

# COVID-19

# PANDEMIC

*CRISIS, CONCERNS AND CHALLENGES .....*





# **COVID 19 PANDEMIC: CRISIS, CONCERNS AND CHALLENGES**

*ISBN NO. : 978-81-956338-4-5*

*PEER REVIEWED BOOK*

***EDITOR IN CHIEF: DR. MARIE FERNANDES***

***EDITED BY: DR. JYOTI M. BHATIA***

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## PREFACE

*This book is a proceeding of research papers presented at the Intra collegiate Student research seminar 2021-2022 on the theme- 'Covid 19 Pandemic: Crisis, Concerns & Challenges'. This seminar has provided an opportunity to Andrean students to enhance research skills and share their research amongst students. It is also an attempt to analyze the pandemic crisis towards various stakeholders, understand the concerns as a result of Pandemic situation and to arrive at possible solutions to overcome the challenges existing during Covid 19 pandemic.*

*Students from BA Psychology-Literature, BA Economics, BA Socio-Psychology, BCom and BCom (B&I) have contributed to the proceedings to give constructive approach in understanding Covid 19 pandemic. There were twelve paper presentations with research on Covid 19 pandemic and its association / impact on Working mothers, MSMEs, Tourism, Psychological aspects, Consumer preferences, Eating disorders, Fast food outlets and Education.*

*The judges for the seminar – Dr. Geeta Shetty and Dr. Meeta Pathade provided their inputs and encouraged the presenters for their research contributions during the seminar.*

*Degree and Self-financing teaching staff and the student coordinators assisted in making this seminar a great success by coordinating amongst the organisers and presenters. Peer reviewers reviewed the papers and assisted in improving the quality of papers by critically evaluating the papers and suggesting corrections. Nine research papers out of twelve have been selected for publication after the review process.*

*We are thankful to the Principal- Dr. Marie Fernandes and the Management for their immense support provided to the entire team thereby enhancing research culture amongst staff and students.*

***Dr. Jyoti M. Bhatia***

## NOTE BY EDITOR IN CHIEF

*We congratulate our staff for doing good work in conducting the Research seminar for our students, **Covid 19 Pandemic: Crisis, Concerns, Challenges**. Our students have done us proud in doing substantial research in different areas by highlighting the challenges that we in India faced, during this very difficult period. The students have learnt to use the research tools of collecting data from primary and secondary sources, analysing data and arriving at conclusions. More importantly, they have learnt how to prepare a list of 'References' using different style sheets, to acknowledge matter they have borrowed, from other researchers and books they have consulted.*

*Among the papers that were presented, the paper **Working Mothers and Covid-19: An Exploratory Study on the Relationship Between Role Conflict and Coping Strategies of Working Mothers in Mumbai**. The work-family balance was tough, as the office moved into the home and women who were used to getting part-time domestic help, had to make do without them. Those who had full time domestic help and help from their spouse or friends and had social networking skills fared better.*

***The Impact of Covid-19 on MSMEs in India** examines the detrimental effect on the economy, particularly on Micro, Small and Medium Enterprises. Although the Government offered many relief measures, it reached only a few and were not substantial, as the demand for several goods overall, fell substantially.*

***Covid 19 - Overview of the First and Second Wave and Assumptions Based on the Third Wave of India**. The actual statistics of the first and second wave of the Covid 19 are presented and measures to bring down the casualties are suggested. Prominent among them is to get the vaccination drive going, wearing of masks, and maintaining social distancing.*

***Impact Of Covid-19 on Tourism Industry**. Two papers deal with this subject matter. Due to the highly infectious nature of the pandemic, the tourism and hospitality industry, suffered tremendously. Countries closed their borders and travel restrictions were imposed. Needless to say that people lost their jobs and the economy suffered.*

***A Study of the Psychological Impact of Covid-19 on the People of India**. High stress and anxiety levels during the pandemic caused severe mental health issues. Fear, depression, loneliness and sadness drove people to substance abuse, domestic violence and suicide.*

*Positive thinking, meditation and time-management would help to a great extent to deal with these problems.*

***Impact of Lockdown due to Covid-19 on Consumer Preferences with Respect to Online Shopping.*** With the lockdown, people could not go out to shop, the shops came home to the people, through online services. This mode of shopping, formerly used by the younger generation, now forced people of all ages, particularly the middle aged and senior citizens to learn how to get their provisions home, without stepping outside. The demand now was more for essential food items, rather than fashion or electronic items.

Another paper takes up this issue to study the ***Effect of Covid-19 Pandemic on Fast food Outlets with specific reference to Online food Delivery Portals.*** Interestingly, many fast-food restaurants that were doing brisk business had to shut down, as money was scarce and had to be invested in doing research, to find out the preferences of the people. Money had also to be invested in providing safe packaging.

***Eating Disorders on the Rise in the Pandemic: Is Covid-19 Pandemic going to be a new cause?*** The stress and anxiety that people faced during the pandemic, was very often reflected in eating disorders. People either ate too little or too much. Lack of exercise, trauma, negative self-evaluation and self-esteem issues, gave rise to eating disorders.

We thank our Editorial Team for beautifully putting these papers together and our students for the good research work undertaken. We specially thank our student, for the great design of the cover page that so wonderfully depicts the Covid 19 pandemic situation. We hope the readers will appreciate the work done by our young researchers.

**Dr. Marie Fernandes**  
**Principal**

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## **WORKING MOTHERS AND COVID-19: AN EXPLORATORY STUDY ON THE RELATIONSHIP BETWEEN ROLE CONFLICT AND COPING STRATEGIES OF WORKING MOTHERS IN MUMBAI**

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### **ABSTRACT**

*The lockdown presented a situation for working mothers to deal with their work and family stress simultaneously. This new situation elicited their coping strategies. Exploratory research was carried out, using convenient sampling technique. Coping Strategies Inventory and Work-Life Balance Scale were used to collect data. The statistical analysis indicated that working mothers who were socially connected, and sought social support had higher work life balance, while strategies such as venting, self-criticism and social withdrawal disrupted work life balance. Demographic factors such as financial strain and availability of house help significantly contributed to increasing work life balance.*

### **KEYWORDS**

*Corona-Virus, Working Mothers, Role conflicts, Work-Life balance, Coping strategies.*

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### **INTRODUCTION**

The COVID-19 pandemic has been devastating to people in all walks of life. It has taken a toll on the mental health of society particularly that of working mothers. Due to the closing of schools and day-cares, mothers are more than three times as likely as fathers to be responsible for most of the household chores and childcare (McKinsey, 2020) alongside their work with a constant fear of losing their jobs. Hence, mothers continued to put up with the grilling demands of their work and personal commitments. They were faced with the dilemma of prioritizing their work over family or family over work. Mental health challenges and burnouts have emerged as a significant issue during the last year.

## **LITERATURE REVIEW**

After the world-wide lockdown and with the Covid cases increasing, mothers were anxious of sending their children outdoors. Their anxiety of going out to public places for essential tasks grew. Mothers felt helpless trying to protect their children from the unknown. There was a constant fear of losing their loved ones and making the wrong decisions which made them think of when will things get back to normal. Their mental and physical health deteriorated which is questioning their current and long-term career prospects.

Resilient mothers, accustomed to juggling work and family, faced role conflict when they found themselves pulled in various directions, as they tried to respond to the many statuses they held. Role conflict is a state in which an individual perceives two or more positions, they are accountable for that are inconsistent with one another and simultaneously causes tension (G, Yagil, & Gal, 2014). A role conflict formed between work and family wherein situations of role pressures with one role conflicting another seemed to be strongly linked to burnout. Mothers always played a dual role but during the pandemic they have become inarguably involved in parental responsibilities, caring for elderly parents etc. while fulfilling the expectation of being a financial provider for their family.

Role theory suggests that individuals occupy a variety of roles on a daily basis. The relationship between family and work are reciprocal. The demanding nature of one role makes the performance of the other role more difficult. When work interferes with family, which is called work-family conflict, or when family demands that interfere with work, called family-work conflict are known as trigger exhaustion (Kahn, et al., 1964) (Grandey, A., Cropanzano, & R, 1999) (Bakker, et al., 2005)

With the multiple roles that mothers takes on, they tend to experience a lot of stress. Stress accounts for a significant proportion of physical and mental disorders and coping with it is necessary. Unhealthy coping strategies are major contributors to these stress related disorders. Coping strategies include thoughts and behaviour that we use to manage the demands of stressful situations (Folkman, S., Lazarus, & S., 1980). Stress and coping are two sides of the same coin. A woman cannot cope if there is no stress in her environment. By using coping skills, she strives to maintain and keep under control a difficult situation and aims to either directly manage the stressor or regulate the emotions arising as a consequence of the stressful encounter.

Problem and Emotions focused coping are the two main forms of coping where Problem Focused Coping involves tackling a problem that is causing stress such as generating options and implementing steps to resolve it (Lazarus, S., Folkman, & S., 1984). While, Emotion Focused Coping aims at managing the feelings of distress associated with the stressful situation rather than the actual problem. Another way of categorizing coping is Engagement and Disengagement Coping. Engagement Coping is actively dealing with the stressor or the stress related emotions while Disengagement Coping is aimed at avoiding confrontation with the threat or avoiding the problem (Carver, C.S, Scheier, & M.F., 2019). Engagement coping may include problem focused and some form of emotion-focused coping. Lastly, Adaptive coping means coping that allows individuals to adequately address stressors (Brown, Westbrook, Challagalla, & G., 2005). Maladaptive coping strategies are generally unhealthy and has limited value and provide temporary relief and a feeling of distancing themselves from the problem.

## **METHODOLOGY**

Exploratory research was conducted on a sample of 101 subjects (all females) from all across Mumbai, whose age ranged from 25 to 45 years and above. The research mainly focused on working mothers during Covid-19. The family structure varied from joint to nuclear to single-parents. The data was collected ethically through a Google Form which was divided into 3 parts. Firstly, the demographics consisted of age, family structure etc. The second part measured Work-Life Balance (Fisher, et al., 2009) Lastly, the Coping Strategies Inventory (Tobin, et al.) was used to measure the coping mechanisms, most prevalent in mothers.

## **MEASURES**

To measure role conflict in working mothers, the Work-Life Balance scale adapted from the original scale developed by Fisher. (Fisher, et al., 2009). The scale has a strong factor structure accounting for 55% of total variance explained. The Scale also shows strong internal consistency with a Cronbach's alpha of 0.88 (C.I. = 0.85 – 0.92).

Coping strategies were measured using the Coping Strategies Inventory by Tobin et. al which measures 8 primary factors (Problem Solving, Cognitive Restructuring, Express Emotions, Social Support, Problem Avoidance, Wishful Thinking, Self-Criticism, Social Withdrawal), 4 secondary factors (Problem engagement, Emotion engagement, Problem Disengagement, Emotion Disengagement) and 2 tertiary factors (Engagement and Disengagement). All

subscales show strong internal consistency with Cronbach's alpha ranging from 0.72 to 0.94. The inventory also shows strong factor structure with tucker's coefficients ranging from 0.85 to 0.98 (M= 0.91) (Tobin, et al.).

## **RESULTS**

The descriptive statistics (refer Table 1) show that Work life balance showed significant difference between people who had financial issues ( $t = -6.3752$ ,  $df=94.63$ ,  $p<0.0001$ ) and those who had house help ( $t = 2.55$ ,  $df=90.36$ ,  $p<0.05$ ). A two-way ANOVA analysis (refer table 2) showed that working women with no house help and no financial strain enjoyed more work life balance than those who didn't. The women who had house help and no financial strain enjoy more work life balance than women who have financial strain and no house help. A second two-way ANOVA analysis (refer table 2) showed that working women who had a single child and had house help enjoy more work life balance than women with single child but no house help.

A multiple regression analysis was conducted to find out the significant predictors of work life balance in working mothers based on their coping strategies. Using hierarchical multiple regression method 3 significant predictors were identified which contributed to 15.98% of total variance explained in the model. ( $F = 6.148$ ,  $df = 3$ ,  $97$ ;  $p\text{-value} < 0.0001$ ). Amongst coping strategies significant predictors were maintaining social support ( $b = -0.69$ ,  $t = -2.666$ ,  $p\text{-value} < 0.05$ ), Expressing emotions ( $b = 0.67$ ,  $t = 2.130$ ,  $p\text{-value} < 0.05$ ) and emotion disengagement ( $b = 0.48$ ,  $t = 3.080$ ,  $p\text{-value} < 0.01$ ).

A second regression analysis based on demographic variables showed 2 significant predictors which contributed to 32.35% of total variance in the model. ( $F = 23.43$ ,  $df = 2$ ,  $98$ ;  $p\text{-value} < 0.0001$ ). Having financial issues was the largest predictor ( $b = 5.5450$ ,  $t = 6.140$ ,  $p\text{-value} < 0.0001$ ) and also having a house help ( $b = -1.9975$ ,  $t = -2.199$ ,  $p\text{-value} < 0.05$ ).

<b>Table 1: Descriptive Statistics</b>						
	<b>No of Participants (N)</b>	<b>Work Life Balance</b>	<b>Problem Engagement</b>	<b>Emotional Engagement</b>	<b>Problem Disengagement</b>	<b>Emotional Disengagement</b>
<b>Age</b>						
<b>25-35</b>	23	25.64	13.32	12.09	11.18	8.95
<b>35-45</b>	33	23.33	12.91	10.94	12.12	7.79
<b>45+</b>	45	22.37	13.56	11.15	11.08	6.35
<b>Financial Issues</b>						
<b>Yes</b>	50	26.56	12.90	11.16	11.78	8.62
<b>No</b>	51	19.33	13.78	11.57	10.94	6.31
<b>Family Structure</b>						
<b>Nuclear</b>	63	22.74	13.53	11.27	10.77	7.00
<b>Joint</b>	27	22.56	13.33	12.11	12.19	8.22
<b>Single Parent</b>	12	24.58	12.42	10.17	12.50	8.08
<b>No. of Children</b>						
<b>1</b>	52	22.94	13.62	10.85	11.46	8.04
<b>2</b>	46	23.22	13.00	12.07	11.41	6.96
<b>3</b>	3	17.67	14.00	9.67	8.67	5.00
<b>Sr. Citizen to care for</b>						
<b>Yes</b>	41	23.34	14.05	12.29	11.98	8.22
<b>No</b>	60	22.62	12.87	10.73	10.93	6.93
<b>Working Spouse</b>						
<b>Yes</b>	76	23.14	13.25	11.58	11.38	7.78
<b>No</b>	25	22.20	13.64	10.72	11.28	6.48
<b>House help</b>						
<b>Yes</b>	45	20.96	13.71	10.84	10.96	7.42
<b>No</b>	56	24.48	13.05	11.79	11.68	7.48
<b>Caretaker to look after the child/children</b>						
<b>Yes</b>	38	23.87	13.21	11.00	11.50	8.21
<b>No</b>	63	22.33	13.43	11.59	11.27	7.00

<b>Table 2: Two-ANOVAs</b>			
		<b>House Help</b>	
		Yes	No
<b>Financial Strain</b>	Yes	17.58 <sup>c</sup>	19.9 <sup>ab</sup>
	No	12.38 <sup>bc</sup>	14.08 <sup>a</sup>
<b>Kids</b>	1 Kid	13.76 <sup>a</sup>	18.11 <sup>a</sup>
	2 or more	15.6	16.55
a, b, c shows significant interaction effects conducted using Tukey's HSD in post hoc analysis.			

## DISCUSSION

The results indicate that privilege has a significant impact on women, i.e., say working women who were financially well-off and had house help, displayed more work-life balance as they had lesser number of duties and responsibilities to fulfil. Whereas, on the other hand, women who had financial constraints and had no house help indicated the highest amount of disruption in their work-life balance. Amongst the two, financial constraints were a larger predictor of disruption in work life balance. Even with house help a constant, i.e., to say irrespective of whether or not they had house help, financial constraints were a bigger cause of disruption in work life balance. House help was especially an important factor for working mothers, as it contributed in increasing work-life balance. Both the ANOVA and regression analysis support this conclusion, wherein having financial issues was a big contributor in disrupting work-life balance while on the other hand having a house help significantly increased work-life balance.

The results from the regression analysis indicate that the women who were socially connected and had a good social network had an increase in work life balance. Whereas coping strategies such as venting/ suppressing emotions, self-criticism/self-blame, and social withdrawal significantly disrupted work life balance.

## CONCLUSION

Our findings suggest that financial strain has a direct impact of work-life balance. House help was a major contributor in increasing work-life balance. Although we have no control over our financial situation and ability to hire house help, one lesson is that household chores need to be reduced. Possibly via equal distribution of household chores amongst the spouses. Mothers who had social support from friends and family had better work-life balance. From this we

conclude that social networking and seeking social support is essential. Any form of negative emotional coping strategies like venting, suppression, self-blame, self-criticism and social withdrawal are maladaptive.

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## **THE IMPACT OF COVID-19 ON MSMEs IN INDIA**

*Beverly Menezes, TYBA Economics, Roll no. 2009*

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### **ABSTRACT**

The emergence of the COVID-19 pandemic affected practically every area of our existence. As India continues to grapple with the virus, we evaluate how the nationwide lockdown has had a significant detrimental influence on our economy. The micro, small, and medium enterprises sector is one of the most valuable to the Indian economy, but it has been struck the hardest since it lacks the security that huge co-operations enjoy and its workers do not possess the luxury to work remotely. This paper focuses on understanding the impact of COVID-19 on MSMEs in our country and reviewing measures put in place to deal with it. It performs a comprehensive assessment of the relevant literature including policy documents, research papers, and articles. It employs secondary data to demonstrate the impact on the industry.

Keywords:

COVID-19; micro, small and medium enterprises (MSMEs); India; lockdown; economic impact.

---

### **INTRODUCTION**

On the 30<sup>th</sup> January 2020, India reported its first COVID-19 case and currently has the second highest number of confirmed cases in the world. Given the virus' proclivity for spreading rapidly, social distancing was deemed essential for reducing its transmission. Countries around the world began to shut down operations, causing a disruption in people's daily routines. The Government of India imposed a nationwide lockdown spanning 21 days on the 24<sup>th</sup> March 2020, thus limiting mobility of India's 1.38 billion population in efforts to curb the swiftly moving coronavirus. The lockdown still stands more than a year later, with no end in sight.

According to data published by the ministry of statistics and program implementation, India's GDP dropped immensely by 24.4% from April to June 2020, it contracted by a further 7.4% from July to September 2020, recovering by a meagre 0.5% and 1.6% in the months of October 2020 to March 2021. It plummeted by 7.3% in 2020-2021 making it the worst year of economic contraction. As workplaces stayed shut, businesses struggled to keep employees resulting to a

surge in downsizing. The unemployment rate peaked at 23.52% in April 2020 and stands at 6.95% as of July 2021. One of the biggest contributors to the economy is the micro, small and medium enterprises sector. In 2020, the reported number of MSMEs in India was more than 6.33 crore making up 30% of India's GDP. This industry employs a total of 11.10 crore people thus playing a significant role in the Indian economy.

With the onset of the lockdown, this industry looks to be one of the most severely impacted for a number of reasons. Multiple occupations in this sector are not practical enough to work from home and are reliant on in person interactions thus leading to a decrease in employees. In addition, a scarcity of raw materials and sources of production has also affected the MSME sector.

## **OBJECTIVES**

- To assess the processes and results of the lockdown's impact on the MSME sector
- To evaluate data on MSMEs
- To review relief measures implemented

## **METHODOLOGY**

This study is based on secondary data collected from websites, journals and news sources. The survey excerpts highlight the effects of the pandemic's consequences as told by experts in the MSME industry.

## **FINDINGS**

### **a. MSME Reports**

In the fiscal year 2020, the MSME sector employed about 11 crore people and accounted for 30% of India's GDP. The bulk of MSMEs belonged to backward classes. According to reports, this sector held 48.10% of overall exports in 2018-2019. Registered micro MSMEs constituted for 93% of MSMEs, followed by small businesses (6%) and medium businesses (1%). Rural regions have 324.88 lakh MSMEs (51.25%), while urban areas maintain 309 lakh (48.75%). Male proprietors were

predominant at 79.63%, compared to 20.37% by women. Socially backward groups owned 66.27% MSMEs. The micro sector employs more than 97% (1076.19 lakh) of MSMEs employees, the small sector employs (31.95 lakh) 2.88%, and the medium sector employs (1.75 lakh) 0.16%. 844.68 (76%) are male employees and 264.92 lakh (24%) are female.

A variety of professions in this sector rely on in-person transactions for business. Transportation and travel are also essential factors in the operation of specific enterprises. This made it difficult for enterprises to carry out their routines without resorting to alternate methods to keep their operations running. As demand fell, so did production. Employers struggled to keep up with employee salaries, office rent, and other expenses.

