or are considering upgrading insurance which provides cover from coronavirus. Specialty stores for retail products have installed self-service payment method system where a customer goes to a virtual machine and does pick a product, scan the barcode and pay for it through digital method.

Issues between China and India in 2020 over border issues impacted the consumer mindset in India as they decided to boycott Chinese products, leading to majorly effecting electronic companies which were either Chinese or were highly dependent on China’s market. The offline sales in stores had a steep decline in sales and revenue. While majority of the Indian electronic market in China dependent the other players who earlier had a very little market share gained a lot out of it.

Pushing sales through online mediums and giving out trials in Home and Virtual tours of the showroom from home along with 24\*7 WhatsApp and personal support provided by these brands made them earn supernormal profit and create a solid image in market. The online campaigns for stores which have online and offline availability of products shifted their focus to digital methods and by being consumer friendly they have capitalized the market.

All the established and recognized brands in India feel that more the brand recall value, more will the people choose to use them after thing will be normal. Maruti Suzuki expects a 10-15% rise in the sale of cars in comparison to what it was before the lockdown. Tata's Titan expects a 5% rise in overall revenue generation to what it was before lockdown.

All the brands who have adapted to lockdown at early stage and have used innovative approaches with safety as primary measure and have even decided to forego few of the benefits given to consumers considering the safety have emerged and with government getting lenient with the policies and market situation expected to improve (written on 12th July 2020), these brands will coverup for the losses which they have faced during these tough times.

### CONCLUSION AND RECOMMENDATION

This research has given out a holistic view of how brands have made changes in their approach to handle consumers after the pandemic. With the newness in approach and adaptability of buyers as well as sellers, it is possible to say that since the pace of adaptability is accelerating and awareness about the ill effects and measures to be taken by general public increasing, being dynamic and customer friendly becomes a top priority to be a leader in market. The competency framework provides a comprehensive view to prepare for the technical proficiency needed today and tomorrow. Various applications of the framework can be concluded as: Recruitment, Performance management, Designing learning interventions, Skill gap analysis and career planning. It also gives a view of the various learning practices that are aligned to the technical competencies.

### LIMITATIONS

As we considered various showrooms of big brands, a lot of the innovative policies or the

approach which they choose is not mentioned in this paper due to the restrictions and secrecy policies opted by the company. Various showrooms use methods which were restricted to one particular showroom and based on the demographics of one area which is covered under it, hence giving out a conclusion which has a very high probability of being biased. With pandemic affecting lives of almost everyone, the research is done through telephonic conversation not meeting them physically where psychological part is missing in extracting the maximum information out of one person. The sample size is 9 which may not show the right image of the situation and conclusion can be biased.

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