Between 25<sup>th</sup> March and 1<sup>st</sup> May 2020, countless migrant laborers trapped without a job began a road trip back home. Due to financial difficulties, about 11.4 million migrants fled the states they worked in. This led to a decline in workforce. Unemployment reached a peak at 23.52% in April 2020, resulting in the loss of 114 million jobs. A year later, in May 2021 the unemployment rate stood at 11.90%, an increase from 7.97% in April 2021. May 2021 saw a loss of 15.3 million jobs. The second wave of COVID-19 caused the largest increase in unemployment since 2020 between April and May 2021.

## **b. Surveys**

1. Dun & Bradstreet conducted a survey on “Impact of COVID-19 on Small Businesses in India and the Way Ahead” which included over 250 small businesses with annual revenue ranging between Rs 100 crore-Rs 300 crores in seven major cities in India. According to the results, 82% businesses have had a negative impact and 70% estimate it will take them more than a year to return to pre- COVID efficiency levels. The top three hinderances towards MSMEs are a lack of market accesses (42%), improving the productivity (37%) and having access to more finance (34%). When the lockdown was first implemented in April 2020, 95% firms were impacted. 70% businesses remained affected until August 2020 and 40% until the end of February 2021. These businesses identified three measures that would help them recover post pandemic, they are; better credit facility (59%), marketing support (48%) and adoption of technology (35%).

2. According to National Restaurant Association of India (NRAI), 20 lakh Indians may lose their jobs in the restaurant sector because of the pandemic. 7.3 million Indians are directly employed in this industry.
3. A survey conducted by the All-India Manufacturers' Organisation based on 46,525 responses states 35% of India's MSMEs and 37% of self-employed people are considering shutting down operations. "This kind of mass destruction of business hasn't been witnessed since our Independence." said K E Raghunathan, Immediate Past President, AIMO.

**c. Reclassification of MSMEs**

As per its former definition, there was a difference between manufacturing and service enterprises. Manufacturing MSMEs were defined by investment in plant and machinery. For services, the investment limit was much lower. Hence, MSMEs were hesitant of developing as doing so would have resulted in loss of advantages.

The difference between manufacturing and service enterprises was eliminated in the new definition, which was released on May 13, 2020. The investment limit increased and turnover was added as a new criterion. Micro enterprises can now invest up to Rs 1 crore, turnover less than Rs 5 crore; small firms can invest up to Rs 10 crore, turnover up to Rs 50 crore; medium firms can invest up to Rs 20 crore and turnover under Rs 100 crore.

**d. Relief packages**

On May 12<sup>th</sup> 2020, the government announced a special 20-lakh-crore economic package to assist MSMEs. This package was equal to 10% of India's GDP. Of 15 schemes announced, six were for MSMEs. Three policies that stood out were as follows;

**i. Three Lakh Crore Loans**

A relief package worth Rs. 300,000 crore was announced for collateral, guarantee-free loans to MSMEs. NBFCs offered four-year collateral-free loans with a 12-month moratorium on principal repayment. It allowed them to access an emergency credit line

of 20% of their outstanding credit. Firms with credit outstanding Rs.50 crore and turnover of Rs.250 crore were eligible. The amount of loan sanctioned stood at Rs. 2.46 lakh crore as of 28<sup>th</sup> February 2021.

ii. Credit Guarantee Scheme

This scheme launched on 24<sup>th</sup> June 2020 provides a subordinate debt of Rs.20,000 crore to MSMEs with equity problems or economically stressed MSMEs. RBIs would offer the promoter/s subordinate-debt equal to 15% of their current stake in the MSME entity or Rs.75 lakhs. The plan offers for 90% guarantee coverage, with the remaining 10% coming from the relevant promoter/s.

iii. Fund of Funds Scheme

Established on 5<sup>th</sup> August 2020, it provides equity funding with a corpus of Rs.50,000 crore for MSMEs with growth potential.

iv. No Global Tenders for Procurement

To shield MSMEs from foreign competition, the GFR will update to prevent global tenders of goods and services worth less than Rs.200 crore.

v. IT based solutions

On 1<sup>st</sup> June 2020, the CHAMPIONS portal launched to give MSMEs information about business prospects

**e. Reviewing the relief packages**

These government initiatives are insufficient to alleviate the burden on MSMEs, especially following the second COVID wave. They also do not address MSMEs struggling with income, cash flow, and the inability to pay wages. According to professionals, incentives such as exemptions on electricity bills, income tax, GST, among others, would be useful. Mukesh Mohan Gupta, President of the Chamber of Indian MSMEs stated that loans are only beneficial to MSMEs on a temporary basis because loan takers may struggle to repay them, adding to their burden in the long run. Moreover, to lessen the strain of paperwork for MSMEs, only one identifier, such as Aadhar or company GST, should be required. Speaking of collateral-free loans, banks were hesitant to lend because you can only apply

to the government to refund a guarantee after 18 months. They preferred to lend to larger firms with healthy balance sheets. The 18-month waiting time should reduce to 6 months.

## **CONCLUSION**

India's economy has suffered as a result of the country's extended lockdown. MSMEs account for almost 30% of India's GDP, thus a disruption in this sector would have a ripple effect on the economy as a whole. The lockdown had a substantial impact on this industry because these occupations do not allow for remote work, resulting in a drop in the workforce. As demand fell, so did supply; firms struggled to generate revenue and in turn, could not afford their expenses. A combination of these factors had a detrimental influence on MSMEs. This paper discussed the initiatives offered by the government and highlighted many challenges confronting MSMEs due to the pandemic. We discovered, despite attempts to ameliorate the situation, the relief packages supplied will only benefit a tiny fraction of MSMEs in India and were insufficient to compensate for the loss incurred. It is critical that the officials focus not only on short-term solutions, but also on the long-term impacts of COVID on these economies.

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## **COVID 19 : OVERVIEW OF THE FIRST AND SECOND WAVE AND ASSUMPTIONS BASED ON THE THIRD WAVE IN INDIA**

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### **ABSTRACT**

*The Covid infection, which showed up in Dec 2019 in China, address a worldwide challenge. The sickness is brought about by [SARS] - CoV-2, an infection having a place with the Covid family. On 20<sup>th</sup> June [2020], the number of recoveries in India has exceeded the number of dynamic cases. The quantity of day-by-day cases topped in mid-September, with in excess of 90k cases revealed each day, and in January [2021], the number dropped to under 15k cases. Second Wave of Covid 19 India as of late saw a gigantic expansion in the quantity of the second rush of COVID-19, which cleared the nation over around 8 months after the primary wave. The subsequent wave goes about as a sort of "Tsunami".*

*Regardless of the difficulties in real testing and translation, the quantity of cases is consistently declining. Forecasts of the third strain of Coronavirus and the actions are to be carried out.*

### **KEYWORDS**

*COVID-19, Frist Wave, Second Wave, Third Wave, Symptoms, Virus, Pandemic & Corona Virus Disease.*

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### **INTRODUCTION:**

Coronavirus disease 2019 (COVID-19) is a contagion caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). The primary known case was identified in Wuhan, China in December 2019. The disease has since spread worldwide, resulting in an ongoing pandemic.

Coronaviruses are zoonotic, which means they can be transmitted between creatures and people. A comprehensive exploration was carried out to find about the illness and the results was that, SARS-CoV was transmitted from bats to humans. The contagion is now known as the severe acute respiratory pattern coronavirus 2 (SARS-CoV-2).

Cases of COVID-19 have been reported in a number of countries and according to World Health Organization (WHO), it has been declared a 'Pandemic'.

The first case of COVID-19 in India, which originated from China, was reported on 30<sup>th</sup> January [2020] and lockdown was announced on 23<sup>rd</sup> March (2020). Currently, India has the most important number of confirmed cases in Asia. As of 12<sup>th</sup> June [2021], India has the second-highest number of confirmed cases within the world (after the United States) with 29.3 million reported cases of COVID-19 infection and therefore the third-highest number of COVID-19 deaths (after the US and Brazil) at 367,081 deaths.

## **OBJECTIVE**

- The primary objective is to provide an overview of the ongoing pandemic situation.
- To review and analyze the third wave of Covid 19 and be prepared.

## **LITERATURE REVIEW**

1. C. Kavitha, A. Gowrisankar, Santo Banerjee (2021), The state-wise epidemic rate is discussed supported the results obtained by the SIR and fractal models fitted with the particular data on daily positive cases of COVID-19 within the second wave.
2. Shikha Desai (2021), Diarrhoea or loose watery stools is one among the widespread symptoms seen in COVID-19 patients during the second wave.
3. Soutik Biswas (2021), By the middle of February, doctors at an expansive hospital in western India were beginning to believe that the coronavirus pandemic's deadly surge was rapidly easing.
4. Rajneesh K. Joshi, Sanjay M. Mehendale (2021), Designing the policies and methods for the surge of COVID-19 cases must be supported the teachings learnt and evidence generated during the primary wave.
5. Shweta Thakur, Dhaval K. Patel, Brijesh Soni (2021), Our results reveal that Multiplicative Long-short term memory have outperformed simple LSTM in predicting the cases

6. Phelps, C., & Sperry, L. L. (2020), Many school districts have closed for the rest of the academic year due to the COVID-19 pandemic. When schools reopen, they need to develop a comprehensive attempt to address the potential mental state needs of their students.

## **METHODOLOGY**

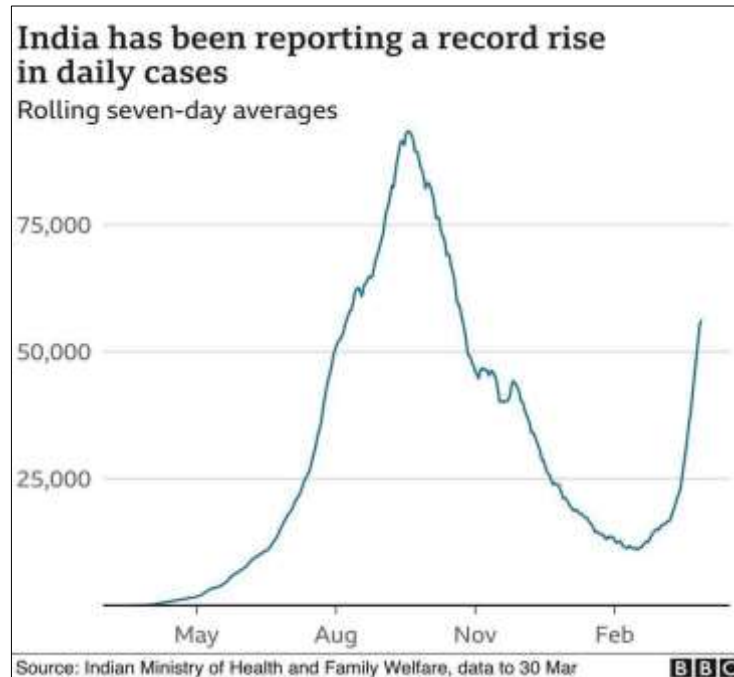
The entire study is predicated on secondary source of knowledge collected from various newspaper articles (online) like Times of India, BBC news, News 18 and a few research articles were also collected from the web sources like netmeds.com and Wikipedia and therefore the information was also gathered from-The European Physical Journal Plus. The collected data were processed and represented using MS Office.

## **MAJOR FINDINGS**

**First Wave of Covid – 19 India's** first COVID19 case report occurred in Trisul, Alappuzha and Kasargod cities in Kerala. It included three Indian medical students who had returned from Wuhan. Kerala declared a blockade on 23<sup>rd</sup> March (2020), and the rest of the country announced a blockade on 25<sup>th</sup> March (2020). In May (2020), about half of all reported cases in the country occurred in these five cities including Mumbai, Delhi, Ahmedabad, Chennai and Thane. On 10<sup>th</sup> June (2020), the number of recoveries in India exceeded the number of active cases for the first time.

The infection rate began to decline in September, and the number of new active cases also declined. The number of daily cases peaked in mid-September, with more than 90,000 cases reported every day, and in January (2021), the number dropped to less than 15,000 cases.

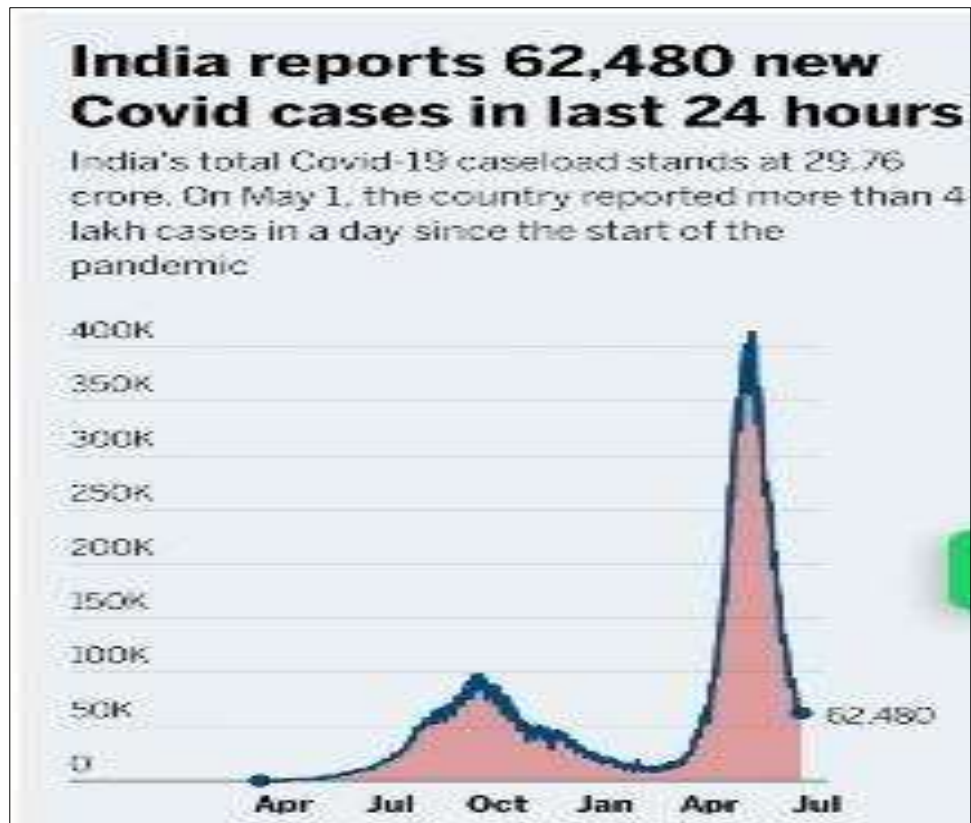
The symptoms like fatigue, loss of smell, dry cough and headaches were common in the first wave of covid-19. The infection rate in the young people under 30 years of age was around 31% and the rest 69% of patients were in age group of above or equal to 40 years. The death rate in the first wave was 1.3 % .



**Second Wave of Covid – 19** India recently witnessed a huge increase in the number of the second wave of COVID-19, which swept across the country about 8 months after the first wave. It started in mid-February (2021) and seems to have peaked in May (2021). The second wave acts as a kind of “Tsunami”, because it destroyed all the previous records of the country and the world. The current summit is dual to the previous one, and thus the infection is spreading faster than ever before, which is a major “pile of feathers” wave. At the top of the new wave, India recorded very 400,000 daily new cases, and only 4,000 daily deaths. In many countries around the world, positive results have already been achieved? We now have two Indian-made COVID-19 vaccines available from 15<sup>th</sup> January (2021). About 10% of the population received no dose at all, and only 2% received a dose of the vaccine.

The infection rate among young people under the age of 30 is about 32%, the remaining 68% of people aged 50 and older. No significant changes in mortality rate were observed.

However, classic signs and symptoms of COVID-19 include – fever (with or without chills), shortness of breath, cough, headache, body aches, sore throat, a loss of sense of taste or smell, nasal congestion, fatigue, and muscle soreness,” says Dr. Ajay Alexander, MBBS, Medical Head, Practo.



**Image Source : Ministry of Health and Family Welfare Times of India**

Judging from various indicators, the second wave shows a downward trend. We have seen that the covid-19 cases are decreasing. Despite the challenges in actual testing and interpretation, the number of cases is steadily declining. We also saw the dead. The trend can also be seen here, even if the number of calculations is smaller. We have also seen that the positive rate of tests declines over time.

**Assumptions based on the 3<sup>rd</sup> wave of Covid-19** Right now many of us have been puzzled by the upcoming third wave. The only question that comes to mind now is, when will the third wave come and will it be more dangerous? According to some sources, the third wave may arrive between August and September (2021). If the virus mutates, it may infect people who are already infected. Some experts point out that the new strain of the virus, the third wave of corona, may endanger the lives of children and new-borns.

### **Predictions of the third wave of covid-19 and the measures to be implemented.**

The third wave has been predicted to hit India within subsequent few months; hence the government of India must take immediate and stringent public health measures to manage and possibly avert the anticipated third wave of COVID-19. These are some measures that need to be implemented –

- ❖ Increment in the pace of vaccination as fast as could really be expected.
- ❖ Increase testing, tracking and tracing and separate the individuals who are infected, isolate those who had contact with positive cases and take all the possible drive to break the chain.
- ❖ It is likewise important to boost the clinical society by upgrading the certainty of the clinical staff and essential medical services laborers who are continually endeavouring to accomplish the best outcomes and conveying the additional responsibility.
- ❖ Limit social blending, which incorporates guaranteeing actual distance, travel limitations, school and office closure, confining public get-together, and so on

India may figure out how to evade a dangerous third rush of the Covid if important advances are taken.

“If we take strong measures, the third wave may not happen in all the places or indeed anywhere at all. It depends much on how effectively the guidance is implemented at the local level, in the states, in districts and in the cities everywhere,” Dr. K Vijay Raghavan said.

### **SUGGESTIONS ON PRECAUTIONS DURING COVID PANDEMIC**

- a. Get yourself vaccinated as soon as possible.
- b. Wear a mask daily to prevent infection and also make use of sanitizer.
- c. Keep social distancing in public areas.
- d. Avoid going to crowded places & take precautions while traveling.
- e. Cover your mouth while coughing and sneezing & follow all government COVID-19 norms.

## **CONCLUSION**

COVID 19 is surrounded by numerous uncertainties as the pandemic is still ongoing. While the progress made by scientists is undeniable, new properties of the virus are emerging and certain problems remain unanswered, such as the possibility of recurrent infection, possible persistence, and the ability of the virus to infect a wide variety of cell types and cause complications outside of its respiratory tract and the lack of specific (SARSCoV2) therapies and vaccines. The COVID-19 pandemic would possibly not be over anytime quickly but it is important to preserve taking the necessary precautions to stay safe. There are quite a few steps that we should personally take and be conscious of. Keep yourself as well as your household safe and protected from the COVID-19 third wave.

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## **IMPACT OF COVID-19 ON THE TOURISM INDUSTRY.**

***Blessvia Noronha, TYBBI-A, Roll No. 8220; Kevin Joe Praveen, TYBBI-A, Roll No.8215***

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### **ABSTRACT**

*In the wake of the global pandemic Covid-19, many forms of industries have been forced to shut down. In India alone almost 9 million jobs have been lost and 22 million in the regions of Asia and the Pacific. Moreover, the strong historical growth has been halted in 2020 amid the global Covid-19 pandemic. With airplanes on the ground, hotels closed and travel restrictions implemented, travel and tourism became one of the most affected sectors since the very start of the virus spread. In this paper we have included of how Covid-19 has impacted the tourism industry and what lies in the future for tourism on a whole. With successful vaccination drives overall the future of tourism seems hopeful. We have also noted that how social media is on rise since the pandemic as people find themselves idle more frequently. It is estimated that a person spends at least 2 hours and 22 minutes on social media platforms on average daily.*

### **KEYWORDS**

*FEE, Covid-19, WHO, Tourism, Asia/Pacific, social media.*

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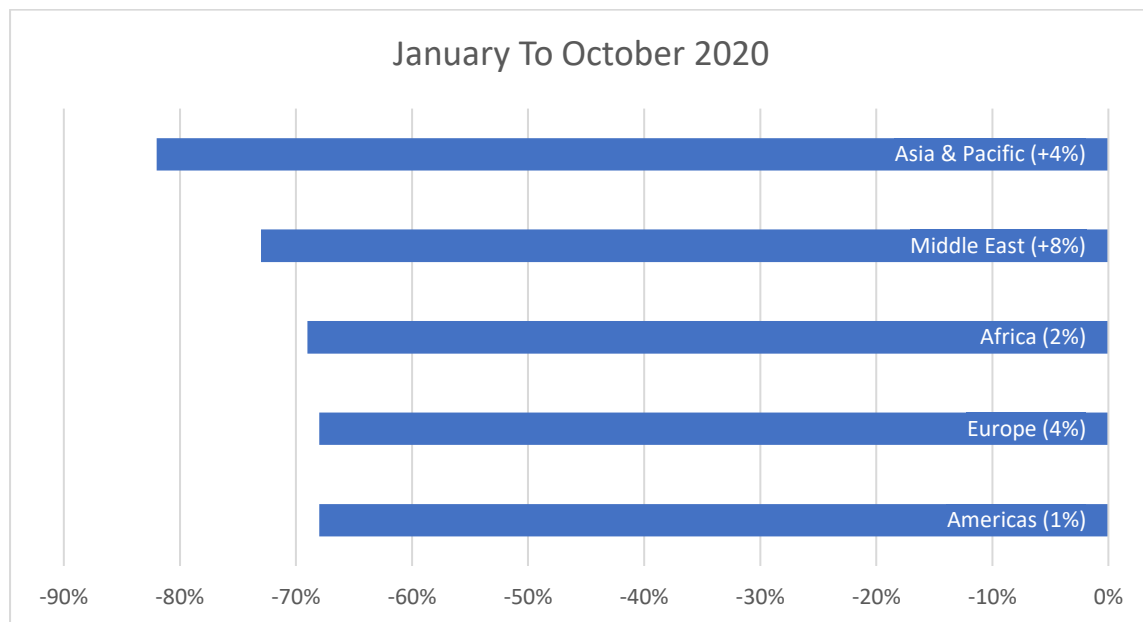
### **INTRODUCTION**

The World Health Organization (WHO) on March 11, 2020, declared the novel coronavirus (COVID-19) outbreak a global pandemic. Tourism was one of the first sectors to be deeply impacted by the pandemic, as measures introduced to contain the virus led to a near-complete necessitation of tourism activities around the world. The COVID-19 pandemic has hit the tourism economy hard with unprecedented effects on jobs and businesses. Destinations that rely heavily on international, business and events tourism are struggling. This sector also risks being among one of the last to recover with the ongoing travel restrictions and the global recession. This has consequences beyond the tourism economy, with many other sectors that support and are supported by tourism also significantly impacted.

## ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

In the past decades, tourism has experienced continued growth and became one of the fastest growing economic sectors globally. The sector witnessed a 59% growth over the decade in international tourists' arrivals from 1.5 billion 2019 compared to 880 million in 2009. Tourism is also a key driver for socio-economic progress, with tourism specific developments in an increasing number of national and international destinations.

This study helps us to understand how the pandemic has impacted on a global level.



Source: <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>

## **OBJECTIVES**

1. To know the impact of Covid-19 on Tourism in Asia/Pacific.
2. To analyse the future of Tourism in the coming years.
3. To understand the role of Media during the pandemic.

## **RESEARCH METHODOLOGY**

For this paper we have collected data from online sources such as UNWTO, government websites, and newspapers which have been read for a week. The method used here is the quantitative method.

## LITERATURE REVIEW

1. **GD Sharma, A Thomas, J Paul (2021):** Reviving tourism industry post-COVID-19: A resilience-based framework.

The COVID-19 pandemic struck the tourism industry severely. Based on the review of 35 papers that studied the tourism industry in the wake of the pandemic, we propose a resilience-based framework for reviving the global tourism industry post-COVID-19. Our framework outlines four prominent factors for building resilience in the industry: government response, technology innovation, local belongingness, and consumer and employee confidence. We argue that using such inclusive resilience; the tourism industry may transform into a new global economic order characterized by sustainable tourism, society's well-being, climate action, and the involvement of local communities. We also offer directions for future research in the area.

2. **M Skare, DR Soriano, M Porada-Rochon (2021):** Impact of COVID-19 on the travel and tourism industry.

The paper is among the first to measure the potential effects of the COVID-19 pandemic on the tourism industry. Using panel structural vector auto-regression (PSVAR) (Pedroni, 2013) on data from 1995 to 2019 in 185 countries and system dynamic modeling (real-time data parameters connected to COVID-19), we estimate the impact of the pandemic crisis on the tourism industry worldwide. Past pandemic crises operated mostly through idiosyncratic shocks' channels, exposing domestic tourism sectors to large adverse shocks. Once domestic shocks perished (zero infection cases), inbound arrivals revived immediately. The COVID-19 pandemic, however, is different; and recovery of the tourism industry worldwide will take more time than the average expected recovery period of 10 months. Private and public policy support must be coordinated to assure capacity building and operational sustainability of the travel tourism sector during 2020–2021. COVID-19 proves that pandemic outbreaks have a much larger destructive impact on the travel and tourism industry than previous studies indicate. Tourism managers must carefully assess the effects of epidemics on business and develop new risk management methods to deal with the crisis. Furthermore, during 2020–2021, private and public policy support must be coordinated to sustain pre-COVID-19 operational levels of the tourism and travel sector.

3. **V Kaushal, S Srivastava (2021):** Hospitality and tourism industry amid COVID-19 pandemic: Perspectives on challenges and learnings from India.

COVID-19 outbreak has presented unprecedented circumstances before the fragile tourism and hospitality industry. The highly infectious novel coronavirus continues to thwart the sector and raises serious questions about the present and future survival of the sector. The research addresses two important concerns, first, pertains to the major challenges that hospitality and tourism industry faces amid current conditions; and second relates to the vital learnings for the industry. The study draws on the interviews with 15 participants in senior positions in hospitality industry, and tourism and hospitality education services. Responses to the interviews were content analysed, which resulted in 27 sub-themes that were further condensed into 4 major themes. The dominant sub-themes that emerged out of the qualitative enquiry included need of multiskilling and professional development of the employees, increased sense of hygiene, sanitation and related SOPs, optimism toward revival of the industry, media roles, and need of better crisis preparedness. Subsequent overarching themes included “Human Resource Management”, “Health and Hygiene”, “Continuity” and “Concerns”. The study critically discusses prominent themes in the light of the existing arguments from the literature and reflects on implications for the decision makers. The major implications of the study are in the form of determined themes adding to the evolving theory on COVID-19 pandemic and tourism & hospitality industry; and managerial recommendations to address host of issues while taking essential learnings stemming from the current circumstances. Limitations and scope of future research are also discussed.

4. **SI Ocheni, AMO Agba, MS Agba, FO Eteng (2020):** Covid-19 and the tourism industry: Critical overview, lessons and policy options.

The pandemic has enormous impacts on the entire socio-economic structure of countries worldwide. It accounts for the epileptic service delivery of many enterprises globally. The pandemic has massive consequences that have to reshape the present and future landscape of the tourism industry. Thus, this paper critically examines the impact of nCOV on the aviation, cruise-shipping, and hospitality components of the tourism industry. It investigates why the tourism industry is the first and the most hit sector by Covid-19. In light of these, the paper provides an in-depth discussion on how Covid-19 affects jobs, man-hours, revenue, income, and livelihood of workers, as well as owners of the tourism industry. Discussions were also

channelled on how the impacts of the pandemic on the tourism industry affect global GDP and foreign exchange earnings of countries whose economy relies significantly on tourism. The study concluded that with the prolonged lockdown, the tourism industry would continue to experience a large slide down. The paper posits that urgent policy remediation is necessary to revamp the sector and rescue it from imminent collapse and extinct.

**5. A Assaf, R Scuderi (2020): COVID-19 and the recovery of the tourism industry.**

The COVID-19 outbreak has been one of the most impactful and tragic pandemics of modern times. Currently, saving lives is the absolute priority. However, we also need to begin to address the recovery process for the tourism industry in the continued presence of limitations to international and domestic travel. A disease-induced crisis is not novel in tourism. The tourism industry has faced several scenarios in the past. However, the present crisis has been one of the most damaging. This industry will not look the same post-pandemic, and both the industry and government have a role to play in recovery efforts.

Along this line, the motivation of this editorial is to offer strategies that the tourism industry can adopt to adjust to the new 'normal' following this pandemic. We also discuss the role of government during this process. To prepare this editorial, we reached out to several experts and collected their feedback on these two specific issues. We divide the editorial into two sections. First, we discuss the role of the tourism industry moving forward, and second, we discuss the role of government.

**6. LP Foo, MY Chin, KL Tan, KT Phuah(2021) :The impact of COVID-19 on tourism industry in Malaysia.**

The COVID-19, first reported in December 2019 in China before wider spread around the world. The pandemic is highly impacting the tourism industry in Malaysia, particularly, the airline and hotel businesses. Apart from that, this study also discusses the stimulus packages offered by the Malaysian government in order to ensure the sustainability of the tourism industry in Malaysia.

**7. V Kumar - Journal of Tourism and Hospitality Education, (2020): Indian tourism industry and COVID-19: present scenario.**

Tourism is a backbone of economy for many countries of the world. Tourism is a big source and always helpful in generating revenue and a mean of foreign exchange.

Scenario in our country is not much different and Tourism contributes to GDP of this country in a big proportion. However, it's a deep matter of concern for all the stakeholders associated with tourism industry that tourism is the most affected sector in the world due to corona virus disease (COVID-19) in the beginning of 2020. COVID-19 is spreading rapidly at an unprecedented scale across continents and has emerged as the single biggest life-threatening health risk in the world has faced in modern times. This paper focuses on the COVID-19 issue in India and its impact on the tourism and hotel industry, the paper has some significance, as the tourism and hotel industry greatly affected by the COVID-19 crisis worldwide. India is the 7th largest country of the world and rich with various tourism resources and millions of tourists arrive annually, which contributes to the country's GDP. The need of the hour, is to take early steps to overcome the present slowdown in tourism industry by analyzing its long-term impacts at the earliest.

## **IMPACT OF COVID-19 OF TOURISM**

According to **UNWTO's Report on COVID – 19 Related Travel Restrictions**, as of 1 September, a total of 115 destinations (53% of all destinations worldwide) have eased travel restrictions, an increase of 28% since 19 July. Of these, two have lifted all restrictions, while the remaining 113 continue to have certain restrictive measures in place. 93 destinations (43% of all destinations worldwide) keep their borders completely closed for international tourism. This is a decrease of 22 destinations compared to 19 July 2020.

The foreign exchange earnings (FEE) from tourism are one of the major revenue sources for the Government of India. The FEE is the revenue generated by inbound foreign tourists, and decrease in foreign tourists' number leads to reduce FEE. The entire world is affected by COVID-19, including India. Following the border closure, cancellation of international flights, and a series of lockdowns, the tourist's arrival rate in India has been highly affected. To show the impact of COVID-19 on FEE, a comparative analysis has been done. Here, it has assumed that the effect of COVID-19 will remain until next year.

Tourism not only generates revenue; it also creates employment. The revenue from tourism to GDP in India is through foreign visitor spending, which is 12.8%. The estimated unorganized workforce in the tourism sector across India from 2017 is 401,000. The predicted employment loss in the travel and tourism industry due to COVID-19 in India is 9 million.

FEE during the months Jan to Dec 2020 fell by 76% as compared to 2019.

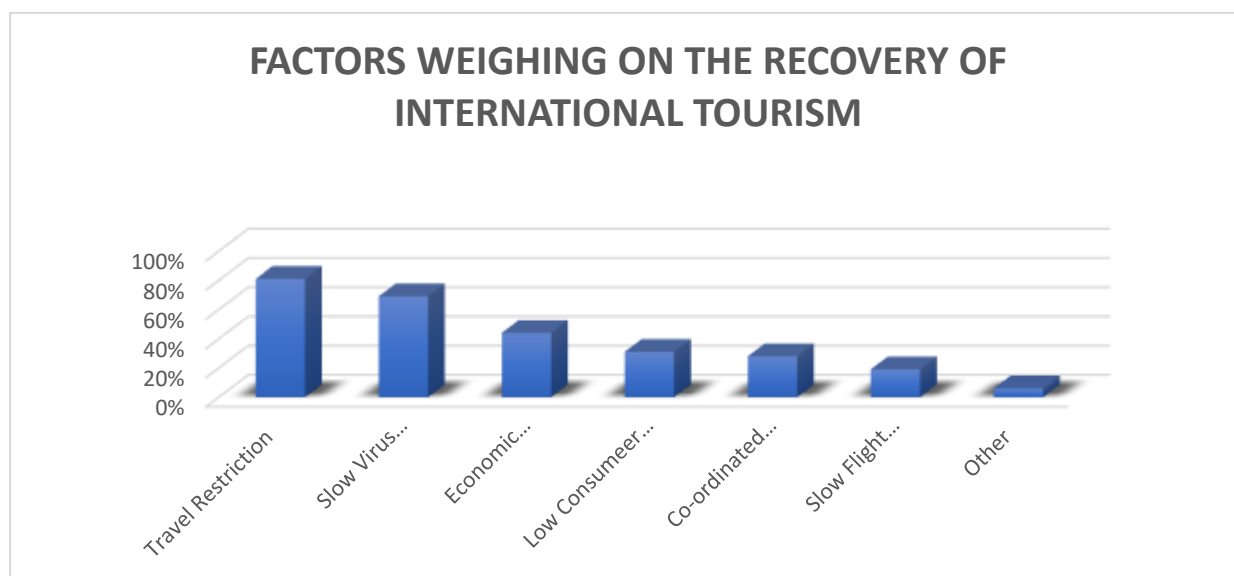
India's travel and tourism sector, which accounts for nearly 2.5% of the GDP, has made repeated appeals to the government seeking succour for travel and tourism businesses tottering on the brink of collapse due to the coronavirus pandemic.

Globally, the tourism industry contributed to \$8.9 trillion to the global GDP in 2019 equalling a contribution of 10.3%. It is also noted that 1 in 10 jobs around the world is in tourism, equalling 330 million jobs.

However, the strong historical growth has been halted in 2020 amid the global Covid-19 pandemic. With airplanes on the ground, hotels closed and travel restrictions implemented, travel and tourism became one of the most affected sectors since the very start of the virus spread. The pandemic has cut international tourist arrivals in the first quarter of 2020 to a fraction of what they were a year ago.

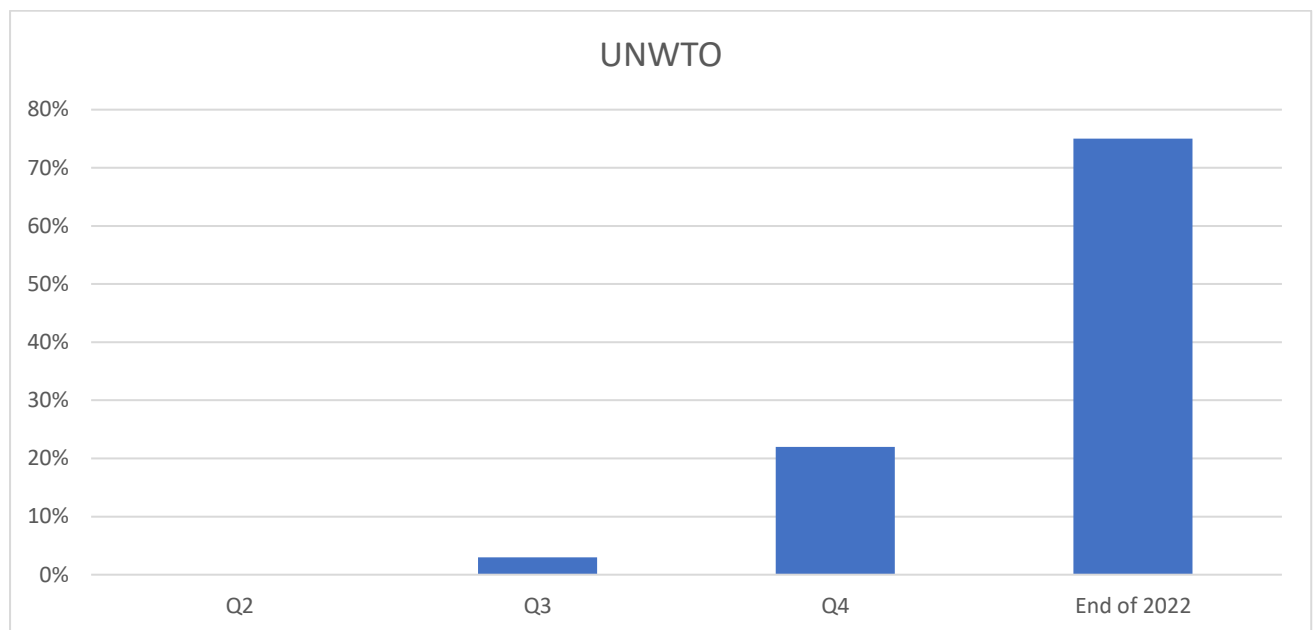
In 2020, and with the severe impact of the COVID-19 Pandemic, international tourism went down by 22% in Q1 and by 65% in the first half of 2020 when compared with 2019 figures.

In March 2020, the UNWTO proposed 3 scenarios for possible declines in arrivals of 58% to 78% for 2020 depending on the start point of gradual opening of borders and lifting travel restrictions. Below is representation of factors affecting on the recovery of tourism.



Source: <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>

### **Expectations of rebound of tourism in Asia/Pacific**



Source: <https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>.

In the above figure, it is estimated that by the year 2022 there is a significant rise in tourism in the countries of Asia/Pacific. However, the initial stats show a slow growth.

- From Quarter 2 to Quarter 3 phase, it hit a 3% rebound rate.
- From Quarter 3 to Quarter 4 phase, it hit a 22% rebound rate.

By the end of year, the rate will exceed by 75%.

### **ROLE OF MEDIA DURING THE PANDEMIC**

Social media usage has increased manifold and thus, has a number of available platforms, including Facebook, Twitter, YouTube, Instagram, Snapchat, WhatsApp, and Reddit, along with their Chinese equivalents WeChat, Weibo, Tencent, Tik Tok, and Toutiao. People have become accustomed to posting every aspect of their lives on social media. This includes their achievements, worries, and travels on a daily and hourly basis. Since the lockdown, there has been an 87% increase in social media usage by the people. People started gathering information

posted on the groups and unknown pages and believing them. Government and brands used social media to provide people with a better understating of events and their impacts. Unfortunately, some people used social media to spread falsehoods, including miracle preventative measures, false claims about the implementation of martial law, conspiracy theories, and more.

Religious pages also started attracting people amid crises by spreading unscientific information regarding the prevention and treatment of the virus. Through various platforms fundraisers were organised to help fund the needy. No platform is perfect. While there was misinformation and fear rampant on social media, there was also an abundance of lifesaving information, connection with others and global unity. Social media gave rise to brand marketing on a huge level. It paved a way for a number of small businesses to gain exposure.

## **SCOPE OF RESEARCH**

The Scope of the research covers a wide range on specific tourism industries which were affected in the rise of covid around the world. It brings out the detail on how Tourism played an important role in the economy of Asia and pacific region and how covid-19 has caused the losses of billions around the world.

## **LIMITATIONS OF RESEARCH**

The research is limited to Asia and Pacific region only. The research paper also covers data which is from past years. The study also couldn't get direct information from tourism companies because it was conducted by graduate level students and not by people experienced in tourism sector.

## **SUGGESTIONS**

Tourism enterprises can take the certain measures to maintain their cash flow in the near future by suspending unnecessary or least important operational material purchases, by delaying outsourcing payments and by encouraging employees to take annual leaves and unpaid leaves, moreover tourism industry stakeholders can maintain business by other ways like adjusting their market mix and distribution channels. Present lockdown time period can also be utilized by conducting online training and development programs for the employees, which will help to enhance hospitality skills or can, upgrade their expertise in the diverse field of Tourism industry to adapt well in the contemporary digital environment

Asian and Pacific tourism industry is the most affected industry influenced by the contagious COVID-19, the contagious virus has reached cities and towns all over the country within a few days and adversely hit the tourism industry, and consequently hotels and tour operators are temporarily closed or reduced their room inventory and operation. This impact can be reduced by using certain immediate measures, short term measures and long-term plans. The government and stakeholders should offer financial aid to tourism industry. Tourism enterprises should react quickly to the situation; adjust both long-term and short-term strategies, in aspects such as cost control and employee arrangement. It is important for tourism enterprises to stay competitive when the market is unstable and should maintain prices chart throughout the crisis.

## **FUTURE OF TOURISM**

Encouraging news on vaccines has boosted the hopes for recovery but challenges remain with the sector expected to remain in survival mode until well into 2021. As countries gradually lift travel restrictions and tourism slowly restarts in many parts of the world, health must continue to be a priority and coordinated health protocols that protect workers, communities and travellers while supporting companies and workers must be firmly in place. Supporting the millions of livelihoods that depend upon a sector affected by months of inactivity and building a sustainable and responsible travel experience that is safe for host communities, workers and travellers are key to accelerating recovery.

As of July 2020, the EU opened borders to tourists from 15 different countries leaving the U.S. off the list. Health officials developed a plan to classify accepted countries based on how the country is performing in controlling the coronavirus. A country is considered under control when they have a number close to or below the EU average for new coronavirus cases over the last 14 days and per 100,000 inhabitants.

On 15 June, the European Commission launched ‘Re-open EU’, a web platform that contains essential information allowing a safe relaunch of free movement and tourism across Europe. The platform will provide real-time information on borders, available means of transport, travel restrictions, public health, and safety measures.

Enabling tourism once again would require measures ensuring that people are and feel safe towards traveling. Global safety and hygiene stamps are awarded by the World Travel & Tourism Council (WTTC) to countries that are demonstrating their commitment to reopening their tourism sector as they recover from the coronavirus outbreak.

The WTTC, a council that represents private-sector travel and tourism, created the Safe Travels Stamp to allow tourists to recognize governments and companies around the world which have adopted health and hygiene global standardized protocols – so consumers can experience ‘Safe Travels’.

Eligible entities such as hotels, restaurants, airlines, cruise lines, tour operators, attractions, short term rentals, car rentals, outdoor shopping, transportation and airports, will be able to use the stamp once the health and hygiene protocols, outlined by WTTC, have been implemented.

As of September 2020, the ‘Safe Travels’ List included 100 destinations with Saudi Arabia, Spain, Portugal and Mexico among the first destinations to adopt the stamp and the Philippines as 100th destination.

With lockdowns ending around the world, many countries have started to ease border restrictions and reopen for international tourists. Although many governments are still advising against “nonessential” international travel, a host of popular destinations have eased their Covid-19 border restrictions and are readily welcoming tourists back:

- The European Commission has released guidelines for how its Member States can start to ease coronavirus travel restrictions and enable tourism to begin again.
- The Baltic states are creating a “travel bubble”, allowing citizens to travel freely between them.
- New Zealand and Australia have committed to introducing a trans-Tasman “COVID-safe travel zone” as soon as it’s safe to do so.
- Destinations like Dubai, the Maldives, Egypt, Lebanon, Croatia, Kenya, Tanzania and Jamaica have already opened their doors to foreign visitors again, while Thailand hope to reopen soon.

While tourism is slowly returning in some destinations, most members of the UNWTO Panel of Tourism Experts expect international tourism to recover only by the second half of 2021, followed by those who expect a rebound in the first part of next year.

However, there are still concerns over the lack of reliable information and deteriorating economic environment which are indicated as factors weighing on consumer confidence, especially with the potential new limits on travel as world comes to grips with second Covid-19 wave. The concerns over the “second wave” of coronavirus brought on by returning vacationers are wreaking havoc on the world’s tourism industry.

## **CONCLUSION**

The pandemic has created a havoc in many parts of the world. But as we have seen that the future for tourism doesn’t seem too bleak. Compared to last year we seem to be moving forward with a positive note. And social media has also grown to impact positively on people’s lives and pushing them forward with a hope for the future. Severe impacts from COVID-19 can be reducing hotels booking, airlines booking, cancelations of events, reduction of staff as a cost cutting measures and risk to airlines, hotels, travel agencies jobs in the near future as the revenue generated by tourism industry will be reduced. Half of the revenue can be declined in 2020 as compare to the previous year, however, despite severe cuts in business and predictions that normal travel patterns would take years to return. To handle this situation and for the upliftment of tourism industry government should come forward, without government intervention it would be difficult to overcome the present situation and financial crunch. Government must give certain relaxation on taxes imposed on tourism industry, or to provide certain soft loans with minimum interest rates and must issue additional funds for the betterment of tourism industry in the near future. One thing made very clear by this crisis is the fragile nature of tourism business, and therefore the need to have contingencies for even unpredictable events as this crisis has shaken the entire tourism industry globally.

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## ***A STUDY ON PSYCHOLOGICAL IMPACTS OF COVID-19 ON THE PEOPLE OF INDIA.***

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### **ABSTRACT**

*Various psychological problems and important consequences in terms of mental health including stress, anxiety, depression, frustration, uncertainty during Covid-19 outbreak aroused progressively. This work aims to comprehensively review the current literature about the impact of Covid-19 infection on the mental health in the general population of India. The psychological impact of quarantine related to Covid-19 infection has been furthermore documented together with the most pertinent psychological reactions in the general population related to Covid-19 occurrence (G Serafini, 2020). This study provides basic knowledge of the virus, effects of the virus on mental health, overcoming these issues and how we can be a help to others. Through a small survey, conducted among 120 people to find out their feelings, emotions and to understand the difficulties they faced mentally during the pandemic. This work aims to put forward factual and practical knowledge about the topic and to get deep insights about the same.*

### **KEYWORDS**

*Mental health, Covid-19, Stress, Anxiety, Psychological impact, Quarantine*

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### **INTRODUCTION**

Coronavirus is a deadly virus and Covid-19 is a disease caused by a new strain of coronavirus. 'Co' stands for corona, 'vi' for the virus, and 'd' for disease hence Covid. Originally, this disease was referred to as '2019 novel coronavirus'. The first case ever of covid-19 was reported in Wuhan, China on 31<sup>st</sup> December 2019. The first case of covid-19 in India was reported in Thrissur, Alappuzha and Kasargod, all in the state of Kerala, among three Indian medical students who had returned from Wuhan, on 30<sup>th</sup> January, 2020.

Covid has affected people's life in various aspects, one of the most disturbing impacts in India was psychological. As the coronavirus pandemic rapidly swept across the world, it induced a hefty degree of fear, worry and concern in the population in general and among certain groups in particular, such as older adults, care providers and people with underlying health conditions (World health organisation, 2021).

In public mental health terms, the main psychological impact till date is elevated rates of stress and anxiety. But as new measures and impacts were introduced, especially quarantine and its effects on many people's usual activities, routines or livelihoods. Loneliness, sadness, dangerous alcohol and drug use, as well as self-harm and suicide behaviour, all increased (Grover S, 2020).

The virus had a major effect on India for instance, people losing their jobs, retailers losing their income, student's studying system being changed wholly to digital teaching, pregnant women not having access to regular hospital visits, senior citizens having a big life threat due to the spread of the virus, and so on. which eventually led to a tensed and stressful times for all the citizens of India.

## **RESEARCH METHODOLOGY**

In this research paper, the author has used total 2 research methods for data collection and analysis namely, qualitative method and quantitative method. Initiating with Qualitative method, this method is being used to understand sentiments, meanings and to explain the situation. It is utilised for text analysis as it is a non-statistical method. Theories, concepts and overview from assorted journals and articles were undertaken to illustrate and conclude the entire study. The quantitative method, on the other hand, is used to analyse numerical and statistical data.

On July 25, 2021, the researcher conducted a psychological survey with questions about the respondent's feelings and behaviour throughout the epidemic. The link was created in such a way that only one device could respond at a time. This survey yielded information, which was analysed and summarized further below.

The methodologies outlined above were used to conduct a comprehensive study that included both textual and statistical data. Combining these methods will provide a thorough understanding of the subject. Google Forms was used to carry out the survey.

## **OBJECTIVES**

- To create awareness regarding the deteriorating mental health of people in India.
- To identify sources that triggers stress, anxiety and depression among people.
- To examine the impact of stress, anxiety, loneliness and depression among every age group.
- To explore coping strategies through this repercussion of Covid-19.
- To propose a solution for overcoming or dealing with these circumstances.

## **LITERATURE REVIEW**

Mental health has a great significance as it includes one's emotional, psychological, and social well-being. It affects people's thoughts, feelings and behaviour. It also helps us to determine how we handle stress, relate to others, and make healthy choices for ourselves. Mental health is essential at every stage of life, right from childhood and adolescence through adulthood (Centres for disease control and prevention , 2021). Although the terms are often used correspondently, poor mental health and mental illness are not the same. Mental and physical health are equally crucially important components of overall health. According to sources, more than 50% of people will be diagnosed with a mental illness or disorder at some point in their lifetime. Some common symptoms of deteriorating mental health are abnormal eating or sleeping patterns, withdrawing from people and usual activities, a decrease in energy, feelings of helplessness or hopelessness, feeling confused, forgetful, angry, nervous, or on edge, an incapability to do daily tasks, severe mood swings, thoughts of self-harm, significant increase in drug or alcohol intake. (G Serafini, 2020)

Methods used by different authors in their journals, articles and blog were Qualitative method, providing information and solution of the problem. Questionnaires and surveys were conducted for a Responsive research method to know about the current situation of their mental health from their perspective. Quantitative method was used to prove their theory through numerical and statistical data. These are some very familiar methods used in other papers and articles frequently.

The Covid-19 pandemic has had a major effect on everyone's lives. Many of us are facing challenges that can be stressful, overwhelming, and cause strong emotions in adults and children too (Ranjan, 2020). Public health actions, such as social distancing, are necessary to ease the spread of Covid-19, but they can make one feel isolated and lonely and can increase stress and anxiety (Grover S, 2020). Hence coping from it has become necessary. Creating

awareness and taking preventive measures to overcome these circumstances. Their research answers a lot of questions and clarify a lot of complications. They have a detailed analytical data about people's mental conditions during pandemic.

## **FINDINGS AND DISCUSSION**

Results of the Survey:

Total Responses – 120

- **Table 1**

Basic Information of Respondents

GENDER		AGE		MARITAL STATUS	
Male	50%	10-16	0.8% (1)	Unmarried	92.5% (111)
Female	46.7%	17-25	88.3% (106)	Married	5.8% (7)
Prefer not to say	3.3%	26-40	9.2% (11)	Widowed	0
		40-60	1.7% (2)	Divorced/separated	1.7% (2)
		60+	0		

This small survey consists of 50% male, 46.7% females and 3.3% of people who did not prefer speaking of their gender. A vast age range, mostly consisting of young that is 88.3% and unmarried that is 92.5% adults. This basically contains the basic information of the respondents.

- **Table 2**

Effects of lockdown on Relationships

RELATIONSHIP WITH	1 Markedly Improved	2 Slightly Improved	3 No change	4 Slightly Worsened	5 Markedly Worsened
Family members	17.6% (21)	24.4% (29)	29.4% (35)	19.3% (23)	9.2% (11)
Spouse/Partner	19.4% (14)	8.3% (6)	41.7% (30)	15.3% (11)	15.3%(11)
Children	24.6% (17)	10.1% (1)	58% (40)	2.9% (2)	4.3% (3)
Friends & Colleagues	17.4% (20)	16.5% (19)	21.7% (25)	29.6% (34)	14.8% (17)

This was to value effects of lockdown on one's feelings and emotions. In most of the area, respondents have selected 'no change' with an average of 45%. Here, the relationships have been 'markedly improved' compared to 'markedly worsened' approximately by 15% average.

• **Table 3**

Effect of lockdown on Respondent's emotions, feelings, and various aspects of life.

	Markedly Increased	Slightly Increased	No change	Slightly Decreased	Markedly Decreased
Sadness	38	55	15	7	4
Anxiety	41	41	24	10	4
Frustration	43	42	19	13	3
Indoor activities	40	39	27	10	4
Social connectedness	14	21	28	31	26
Social isolation	28	39	30	12	8
Sleep	24	31	31	19	13
Appetite	19	34	39	17	6
Cleaning	19	45	40	12	3
Shopping	6	18	29	33	32

As we can clearly see, how Sadness, Anxiety and Frustration has remarkably increased among people during the lockdown being above 55%. Anxiety may be directly related to sensorial deprivation and pervasive loneliness, in these cases first insomnia later depression and post-traumatic stress occurs. Furthermore, the author has concluded through the survey that anxiety is closely associated with fatigue and reduced performance in healthcare workers while boredom, loneliness and indecisiveness are directly related to anger, frustration and sufferings linked to quarantine restrictions. Distress, boredom, social isolation and frustration are directly related to confinement, which abnormally reduced social and physical contact with others, and loss of usual habits (Valeria Saladino, 2020). There was also an increase in Indoor activities (gaming, drawing, cooking etc.) by more than 60% which in conclusion was led by boredom and isolation. A very mixed review was received about social connectedness, which depends

on the nature of the person whether they are introverts or extroverts resulting in 50% of the people relating to the issue whereas other 50% weren't relating. A very slight increase is seen in appetite and cleaning by 20% as fear develops in people's mind regarding catching the virus. As purchasing power of consumers was reduced due to unemployment and deducted salary, the rate of people shopping has also fallen down.

• **Table 4**

Stress due to coronavirus disease-19

	Yes	No	Not Applicable
Feeling pessimism or hopelessness	66	40	15
Absence of emotional response – Feeling numb/no happiness or sadness	65	40	16
Feeling detached from others	71	34	17
Poor concentration and felt indecisive	80	31	9
Had anxiety/palpitations	73	40	8

Perhaps, maximum number of respondents that more than 60% averagely, have experienced all of the above feelings or conditions. There are a lot of factors that affect these conditions feeling hopelessness indicates that the person has lost motivation and will to work. Emotional detachment is referred as avoidance of emotional connections. Being emotionally detached, often know as having a flat affect, involves the lack of positive or negative feelings or emotions. It may be a temporary state, in response to an emotionally traumatic event like this pandemic or the result of a chronic condition. Struggle concentrating is a normal and periodic occurrence for most of the people. Tiredness and emotional stress can be the source of concentration problems in most people (Ranjan, 2020).

## **CONCLUSION**

To conclude, the present survey suggests that more than three-fifth of the people are experiencing anxiety, stress and depression, due to lockdown and the prevailing Covid-19 pandemic. These findings put forwards that there is a need of expanding the mental health services to everyone in the society during this pandemic situation. Implementing community-based strategies to sustenance resilience and psychologically vulnerable individuals during the

Covid-19 crisis is fundamental for any community. The psychological impact of fear, anxiety and stress induced by the rapid spread of pandemic needs to be clearly recognized as a public health priority for both authorities and policy makers who should promptly adopt clear behavioural strategies to shrink the burden of disease and the dramatic mental health consequences of this outbreak. Revised requirements, better-quality preparation along with collaborative network of psychiatrists, psychotherapists, researchers and community volunteers can minimise the psychological impact of quarantine experiences (Mohit Varshney, 2020).

## **RECOMMENDATIONS**

Keep ourselves occupied with something, maintain basic human interaction, do what makes us happy and accept the situation, not be hard on ourselves and be around our loved ones, take proper precautions, meditate and be kind to others, use this time efficiently, and stay positive and create a positive environment around others are some of the coping strategies that can be used to resist and combat these mental health issues for all age groups. Respondents and the author made the aforementioned recommendations.

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## **IMPACT OF LOCKDOWN DUE TO COVID-19 ON CONSUMER PREFERENCES WITH RESPECT TO ONLINE SHOPPING**

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### **ABSTRACT**

*The coronavirus (COVID-19) has affected the lives of people all around the world and has hit the global economy, affecting every sector. Lockdown impacted Indian online shopping trends drastically. This paper attempts to study the effects of coronavirus disease (COVID19) on the consumers buying behaviour in relation to online shopping and the effect on the ecommerce companies. The pandemic, lockdown and social distancing rules have disrupted the consumer habits of buying and shopping and has caused them to adapt and learn new habits. For example, the consumers cannot go to the physical stores, so the stores come home by way of online portals and websites. This study also examines the growth of e-commerce due to covid-19 pandemic and to find whether or not it has become a substitute source for traditional shopping. The growth of e-commerce increased by 40% after the advent of COVID-19 pandemic and sectors such as electronics, fashion and accessories, health and pharma and FMCG did particularly well, with an average growth of 133% in sales.*

### **KEYWORDS**

*COVID-19, Online Shopping, E-commerce, Consumer buying behaviour*

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### **INTRODUCTION**

Electronic commerce, known commonly as e-commerce, is the buying and selling of products and services using computer networks, such as the internet. It's a method of directing business over the internet. Businesses have established a larger market presence through it by providing cheaper and more efficient distribution channels for their products or services. It is one of the fastest growing industries in the global economy. India is the 3rd largest e-commerce economy in the world after China and the U.S.A. (Business Today, Jun 2020)

These transactions can be done in four main ways: Business to Business (B2B), Business to

Customer (B2C), Customer to Customer (C2C), Customer to Business (C2B). Online stores like Amazon, Flipkart, Shopify, Myntra, eBay, Quikr, Olx are examples of e-commerce websites. How did ecommerce start in India? As everything starts out being a luxury then it slowly matures into being a necessity, so was the case with the internet. The advent of online shopping took place four decades ago when Michael Aldrich invented online shopping in 1979 by using videotex in which he connected the television set and computer to the telephone line. Then after nearly a decade after a lot of research and inventions along the way, in 1990 Tim Berners-Lee revolutionized the world by creating the first www and browser. A year later in 1991 the internet was commercialized, open to the public. In 1995 amazon started by selling books online. Thereafter it's been an upward shift, as online shopping evolves due to constant development of technology. As the internet was commercialized in 1991 it still didn't make a difference to India which was lacking in accessibility. rediff.com introduced ecommerce to India in the year 1999, it didn't hit off (Software Suggest, May 2021).

In 2000 two companies Indiatimes shopping and bazee.com came into the ecommerce market but they too failed to convince the public to shop online. It was in 2002 that IRCTC introduced the online reservation system which was successful in teaching and gaining customers to book their tickets online being a government institution people felt safe in transacting online (Medium, Jun 2019). A large population of India was still not able to use computers and the added evolving technologies that go along with it. People were not well versed with it as we also say they are not tech savvy.

In 2019, around 55% of the Indian population was online. In 2000, only 0.5% of Indians had access to the internet but in 2020, 55% of Indians have access to the internet (Findly, Feb 2021). Even when it comes to arts and crafts there are websites popping up that help indigenous artisans from rural areas to where their works are sold and shipped all across India. All entrepreneurs believe that ecommerce is the future of arts and crafts in India (The Indian Express, 2022)

The first confirmed case of Coronavirus was on 30th January 2020 in the state of Kerala. The person who was affected had a travel history from Wuhan, China. On 25 March 2020, India went into complete lockdown. The government of India took strict actions and enforced rules to stop the potential spread of the virus. Janta curfew was implemented by which people were not allowed to step out of their houses. Shops and services closed except for pharmacies, hospitals, banks, grocery shops and other essential services. During the lockdown period, IPC

section 144 was applied in some areas to maintain discipline and control the crowd.

There is a worry in people that anyone could be a potential carrier of the virus and to restrict the maximum one's contact with others what better way could there be than using online websites? As we know marketplaces are busy and crowded in a country like India where the population is so dense that 419.80 people are living per square kilometre. Lockdown has forced people to adapt to online shopping platforms. This report will help in understanding the steady shift of consumers from offline to online ecommerce and what will be the future of the ecommerce industry in India.

## **REVIEW OF LITERATURE**

1) R. Shah, R Patnaik, U. More, (2021) In their paper it said that during lockdown, the sole way for consumers to connect is through social media. And 46% of users admitted that social networks are important for information sharing and for creating product choices. As the world changes so do the strategies need to change along with it, so currently marketers are trying to adapt their messages to smaller pack sizes, new launches to attract to the new consumers reality and moving far away from messages that link consumption to occasions or gatherings. As almost 60% of the Indians have started shopping in e-commerce portals rather than stepping outside their houses, the sector has witnessed an increase, also 96% consumers have tried a replacement offline shopping behavior.

2) Mounika Veeragandham, Nikhil Patnaik, Rishitha Tiruvaipati, Prof M. Guruprasad, (2020) In their paper they said that there is a change in buyer's mentality and shopping conduct. people are forced to question their shopping habits including cost awareness, preference inclination for neighborhood items and the emotional move towards internet business. People expressed that they highly advise others to shop online during the pandemic to avoid risk, 21% said that they suggested this due to the situation. The highest number, 43% of individuals prefer to pay using a debit card followed by cash on delivery. It's easy to shop with different offers & according to the customers they are likely to shop online post pandemic. Very few people were dissatisfied with online shopping and maybe few will return to their old habits but the many who have discovered online shopping will keep utilizing it.

3) Amit Ranjan, Prof Madhvendra, Misra Jitendra Yadav, (2021) In their paper they said that, 67% of the customers prefer the prepay option if they get a special discount ,12% are not interested in any offer and 21% are not sure about it. Social media plays an important role in

informing the customers and reliance over it has increased during the pandemic. Other factors kept in the minds of customers were; product quality, seller information, product description, and post shopping experience.

4) Himmigiri Chaudhary, (2020) In the paper it is written that the sales of E-Grocers like Grofers, Nature's Basket, Big Basket, Amazon pantry, spiked up sharply as the people wanted to store up essential items for a month in their homes. Supplies of FMCG products were getting depleted in the warehouses and it was getting difficult to meet the consumers demands. Restrictions are added as so to the maximum quantity one can buy & first-time users have increased. Convenience and better discounts are the two main reasons that people are preferring online shopping. The majority of the consumers from the sample size of 100 agreed that they will keep purchasing from online portals post lockdown.

5) K.Sharma, (2020) As written in the paper, the popularity of e-commerce increased by 17% on the advent of the pandemic in India. E-commerce websites like amazon had a traffic of 200 million per month, Flipkart of 157.5 million, India mart of 52.2 million and Myntra of 14.2 million during the pandemic in 2020.  $\frac{2}{3}$  ecommerce business came from some metros but tier 3 cities saw a growth of 53%. Top five tier 3 cities contributed to 22% of total volume and the top 5 metro cities made up 90 % of overall orders.

6) B.Galhotra & A.Dewan (2020) In their paper they said that digital platforms have been the solution to many problems due to the pandemic. Use of digital platforms for various things have led to people being more digitally educated and independent. Most people have switched to digital wallets to carry out online transactions. There is a demand for a high speed of the internet as people are using video conferencing, video calls, online learning, working from home, school from home, etc as digital consumption has increased. Majority of the people found it easy to install applications and were amazed at the user-friendliness of the applications.

7) S.Nougarahiya, G.Shetty & D.Mandloi (2021) In their study mentioned that by 2017 the e-commerce industry was the fastest growing industry in India. There is an increase in internet access and digital payments. Governmental initiatives like Digital India, Skill India, E-Market and payment by UPI are paving the way for India to be a digital society. The key factors of the rise in e-commerce in India is the rise of digital literacy, government initiatives, attraction of foreign investment, internet content available in local languages, e-transactions, increase in internet penetration & increase in the smartphone users. The pandemic had varied effects on

sectors. The essential sectors rose but the non-essential sectors took a hit. The internet consumption in rural India increased at a higher pace than in urban India. Pre covid times there was high acceptability rate of e-commerce by the 20-30 age group but post covid it is expected that there will be acceptability by other age groups also.

8) Raman,P. (2017) In his study mentioned that during the 2013-15 period there was huge growth in the credit and debit card usage by Indians. Online shopping sites offer a wide assortment of Indian and global brands. Female internet users were growing at a rate of 46% in 2015. Online shoppers expect that online retailers offer products at a discounted rate. They also expect that the delivery of the products will be according to their convenience. Many researchers say that there is an enjoyment factor in shopping online. Social influences such as family, friends, relatives and colleagues do influence people to try out respective ways of shopping. Demographic variables such as age, income & education also play a role in online shopping.

9) Dinesh,S. & MuniRaju,Y. (2021),In their paper mentioned that the Pandemic has led to people buying essentials online as opposed to non-essential items pre pandemic. It has also led to local partnerships between online retailers with offline retailers to increase customer touchpoints. People are buying more groceries, personal care products and kitchen appliances online. Online businesses will have to invest more in building strong infrastructure for efficient functioning of the business. Online stores cannot fully replace offline stores, but offline stores should start to adapt to online methods of doing business along with the offline mode of doing business.

10) Chaturvedi,A. & Agrawal,V. (2021), In their paper they have studied and mentioned that Amazon and Big Basket received unprecedented demand for groceries in 2020 when the pandemic first hit. Customers were relying on them like never before. The highest hike in percentage of purchasing since the pandemic is of digital entertainment (OTT's) followed by pharma products, groceries, books, education and online courses. Online booking of hotels, buses, train tickets, etc took a hit from the pandemic. 30% of respondents said that they will continue buying food and beverages from online stores post pandemic. 34% said that they will still continue to buy groceries, pharma products, apparel and electronic products online post pandemic.

## **OBJECTIVES OF THE STUDY**

1. To study the shift in consumer buying behaviour and as a consequence of the pandemic lockdown.
2. To compare and analyze consumer preferences of online and offline shopping pre-pandemic, during pandemic and post pandemic.
3. To study the consumer's shopping pattern on the basis of demographic aspects.
4. To predict the future scope of E-Commerce from consumer's perspective post pandemic situation.

## **RESEARCH METHODOLOGY**

**Data Collection:** There are three types of sources of data which were used for the study of this topic. They are –

1) Primary Data – A survey with a group of structured questions with multiple choices of answers were provided to the respondents for the aim of survey and statistical study. This survey was distributed randomly to the respondents. It was designed to collect information about the demographic profile of the respondents such as name, age, gender, occupation and location and their preferences of online and offline shopping.

2) Secondary Data – The information for study of this topic has been collected from various sources like – Government publications, published reports and surveys concerning Covid-19 and buying behaviour, published sources collected from research papers, websites related to COVID-19. other Internet Sources. Search tools such as Google Scholar, Dogpile were used. Research papers from sites such as Research Gate, Emerald Insight, SSRN, etc were used to gain information. Governmental websites such as IBEF, TRAI, etc were used. Daily news websites such as economic times, business line, business today, medium, the Indian express, etc.

3) Snowball Technique: Snowball Technique is used to collect data from more respondents. A message was created attached to the google form and forwarded on Whatsapp and the respondents were asked to forward the message after filling the form.

## **SAMPLE DESIGN**

For selection of sample, we used an investigation conducted through Google Forms by asking questions to the respondents. The respondents are from the city of Mumbai and sample size being 47.

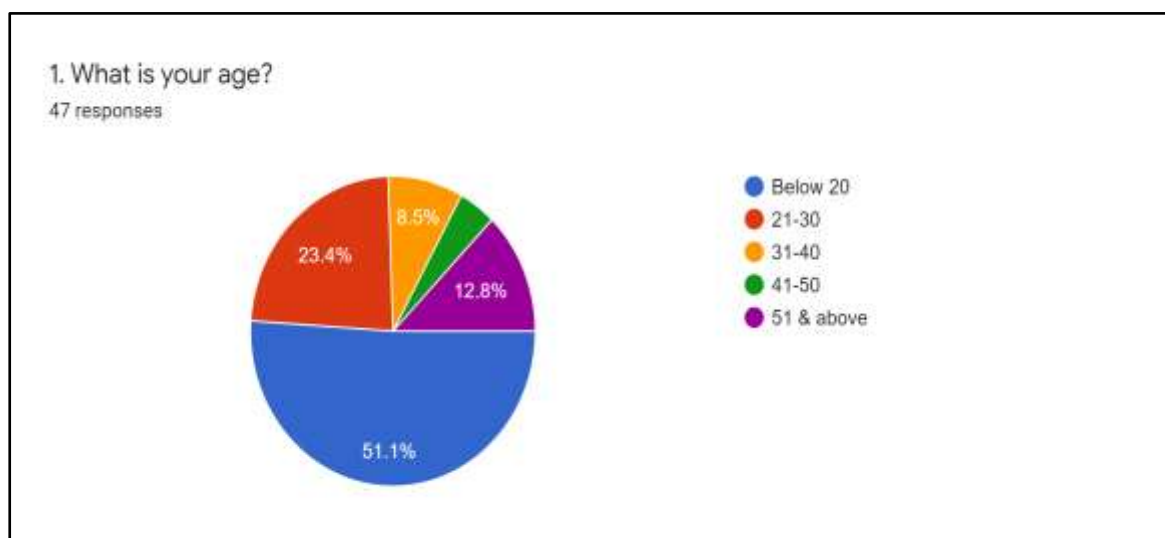
## **GAP ANALYSIS**

From research papers, it has been observed that researchers have focused on the demographics factors like age, gender, income, etc and on psychological factors related to the attitudes, beliefs, etc. as the primary fear of customers was due to cybersecurity issues. It's very tedious to take notice and study all the factors and the effect they have on consumers shopping. There is information available on e-commerce in India but it needs to increase. There will be gaps and we will be looking into some of it such as the digital literacy rate, the users of debit, credit cards, e-wallets, types of products bought, etc.

## **SCOPE OF STUDY**

The paper writers were focused on the impact of COVID-19 on consumer buying behaviour with regards to Online shopping. Present study compares the consumer behaviour in relation to Online shopping during pre and post lockdown caused by COVID-19. The data was collected online in the city of Mumbai towards the end of the second wave.

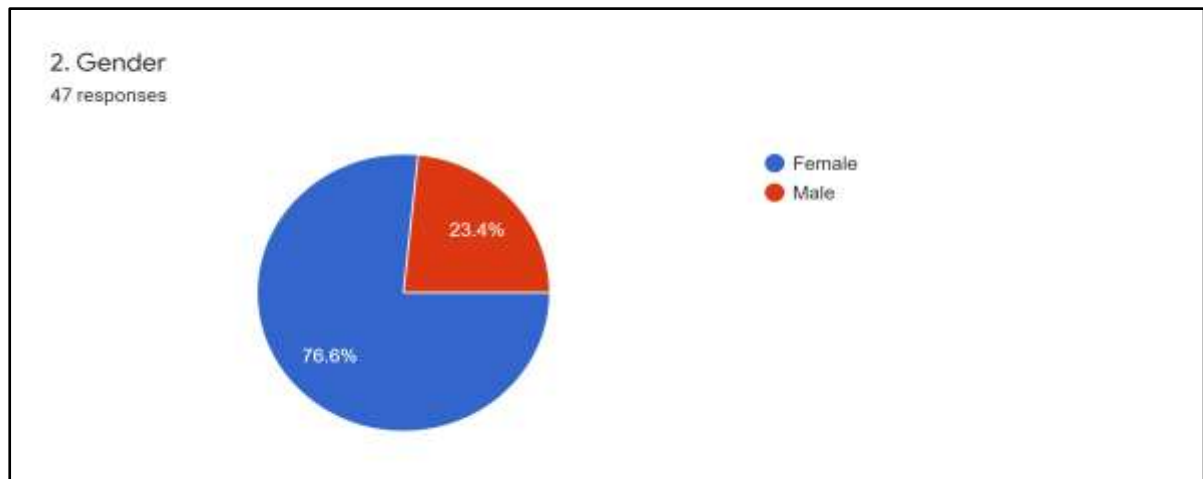
## **FINDINGS**



Source: compiled by authors

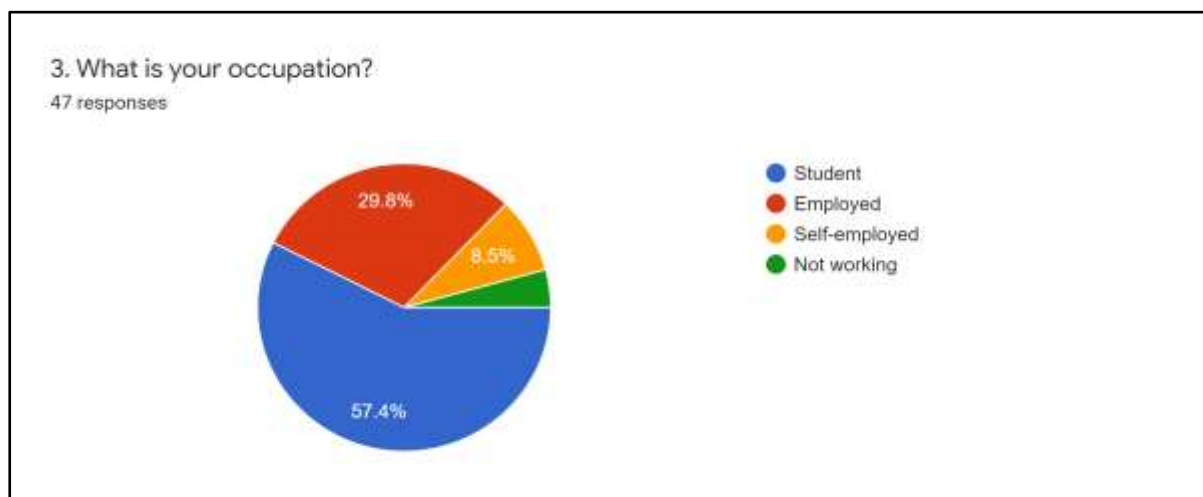
## ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

The data above shows the percentage of age of respondents. Majority of respondents are young students i.e., 51.1%. The lowest number of respondents are from the age group of 41-50 i.e., 4.8%.



Source: compiled by authors

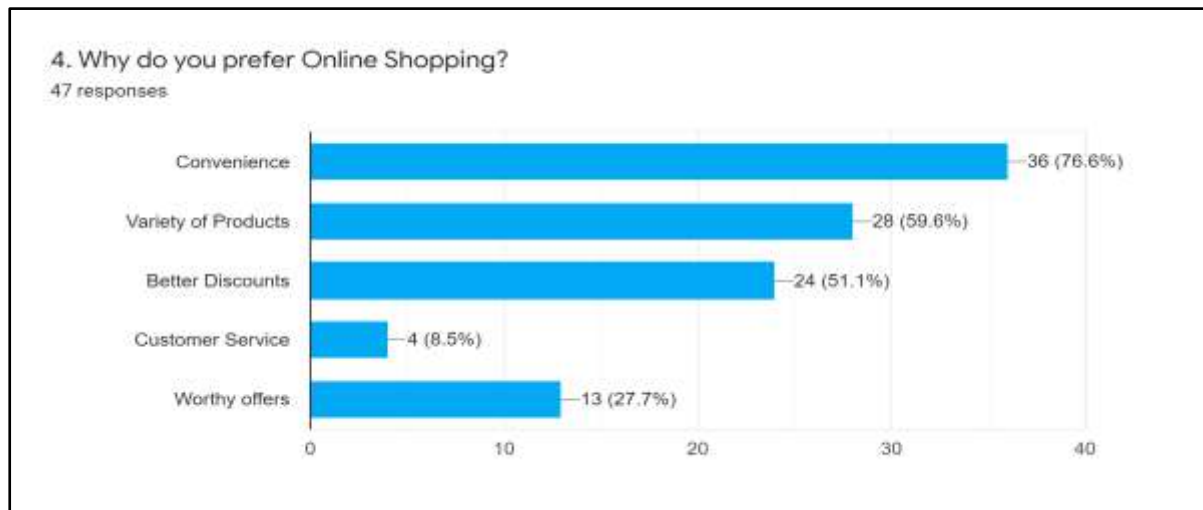
The figures in the above pie chart shows the percentage of males and females who have responded. There are 76.6% female respondents and 23.4% male respondents in this survey.



Source: compiled by the authors

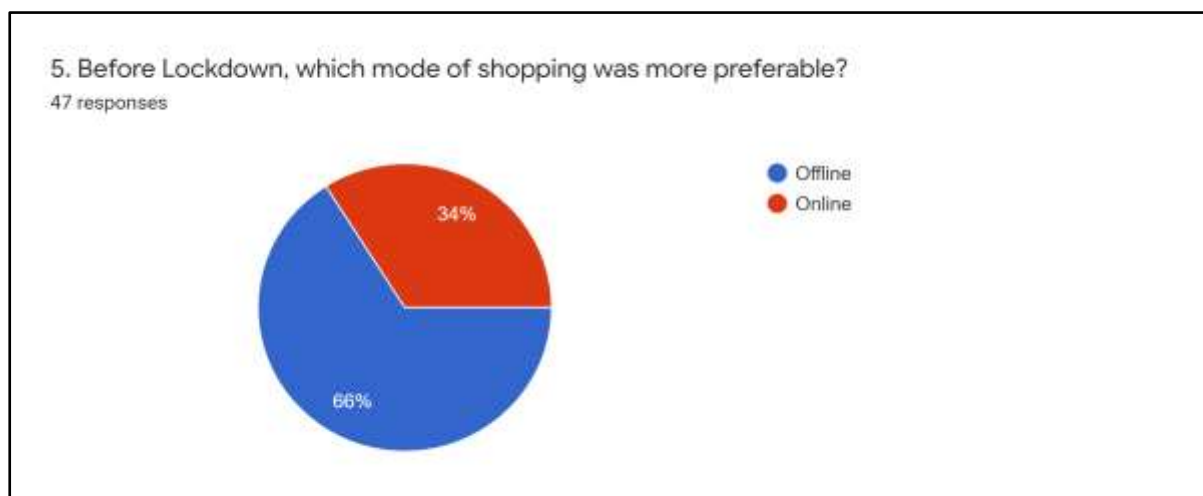
The next question is on the occupation of the respondents so as to get an understanding on their

view towards online shopping. The majority of the respondents are college students at 57.4%. The next is the employed which make up 29.8% respondents of the survey. There are 8.5% respondents who are self-employed and 4.3% who are not employed.



Source: compiled by the authors

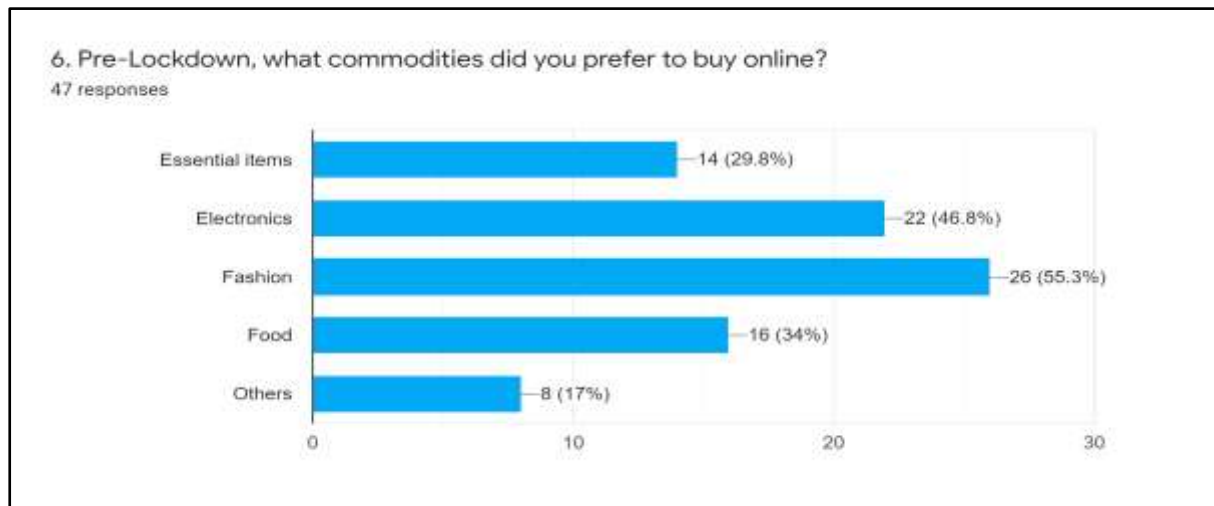
According to the observation, 76.6% (36) respondents buy online because it is convenient for them. 59.6% (26) of respondents prefer because online shopping offers a variety of products. Also, since it offers better discounts, 51.1% (24) prefer to buy online. 8.5% (4) respondents favor online shopping due to customer service. With the availability of worthy offers, 27.7% (13) respondents buy online.



Source: compiled by the authors

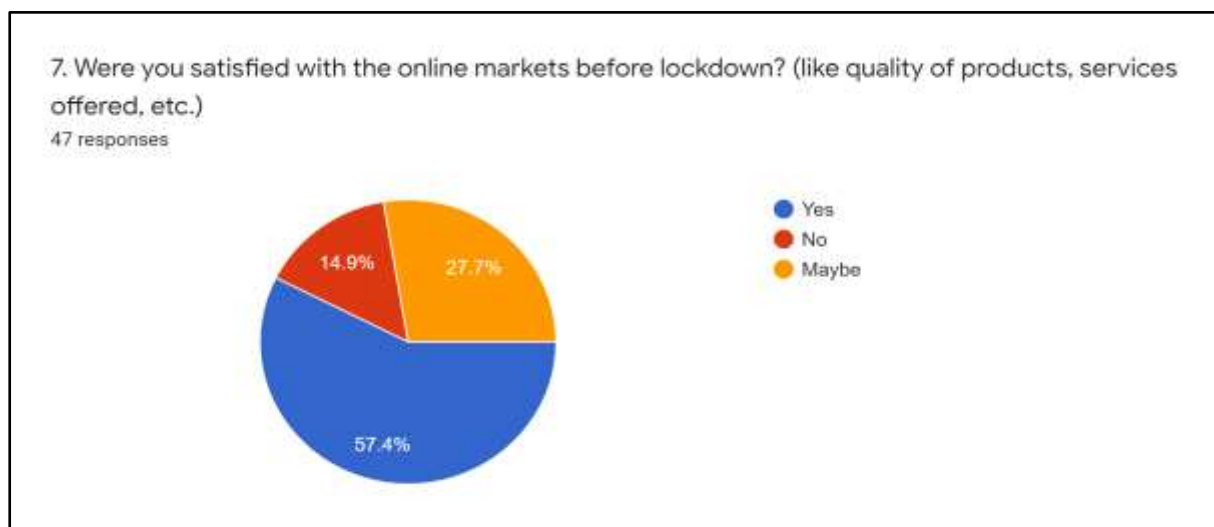
## ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

Before lockdown, 66% of the respondents preferred offline shopping over online shopping. This shows that before the pandemic hit, people were more comfortable with offline shopping than online.



Source: compiled by the authors

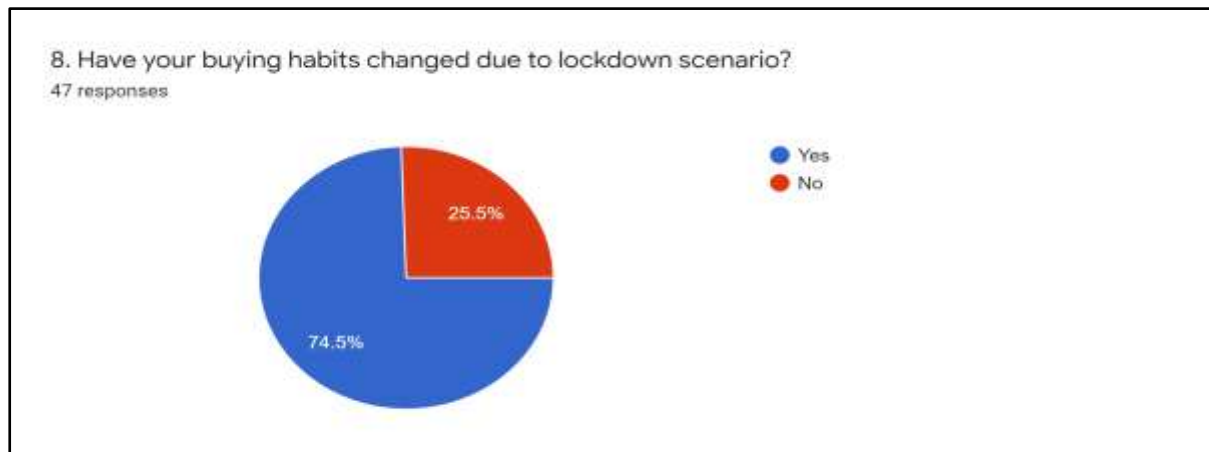
The data shows that before the pandemic, 55.3% (26) respondents preferred to buy fashion products online and 46.8% (22) bought electronics. 34% (16) ordered food online and 29.8% (14) preferred to buy essential items.



Source: compiled by the authors

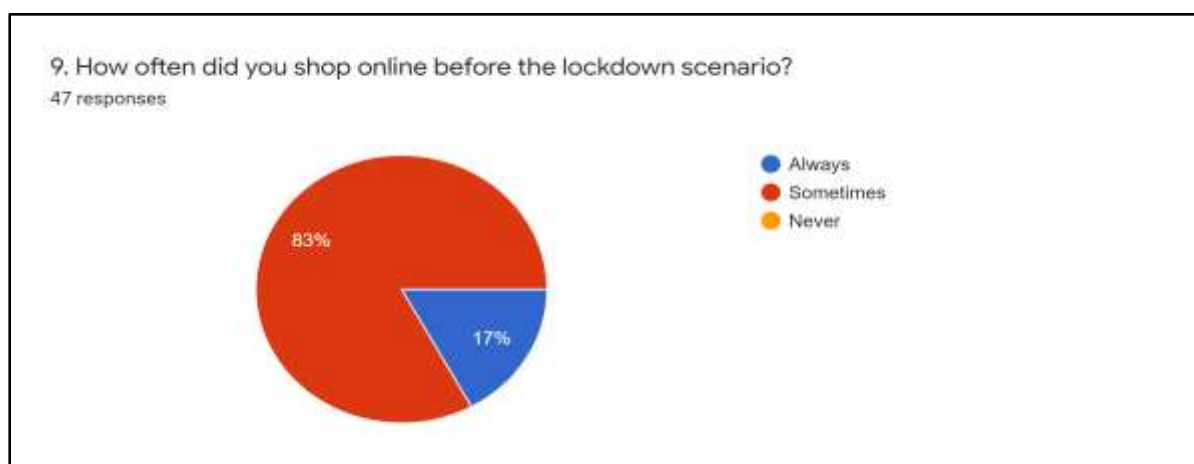
### ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

The data above reveals that 57.4% of the respondents were satisfied with the online market and shopping, 27.7% were not sure about their satisfaction and 14.9% didn't feel satisfied with the quality of products and services that were offered to them.



Source: compiled by the authors

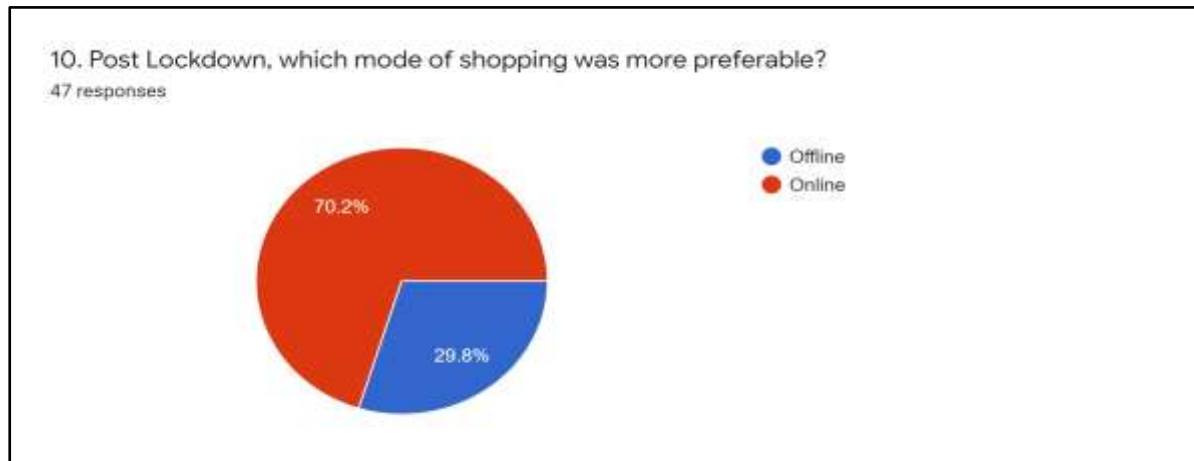
The next question will let us know about the percentage of change in the buying habits after the lockdown. A majority of 74.5% say that there has been a change and the remaining minority of 25.5% say that there has been no change.



Source: compiled by the authors

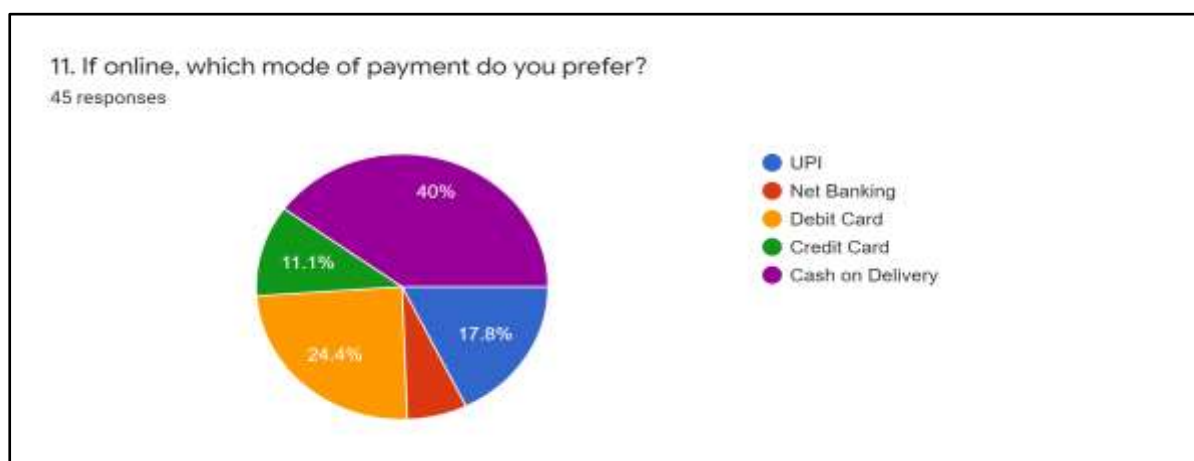
The next question lets us know about the frequency of online shopping by the respondents before the COVID-19 virus. A majority replied saying that they sometimes engaged in online

shopping and the rest 17% said they had always shopped online before the pandemic. Every one of the respondents have shopped online.



Source: compiled by the authors

The next question shows how when the rules regarding the lockdown relaxed there was still more preference for online shopping as seen above its 70.2% but 29.8% said that they preferred to shop offline.

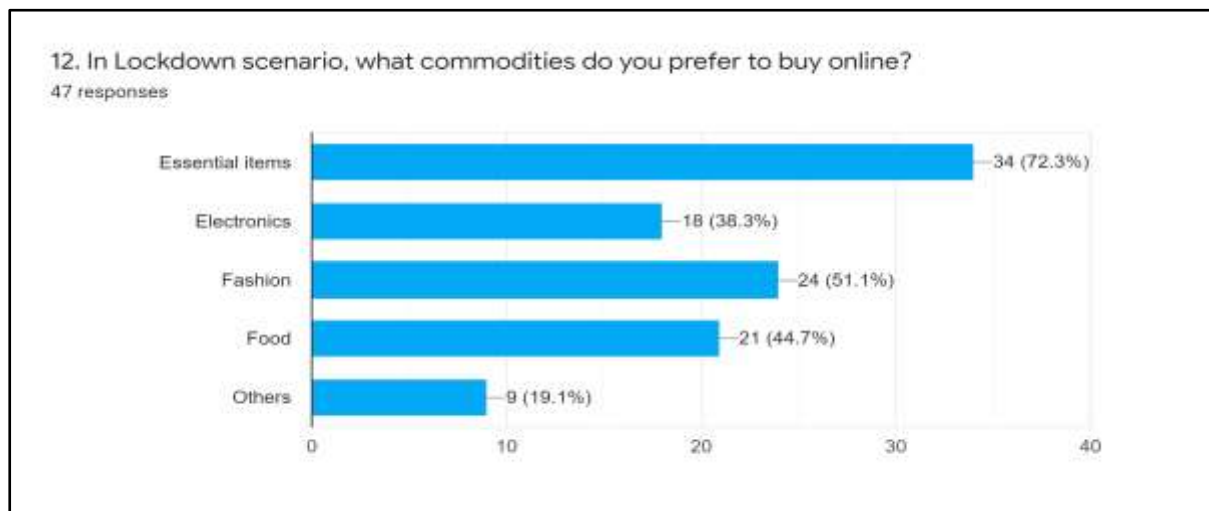


Source: compiled by the authors

This question gives us insight about the mode of payment people prefer to do. 40% of the respondents preferred cash on delivery (COD), whereas 24.4% preferred Debit Card. 17.8%

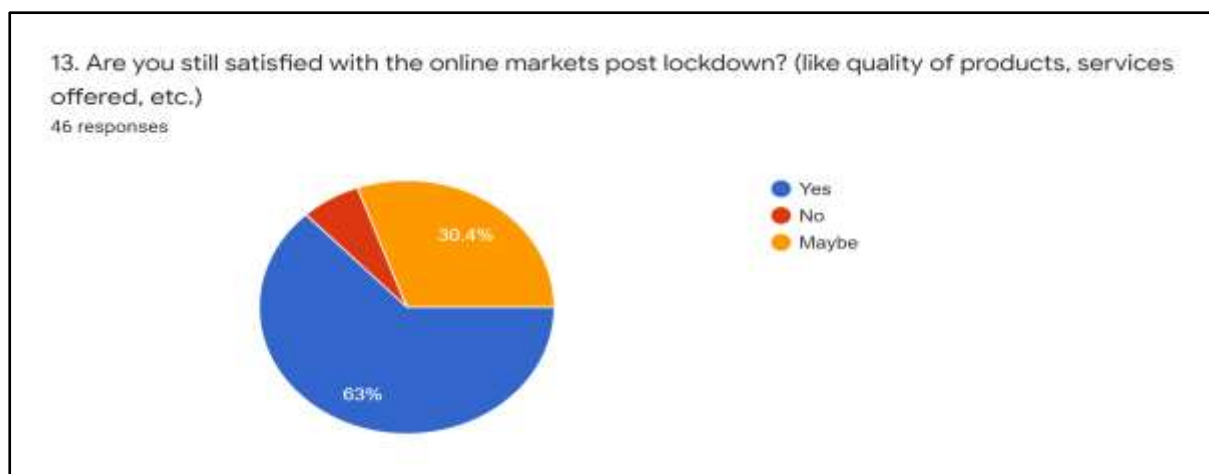
### ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

favoured UPI, 11.1% preferred Credit Card whereas the rest 6.7% favored Net Banking. People are more comfortable with cash on delivery than online modes of payment.



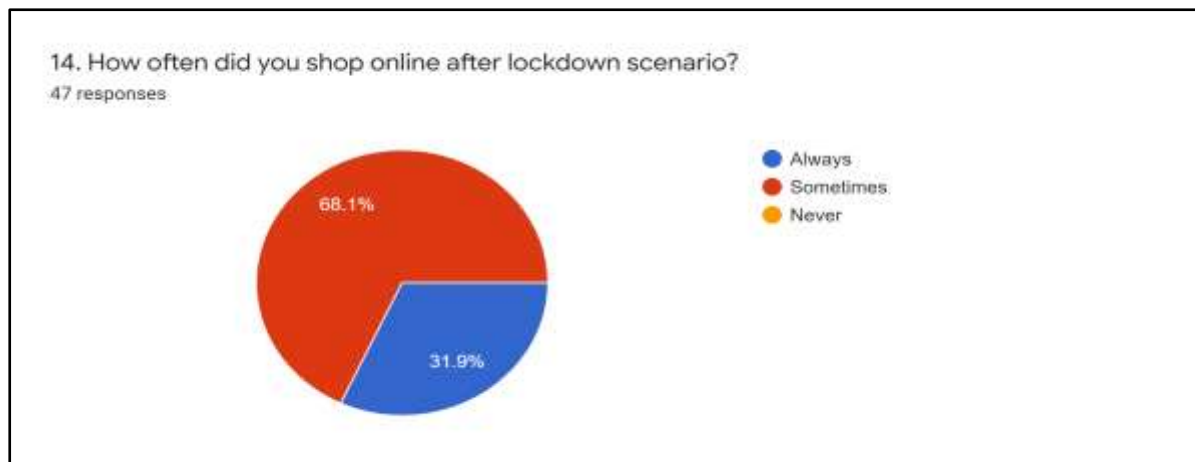
Source: compiled by the authors

In this lockdown period, 72.3% respondents preferred to buy essential items whereas 38.3% preferred to buy electronics. 51.1% preferred to buy fashion related products. 21.1% of respondents prefer to order food online.



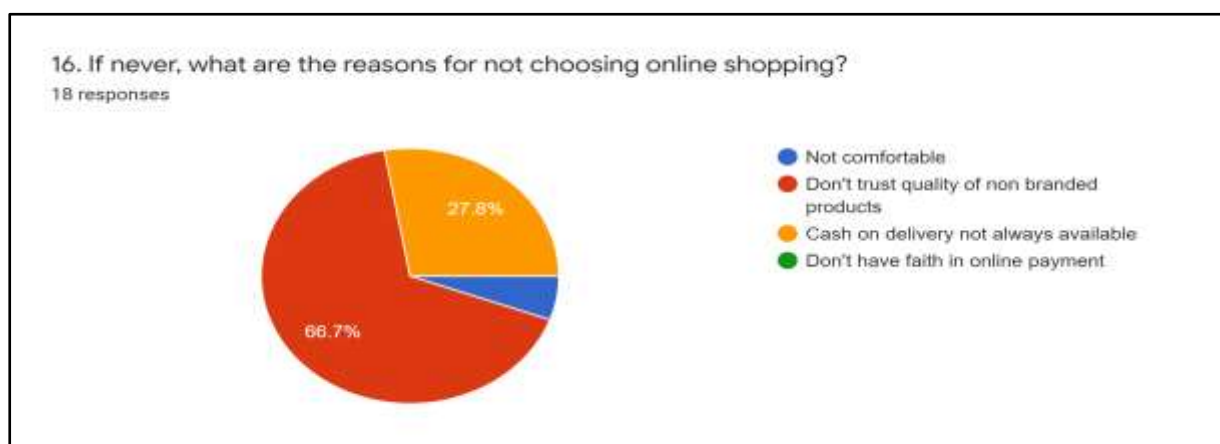
Source: compiled by the authors

According to the above figures, the majority i.e 63% of the respondents were satisfied with the online markets post lockdown whereas 6.6% were not satisfied. 30.4% of the respondents were not sure about it.



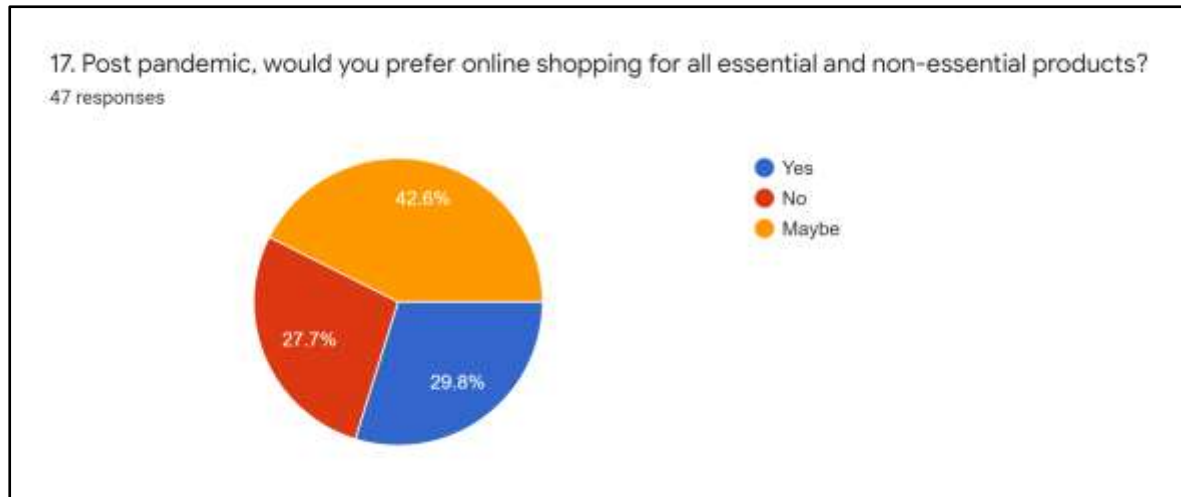
Source: compiled by the authors

From the question asked above, after the lockdown scenario, 68.1% shopped online a few times compared to 31.9% who always shopped online. As we can see here none of the respondents have not shopped online when the lockdown rules and regulations were relaxed.



Source: compiled by the authors

In the above data, 66.7% respondents did not trust the quality of products which were bought online. 27.8% couldn't access the cash on delivery option every time and the rest were not comfortable doing online shopping. Since all our respondents have done online shopping pre-pandemic, they are familiar with either paying online and or have used the cash on delivery option whenever they have done so.



Source: compiled by the authors

It is concluded from the above data that 29.8% of respondents would prefer buying online for all essential and non-essential products compared to 27.7% who wouldn't favour online shopping. Majority i.e. 42.6% are not sure about online shopping post pandemic. As we can see people are satisfied with online shopping and they have shopped online during the pandemic but post pandemic they will most probably have a mix of online and offline shopping which is depending upon many variables.

1) Many Kirana stores, general stores, medical stores and grocery stores have gone online due to the pandemic by way of making a website or by joining with Amazon, Flipkart, Grofers and such corporations to make sales and fulfil demand (Chaudhary, H. 2020). Omni channel means where all the platforms converge, offline (physical stores), online (websites), mobile devices (shopping on apps), television (teleshopping), catalogues, phone calls, etc. (Browntape, 2014) Many companies like D-mart started an omni-channel approach where the customers can order online and pick up the order at an offline outlet of D-mart, such omni-channel experience is demanded from the customers during the pandemic (Khare, Chaudhari & Yadav, Sept 2021). As seen in the graph below one can see that there is a shift of customers towards online shopping in 2020 as compared to 2018.



2)The pandemic has given a push to consumers towards online shopping. In the last quarter of 2020, the ecommerce sector grew by 36% and the beauty, wellness and personal care sector grew by 95% and the FMCG sector grew by 46% year-on-year (Mint, Feb 2021). There was a peak in online sales for the Diwali season in 2020 and the registrations by sellers to sell online by amazon had increased by 50-60% (Business Line, Sept 2020). Electronic is the leading section of sales making 34% of the total ecommerce sales, followed by fashion and apparel 26%, food and groceries 24%, furniture and appliances 5%, in 2020 (IBEF, 2021). Pandemic had made it such that there had to be contactless delivery of goods. Swiggy and Zomato started contactless delivery of food followed by Dominos and McDonalds (Ndtv, march 2020) Hygiene took centre stage in the pandemic as people had to continuously wash their hands or apply sanitizers along with wearing masks or face shields and also gloves. People have bought more sanitizers, soaps and cleaners due to the pandemic as they are becoming more health minded, (Sen,A., 2020). On studying the preferences of products purchased pre and during pandemic. It is observed that there was an increase in purchasing essential items online during the pandemic (72.3%), as compared to before the pandemic (29.8%). People did not see ecommerce websites as a place where one can buy essential items. But the pandemic has changed it and people have started to see online websites as places where one can buy essential items also as rightly mentioned in (Dewan & Galhotra, 2020)

3)Majority of our respondents are female, and when asked about preference of shopping it was answered that the offline mode of shopping was more preferable pre pandemic which was mentioned in (Gupta & Nayyar, 2010) that females associate shopping as an entertainment where they socialize and interact with other consumers and derive satisfaction out of

purchasing in a brick and mortar store, whereas men are not much bothered about shopping but rather want the purchases to be hassle free and not time consuming. Traditionally men wouldn't do the household shopping. The job of shopping fell on women and women were mostly housewives. But now due to proper education and work opportunities opening up for women the times have changed for good for women (Kumari, V., 2014) There is an increase in working women and busyness is causing them to shop online. There is currently a positive relation between women and online shopping and the most important factor was the variety of products available online (Arora & Aggarwal, 2018). Majority of our respondents are of the younger generation. When asked about the reasons for not choosing online shopping majority chose the option of no trust in the quality of the product purchased, the option of having no trust was not even chosen by the participants which is rightly mentioned in (Gupta & Nayyar, 2010) that the younger generation is not much bothered about security issues as compared to the older generation.

4) When asked about which mode of shopping will be preferred post pandemic. Majority said that they were not sure about whether they would shop online followed by some who said they would and the rest said they would still purchase from offline stores rightly mentioned in (Khare, Chaudhari & Yadav, Sept 2021) that even though e-grocers are rising up and gaining customers and has to some extent harmed the Kirana stores but many people still prefer post pandemic to shop offline.

## **LIMITATIONS**

1. The study is restricted to constraints of time and resources.
2. The present study suffered a small sample size (47) which might not be factually representative of the whole population of the sector.
3. This study is subjected to geographical barriers, as data could only be collected from a particular region i.e., Mumbai.

## **SUGGESTIONS**

1. Ensure highly efficient customer service across channels such as email, chat, social media pages to keep clear communication with the customers and come up with creative communication strategies so that the customers know the seller is really interested in addressing their difficulties.
2. Build and maintain a consistent relationship with the suppliers so that in case of prolonged lockdown, you can get continuous supply from them and communicate with

them to get a clear idea of the stock.

3. Protecting cash flow in a well-balanced prudent manner is very important. Engage in new payment options to encourage cash flow and offer early payment cash back if possible. Identify ways to cut back costs, lessen expenses by eliminating those that are can be.
4. Businesses must focus on the 4Ss i.e., safety of employees and customers, securing supply of employees, sourcing the right inventory and securing the trust of the consumer.

## **CONCLUSION**

The E-Commerce sector is growing in India and has a huge market potential. Online shopping has created hassle free efforts and easy to shop with different offers and discounts. COVID-19 has helped E-commerce to generate more customers because everything was under lockdown and people were scared to step out from their house, so they preferred to buy goods online and many of the new customers also joined. The need for social distancing and prioritizing safety during the pandemic led to millions of people turning to e-commerce platforms during lockdown, not only in metros but also in tier II and III regions and beyond.

As we see from the findings, we learn that there is a shift of customers from offline to online shopping due to the pandemic. People had a preference of shopping offline rather than online before the pandemic and those who shopped online before the pandemic bought items like electronics, fashion items like apparel, accessories but not the necessities as they were purchased offline by the majority.

However, we see a shift from offline to online because during the pandemic, people have bought more necessary items online than pre-pandemic. Also purchasing of food has increased and the items which were purchased online the most pre-pandemic i.e. electronics and fashion have gone down. This also shows us that the people started to cut down on their spending. They are trying to save money for other necessary expenses and are not spending much on their desired items but on their necessities. The people who would have not moved to shop online especially for essentials have done so only because of the pandemic. There has been a spike in FTU's (first time users). The benefit is that those who have been shoved to try online shopping due to the pandemic will be there to stay, maybe not for shopping all items always but they will shop essential items frequently.

The main thing that worried people earlier about online shopping was their inexperience with technology and the warnings given by banks to not give bank card details to anyone. This made people who were not tech savvy worried as they believed they might get hacked and lose all their money in their bank account. These issues were faced by the older generation and people living outside urban areas.

But the situation has changed as the majority has a phone and internet connection since it's made available and affordable to people. Besides that, developers are continuously making it easier for people to use. The ecommerce companies saw this problem of fear and inexperience and made the option of cash on delivery for the people. The main issue was that people could not trust the quality of non-branded items. People saw that the products were of poor quality this made them have lesser trust in online shopping but for this the ecommerce companies have made schemes like return policy, free trial of a sample product (e.g. Bluestone) or for a limited period this differs according to the type of product.

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26. After Zomato & Swiggy, McDonald's And Domino's Introduce Contactless Delivery In India, After Zomato & Swiggy, McDonalds And Dominos Introduce Contactless Delivery In India - NDTV Food
27. Omni-Channel Retail in India, Omni-Channel Retail in India | Browntape.

## **EATING DISORDERS ON RISE IN THE PANDEMIC: IS COVID-19 PANDEMIC GOING TO BE A NEW CAUSE?**

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### **ABSTRACT**

*In 2019, the world was pushed into a pandemic due to covid-19, which resulted in worldwide lockdown and being quarantined at home with no social contact. This gave rise to the issues of emotional and mental well-being of the individuals. New research on the eating habits and those suffering from eating disorders (ED) suggest that the pandemic had negatively impacted them. The virtual therapy sessions have also not helped them with their issue or disorder. While on the other hand, distorted eating habits were observed among the individuals in the pandemic. Distorted body image issues, drastic change in eating and sleeping patterns, anxiety, depression and constant negative self-perception has been observed. This paper focuses on finding how the pandemic affected the eating habits of the general population and those suffering from eating disorders (ED), as well as studying the factors contributing to this change.*

### **KEYWORDS**

*Pandemic, eating disorders, virtual therapy, body image issues.*

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### **INTRODUCTION**

The World Health Organisation (WHO) declared the pandemic on March 11<sup>th</sup>, 2020. Since then, the entire world was pushed into a lockdown and all the businesses, economies, services and any other sector except for the healthcare were shut down. Initially served as a perfect opportunity for some individuals as they got the time for themselves and their families, while others were living on an edge due to employment and financial problems on rise.

However, what seemed like a perfect opportunity of spending time with the family soon started turning upside down. A rise of conflict, anxiety, depression, mood swings, stress (due

to work, finances, health care, personal space, emotional and social isolation) was seen. This gave rise to a drastic change in eating as well as sleeping patterns among individuals.

## **OBJECTIVES**

1. To find out whether there is any significant relationship between change in our eating patterns during the pandemic.
2. To study how individuals with eating disorders are coping with the pandemic.
3. To find which factors actually contributed to change in eating patterns.

## **LITERATURE REVIEW**

Cooper M. et. al. in their 2020 study suggested that food insecurity, which is defined as the food intake disruption or alteration of eating patterns caused by a shortage of money or other resources (Khosravi M, 2020) represents a unique risk for eating disorder (ED) individuals or even for the individuals with distorted relationships with food. Food hoarding, panic shopping for “lockdown pantry” or “pass time activity” was observed in the initial days, which resulted in overconsumption of food items leading to its shortage. This contributed to food insecurity especially for the people who were already facing the burden of finance.

Several prior research suggests that this can lead to severe damage in psychological conditions. Individuals experiencing high and very high levels of food insecurity were more likely to meet the criteria for binge-eating disorder and bulimia nervosa (Becker et al., 2017; Lydecker & Grilo, 2019; Rasmussen et al., 2019). Due to the lack of access to in-person social interactions, has led to an increased use of social media sites. Such exposure which is not limited to any one particular place can be fatal. Experimental research has demonstrated that exposure to thin/athletic ideals and media messages is associated with greater disordered eating attitudes and behaviours for individuals across the gender spectrum (Agliata & Tantleff-Dunn, 2004; Hawkins et al., 2004), and cross-sectional research suggests strong links between various types of body-centric media (e.g., sexualizing media content, “thinspiration” and “fitspiration”) and negative attitudes towards one’s own body (Karsay et al., 2017; Sabik et al., 2020; Slater et al., 2017).

Fitness content has gained a lot of popularity on social media in the pandemic. However, most of the content posted by the creator can come under body checking, given the history of the same creators opening up about their eating disorder (ED) or related issues. Body checking is

one of the common things which individuals with an ED does, the idea is to over analyse yourself and every part of the body where you can find certain flaws which in reality might even be flaws. Workouts such as “get that small waist”, “how to get those abs”, “how to grow your glutes”, “thigh gap workout”, “hourglass workout routine” were getting a lot of popularity. This significantly contributed to body image issues and self-esteem issues. Even traditional media jumped on the opportunity of creating a new set of fear regarding weight that is “Quarantine Weight”. Fad diets that are just about starving oneself were shared in the name of scientific weight loss routine. Home workout routines were also put as an important activity in lockdown.

One of the myths associated with EDs is that it's all about weight loss, while it's partially true, but weight isn't always the end goal. EDs is about controlling, weight is one factor that plays this role. This control is generally with one's emotions and body play a role in it. This is why things such as body checking, eating secretly, compulsive exercise, taking great interest in cooking and nutrition etc. are observed.

Anxiety can result in maladaptive coping mechanisms. Within the ED individuals it includes ED thoughts (such as rumination, preoccupation with weight or shape) and behaviours (restriction, compulsive exercise, binge/loss-of-control eating episodes, purging behaviours). And as the prior researches have suggested a rise in anxiety among a lot of individuals due to pandemic, this is an issue of worry.

Isolation may become a challenge for individuals managing EDs, as consistent data support plays an important role of social support in ED recovery (Linville et al., 2012; Sohlberg et al., 1992). The impact of isolation may be more severe for individuals with EDs who are also members of minority populations such as the LGBTQAI+ community. People from this community who live alone due to unacceptance from their own family and friends are at a risk of potentially developing an ED symptom.

Childhood trauma and abuse do contribute to developing an ED. Minority group like Black, Asians, Indigenous, Person of Colour (POC), Women and LGBTQAI+ community who were still facing the existing bigotry in the pandemic and also at their own homes, have a higher risk of developing a mental disorder (McGuire T. 2008).

McCombie et. al 2020 conducted an online survey to analyse the impact of the Covid-19 Pandemic on people's eating habits in the UK. ‘The methodology was, selecting individuals suffering with lifetime EDs through social media as strict lockdown measures were

implemented at that time. Results suggested that the respondent's ED worsened and they fell into relapse. They struggled with psychological distress related to ED, i.e thoughts, behaviours and coping strategies due to isolation, anxiety, disruption in their routines that previously kept them occupied and social or traditional media's contribution towards prioritising weight and exercise related content (McCombie et. al 2020).

Phillipou et al. in their 2020 study suggests that covid indeed had a negative impact on the mental health of the masses. The study specifically focuses on the eating and exercise behaviours which are often the underlying factors of EDs and compares the changes among Australian individuals with an ED and that of the general population in the pandemic. 180 self-reported ED individuals were present out of the 5,469 total participants and all of them completed the questions related to their eating and exercise habits since the pandemic. In the ED group of participants food restriction, binge eating, purging and exercise behaviours were found to have increased. However, even in the general population there was an increase in restriction and bingeing behaviours but less exercise amidst the pandemic. No such factor was reported in causing this change of behaviour. (Phillipou et. al 2020)

A study by Schlegl et. al.2020, focused on the individuals with anorexia nervosa. The survey was done through the online mode in which 159 patients which were discharged from the hospital in 2019 were taken as the samples. Out of which 70% of patients reported that there was indeed an increase in eating, shape and weight concerns, drive for physical activity, loneliness, sadness, and inner restlessness during the pandemic. And as a result of the pandemic, access to in-person psychotherapies decreased by 37% and visits to the general practitioner (including weight checks) 46%. Videoconference therapy was used by 26% and telephone contacts by 35% of patients. Patients experienced daily routines, day planning and enjoyable activities as the most helpful among the most used coping strategies. It was reported by a substantial subset of patients that their ED symptoms did worsen and the pandemic was the cause of that impact, however there was a considerable subset that disagreed and was successful in improving.

## **RESULTS**

A rise of conflict, anxiety, depression, mood swings, stress (due to work, finances, health care, personal space, emotional and social isolation) , body image issues, post pandemic “glow up” narrative was seen. This gave rise to a drastic change in eating as well as sleeping patterns among individuals. Study on eating disorders during the COVID-19 pandemic and

quarantine: an overview of risks and recommendations for treatment and early intervention resulted in Food Insecurity, Media, Anxiety & Trauma. Study on the impact of the COVID-19 pandemic on eating disorder risk and symptoms has led to Relapse fear, Ed thoughts bothering again and Media narrative. As per the survey on eating disorders in times of the COVID-19 pandemic -Results from an online survey of patients with anorexia nervosa reflect Difficulty in surviving, symptoms worsened, some ever able to bounce back and Family support.

## **CONCLUSION**

The pandemic did contribute in changing the eating habits of the population, because of the stress, anxiety, depression which was a result of the lockdown and social isolation. This did not just affect the individuals with an ED but also the general population as for some it was a result of food insecurity, and for some factors such as media, stress, anxiety played a role. Individuals with an ED did confirm that this pandemic contributed to worsening their condition, while some were able to manage with abundance of support and time for self-reflection, which was provided in the quarantine. Trauma also plays a role in developing ED symptoms.

The post pandemic body talk can be fatal. There has been a significant change in the eating habits, but that has resulted in more body image and weight related issues. Constant targeted content in the media regarding weight loss, post pandemic body, and “ups” have contributed to negative self-evaluation and self-esteem issues.

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## **THE IMPACT OF COVID-19 ON TOURISM SECTOR IN INDIA**

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### **ABSTRACT**

*The novel coronavirus is a one of its kind deadly virus which very swiftly took over the entire world and crippled the economy by affecting humans and businesses across various sectors. The tourism industry is one of the awfully hit industries and has incurred serious losses across the globe. In India, tourism plays a significant role in the GDP, employment, overall wealth creation, culture and heritage conservation, and the general livelihoods of numerous people.*

*This paper discusses the disastrous impacts of the Covid-19 pandemic on the Tourism sector in India and its subsequent impact on the employment, economy and culture with the help of general comparison between pre and post covid times, and their graphical representations. Government initiatives as well as potential revival ideas for re-establishing the tourism industry as a profitable industry in the country.*

### **KEY WORDS**

*Covid-19, Tourism, India, GDP, Revival Plans, Government.*

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### **INTRODUCTION**

Tourism is defined as the act and process of spending time away from home in pursuit of recreation, relaxation and pleasure, while making use of the commercial provision of services. (Britannica). Tourism in India, as for any other diverse, culturally and historically rich, hospitable country, has played an enormously huge role in the growth of economy by aiding increasing foreign investment, foreign exchange earnings, employment opportunities and much more. In 2019, the contribution of tourism sector to India's GDP was 9.3% and was estimated to only rise with time, leading to an upswing in the Indian economy.

In the early months of 2020, Covid-19, the deadly virus originating from China started spreading into India, causing fear, havoc and serious public health concern. On the evening of

March 24<sup>th</sup>, 2019, the Govt of India ordered a 21-day nationwide lockdown in the hope of conquering the virus. However, with time, the virus only got worse, resulting in subsequent lockdowns of varying intensity in all parts of the country. Lockdowns were imposed all over the world, making international or domestic commute, travel, tourism, hoteling, cruising, festivals, conferences, and even regular public transport impossible. As the virus infected people, it also infected various sectors and industries – making the Tourism Industry one of the greatest patients of the SARS-Covid-19. According to TOI, 14.5 million jobs were lost between April and June 2020, 5.2 million between July and September 2020, 1.8 million between October and December 2020. Industries closely related to Tourism like Aviation, Hospitality, Food and Beverage were automatically affected too.

## **OBJECTIVES**

This paper aims to study in a simple and concise manner, the impact of the Covid-19 pandemic on the Tourism Industry in India and the socio-economic crises it ultimately brought upon the nation, focusing on general comparison from pre (2018-2019) and post covid (2019-2020) years. Its purpose extends to studying and proposing revival plans for the currently paralyzed tourism industry in India, safely and promptly.

## **LITERATURE REVIEW**

1. Sanjita Jaipuria, Ratri Parida & Pritee Ray (2020): The impact of COVID-19 on tourism sector in India, Tourism Recreation Research.

A detailed study of the overall impact of the pandemic on Indian tourism has been thoroughly described with the help of graphical representations and statistics.

2. Covid-19 and Tourism: Assessing the Economic Consequences by United Nations Conference on Trade and Development

This highly informative paper on the difficult scenario the pandemic has brought upon the world has emphasized on statistics of various countries that have suffered on the tourism front and ultimately on the economic front. It explains global macroeconomic losses and employment scenarios.

3. K M, Siby and V Varghese, Dr. Varun and C R, Shiju : ‘The Economic Impact of Covid-19 Pandemic on the Travel And Tourism Industry: Kerala Evidence

This paper gives an in depth, detailed analyses on the impact of covid-19 particularly on the Indian State of Kerala. It analyzed the business prospects of the Travel and Tourism industry in Kerala.

4. T1 - Effect and Impact of the Coronavirus Pandemic (COVID-19) on Tourism Industry in India: A review.

Along with the effects of the pandemic on Indian tourism, this paper emphasizes on the Government Initiatives, Short and Long-Term corrective measures.

5. India Tourism Statistics Report 2018

Shows the report by Govt of India on tourism, domestic and foreign tourist numbers, FDI, foreign currency income, etc. A steady growth is shown and same is expected in the future as per the reports.

6. India Tourism Statistics Report 2019

Shows the report by Govt of India on tourism, domestic and foreign tourist numbers, FDI, foreign currency income, etc. A steady growth is shown and same is expected in the future as per the reports.

7. India Tourism Statistics Report 2020

Shows the report by Govt of India on tourism, domestic and foreign tourist numbers, FDI, foreign currency income, etc. A decline is seen in all aspects owing to the pandemic scenarios.

8. "Sustaining tourism during the Covid-19 pandemic" Prepared by the Social Affairs Wing of the R&I Division. Officers associated with the preparation – Shri Anand Nain, Research Officer, Shri Ranganathan S. Sharma, Joint Director and Dr. Vatsala Joshi, Director and supervised by Smt. Kalpana Sharma, Additional Secretary.

A thorough explanation on the impact of Covid-19 and the corrective measures to be implemented by top officials for the use of Members of Parliament.

9. Impact assessment of Covid-19: In Tourism Perspective by Pankaj Kumar and Himanshu B Rout

A simply explained paper with information on the pandemic, its impact on tourism, work from home, employment and crises.

10. Impact assessment of lockdown amid COVID-19 pandemic on tourism industry of Kashmir Valley, India.

This paper is a descriptive case study on the Kashmir Valley explaining the impacts of the pandemic on tourism in the area.

11. A Study of Possible Strategies for Revival of Tourism Industry - Post COVID-19 with Specific Reference to India-Viewpoint Using an Exploratory Research (Dr. Ranjith P V1 , Dr. Aparna. J. Varma)

The paper provides a detailed explanation on the challenges faced and possible corrective measures that can be taken for revival from the disastrous impacts of the pandemic on the country.

12. H. S. (2021). The Survival of Travel and Tourism Industry amidst the Covid 19 Pandemic - Challenges and Opportunities of the Indian Tourism Sector.

The study indicates the consequences of the deadly pandemic on India and discusses the future opportunities that await post revival.

## **RESEARCH METHODOLOGY**

The ‘qualitative’ type of research methodology was used to write this paper. Surveys, government reports, newspaper articles, research papers on similar topics were thoroughly studied, data from reliable sources such as government websites, newspaper websites, etc. was collected, re-checked and was arranged in a meaningful pattern. Charts and graphs were studied, and information interpreted has been laid down in an easy-to-understand fashion.

## **FINDINGS**

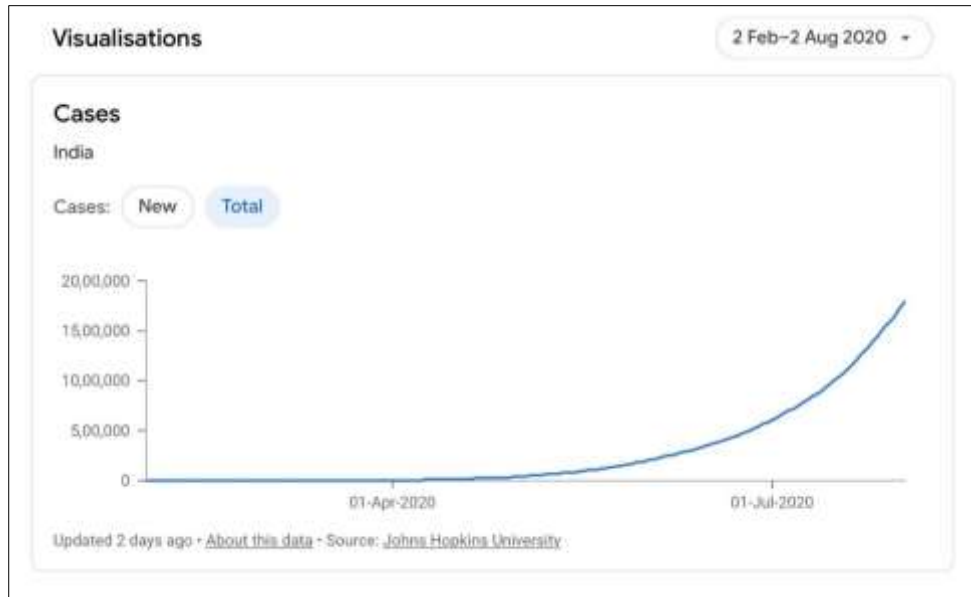
### **AREA OF STUDY**

The study geographically covers the second most populous country in the world, India. Further, it looks at the general data of Covid positive cases and finally, the challenges on tourism, employment, economy and socio-cultural impact are discussed. The study

## ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

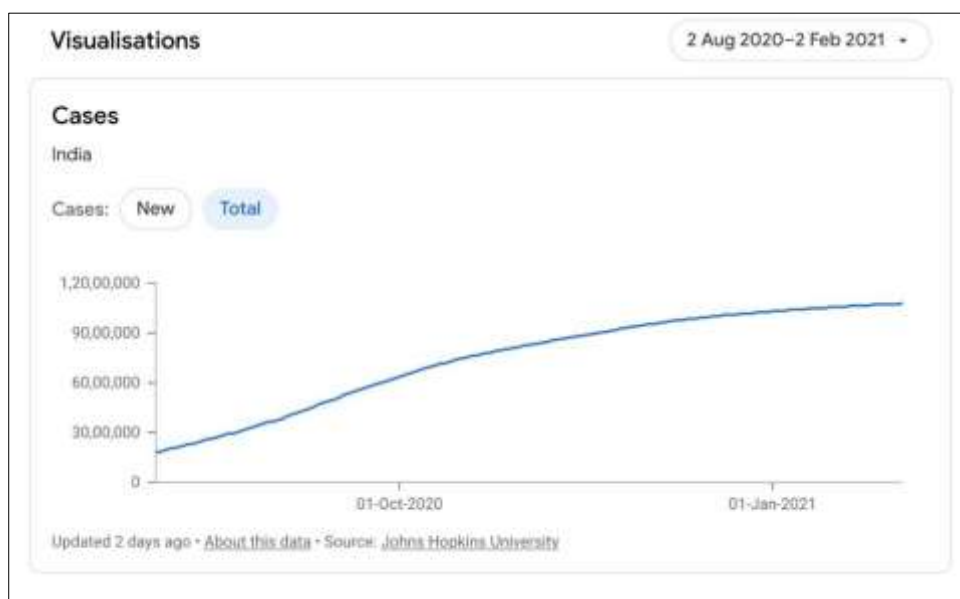
also gives an insight on the corrective measures that may be taken in order to reinvigorate the tourism sector in the nation.

### COVID CASES IN 2020 and 2021



Source: Google News

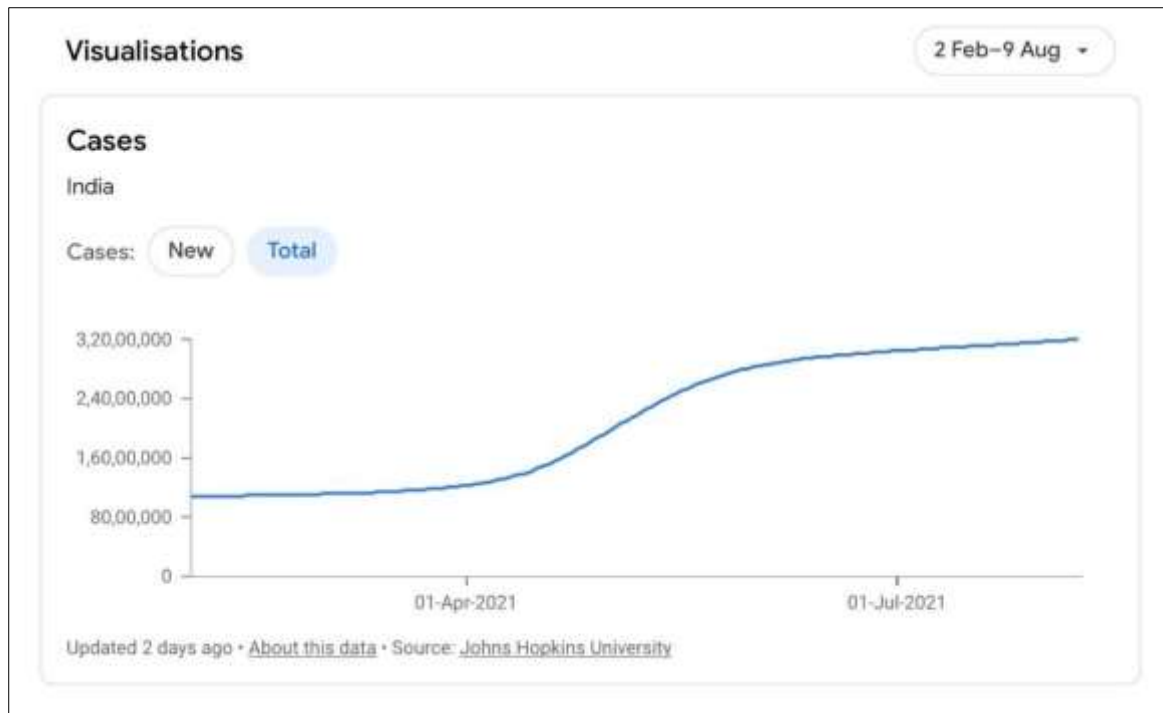
Above graph shows the number of total cases in India from February 2, 2020, to August 2, 2020. A rapidly increasing graph with 2 total cases on the first day and 18,03,695 on the last.



Source: Google News

## ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

Above graph shows the number of total cases in India from August 2, 2020, to February 2, 2021. A rapid increase, followed by a gradual one can be seen, with the total cases at 1,07,77,284 in Feb 2021.



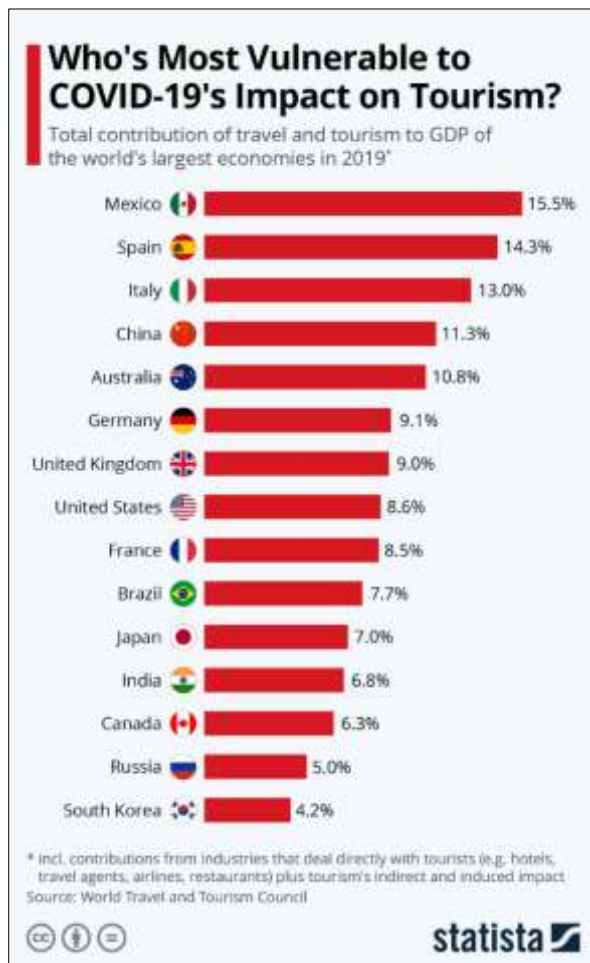
Source: Google News

Above graph shows the number of total cases in India from February 2, 2021, to August 9, 2021. The beginning on 2021 experienced a very shallow rise in cases until the second wave of the SARS-COV-2 started in the country. Post April, the graph has shown a great rise until June, after which the graph is seen rising relatively slowly.

The lockdown was imposed in India on March 24, 2020. Prior to that, on March 22, 2020, all international flights inbound India were banned. Gradually, outbound international as well as all domestic flights were banned for leisure travel.

This marked the onset of a serious crisis on the travel and tourism industry.

## CHALLENGES ON TOURISM



Source: World Economic Forum.

[https://assets.weforum.org/editor/Msj8Jft0aKXW1eshtLvVU7CF0a\\_1MUmTvixF\\_7Gw66A.png](https://assets.weforum.org/editor/Msj8Jft0aKXW1eshtLvVU7CF0a_1MUmTvixF_7Gw66A.png)

According to the above chart by the World Economic Forum, India stood 12<sup>th</sup> on the list of most vulnerable to covid-19's impact on tourism with its tourism industry providing a 6.8% contribution to the GDP.

According to WTTC, India ranked 10<sup>th</sup> among 185 countries in terms of travel and tourism's total contribution to GDP in 2019. During 2019, the tourism industry accounted for 6.8% contribution to GDP of the total economy, I.e., Rs. 13,68,100 crores (US\$ 194.30 billion).

Owing to the travel restrictions, closing of hotels and restaurants, airline, railway and road transport suspensions and contamination control as public health concern, the UNWTO

### Covid 19 Pandemic: Crisis, Concerns & Challenges.

estimated a decline of 60-80% in the tourism industry in 2020-2021 as compared to the previous year.

Month-wise Foreign Tourist Arrivals in India, Jan 2018-June 2020 (Provisional)

Month	Foreign Tourist Arrivals (FTAs) in India				
	2018	2019	2020 (P)	Percentage( %) Change	
				2019/18	2020/19
January	10,45,027	11,11,040	11,18,150	6.3	0.6
February	10,49,259	10,90,516	10,15,632	3.9	-6.9
March	10,21,539	9,78,236	3,28,462	-4.2	-66.4
April	7,45,033	7,74,651	0	4	-100.0
May	6,06,513	6,15,136	0	1.4	-100.0
June	6,83,935	7,26,446	0	6.2	-100.0
July	8,06,493	8,18,125		1.4	
August	7,85,993	8,00,837		1.9	
September	7,19,894	7,51,513		4.4	
October	8,90,223	9,45,017		6.2	
November	10,12,569	10,92,440		7.9	
December	11,91,498	12,26,398		2.9	
Total (Jan-June)	51,51,306	52,96,025	24,62,244	2.8 #	-53.5#
Total (Jan-Dec)	1,05,57,976	1,09,30,355		3.5	

P: Provisional, # Growth rate over January-June of previous year.  
Source: (i) Bureau of Immigration, Govt. of India, for 2018, 2019 & 2020

Month-wise estimates of Foreign Exchange Earnings (FEEs) in US\$ billion from Tourism in India, Jan 2018-March 2020 (provisional)

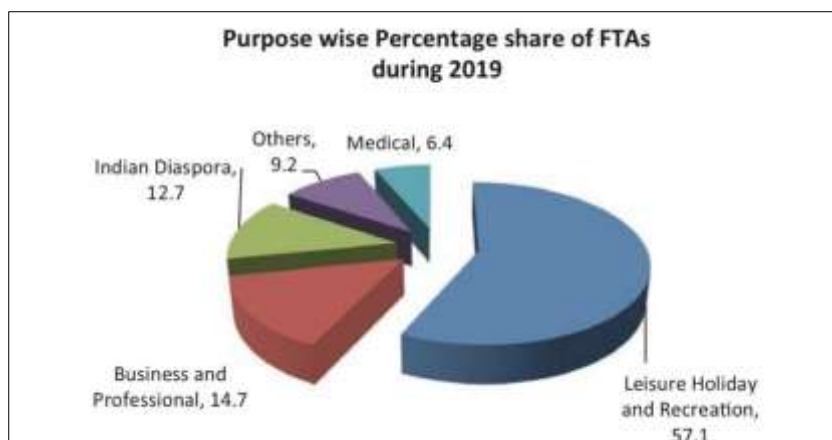
Month	Foreign Exchange Earnings (in US\$ billion)			Percentage (%) change	
	2018 #1	2019 #2	2020 #1	2019/18	2020/19
January	2.791	2.575	2.83	-7.7%	9.9%
February	2.76	2.521	2.544	-8.7%	0.9%
March	2.648	2.331	0.785	-12.0%	-66.3%
April	2.379	2.466		3.7%	
May	1.889	1.983		5.0%	
June	2.125	2.316		9.0%	
July	2.468	2.646		7.2%	
August	2.37	2.504		5.7%	
September	2.101	2.359		12.3%	
October	1.998	2.401		20.2%	
November	2.302	2.777		20.6%	
December	2.755	3.179		15.4%	
Total (Jan-Mar)	8.199	7.427	6.159	-9.4%	-17.1#
Total (Jan-Dec)	28.586	30.058		5.10%	

Source: Ministry of Tourism, Govt. of India.  
#1: Provisional estimates, #2: Growth Rate over Jan-March, 2019  
#2: Revised estimates

A flow of domestic as well as foreign tourism plays a notable role in the general working of the travel, tourism and hospitality industry. Domestic tourism, which is the cornerstone of the Indian tourism industry has been on an ever increasing high since the previous decade, until the outbreak of the Novel Coronavirus Disease. The downfall rates, however, have been relatively low, owing to periodic relaxations of the lockdowns in various states, as opposed to

### ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

a complete standstill for the foreign tourism (FTA's), owing to the closing down of international borders for leisure. This has led to an enormous loss in Foreign Exchange Earnings.



Source: India Tourism Statistics Report, 2020

Domestic tourists have decreased by 75% at major airports in India. However, the domestic tourism is seen to be giving the very much needed fillip to the industry. The total international tourists' arrival is decreased by 53.5%. In 2019, according to visa types and categories, India had more than 57% of its international tourists come in for leisure and tourism.

### **CHALLENGES ON EMPLOYMENT:**



<https://images.moneycontrol.com/static-mcnews/2021/05/Unemployment-caused-by-COVID-19-second-wave.jpg>

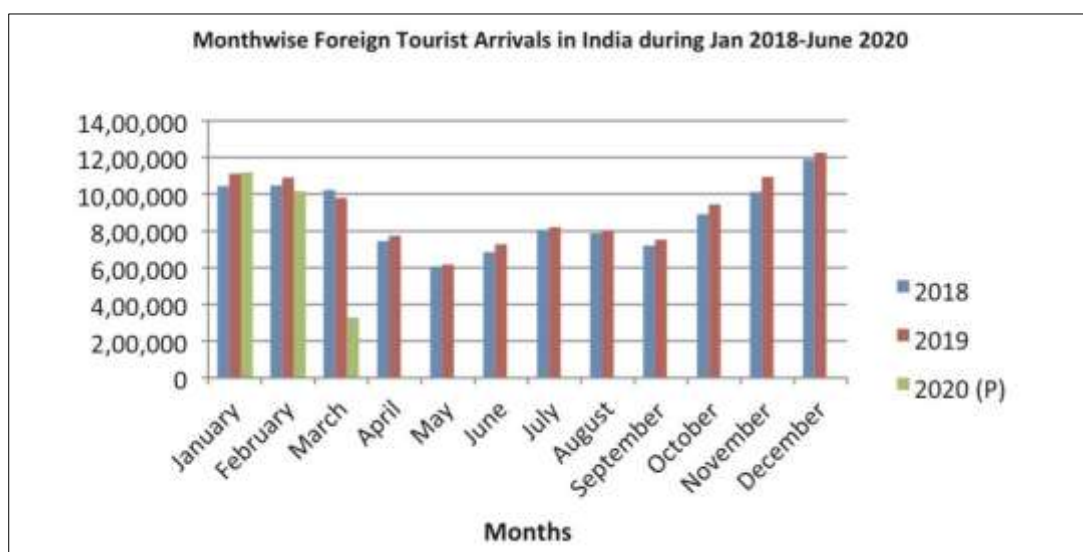
### ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

The pandemic and its horrifying consequences left an estimated (The Hindu) of 12.2 crore Indian jobless amid the coronavirus lockdown. Over 60% of these were jobs in the tourism industry, which were lost during the first wave of the virus. Just as a ray of hope had started to shine upon the country following the gradual decrease in active cases, the second wave hit, and even more jobs were lost. The second wave accounted for another 4,200,000 jobs lost. The national unemployment rate was at an all-time high. The unemployment not only brought upon an economic crisis but also left a huge number of families homeless. Many middle-class families, especially ones with a single income, were pushed to the lower-class, depriving them of basic needs and, unfortunately, resulted into a breakup of the population into only two sects – rich and poor. RBI had given 3 months moratorium till June 2020, which was extended for a further up to 31st December 2020 in order to ease the burden of debt on affected individuals and families.

### **CHALLENGES ON ECONOMY**

According to TOI, the GDP growth imploded 23.9% in response to the un-notified lockdown in the country. India's total GDP post covid shrank by 7.3%

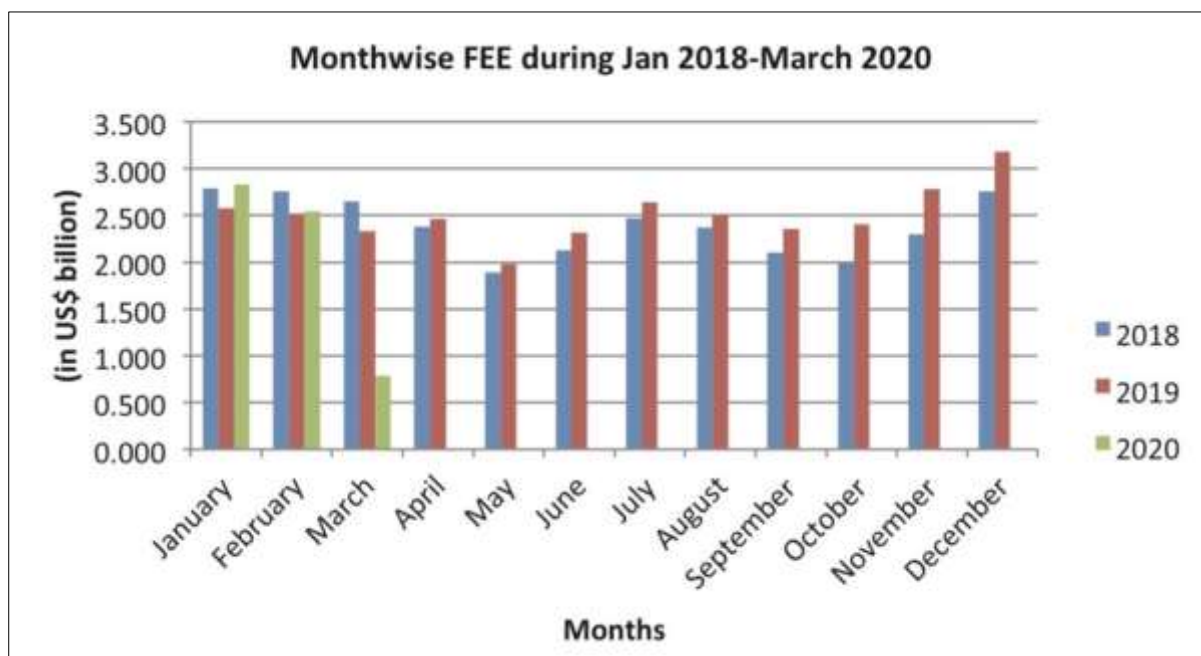
In 2019, the pre covid times, tourism industry had a 6.9% share in the Indian GDP which came down to 4.7% in 2020. The India Tourism Statistics 2020 gives an insight on the numbers of domestic, international tourist arrivals, investments and earning, the growth rate of the nation, and ultimately India's position in the world.



Source: India Tourism Statistics, 2020

### ***Covid 19 Pandemic: Crisis, Concerns & Challenges.***

The foreign tourist arrivals (FTA's) in India have gone down to 24,62,244 in 2020 from 52,96,025 in 2019 in quarters one and two respectively, and further collapsed to a negligible amount in quarters three and four, respectively. This led to a total decline of 53.5% in the FTA's.



Source: India Tourism Statistics, 2020

The foreign exchange earnings have collapsed from US\$7.427 billion in 2019 to US\$6.159 billion in 2020 in the first quarter. The total earnings in 2019 were US\$30.058 and have shown a decline of 17.1% in 2020.

### **SOCIO-CULTURAL CHALLENGES**

Tradition, culture and diversity are the main reasons one looks forward to travelling to a destination for tourism. Local people and ethnic groups totally reliant on tourism for their livelihood have had not just economic crises but also have started to worry about the conservation of their heritage. (e.g., Pottery, wooden toys, Himachali caps, jute/bamboo/brass handicrafts, bidri, pashmina shawls, etc.). Tourism is one of the best and only ways to promote such culture and heritage.

## **GOVERNMENT INITIATIVES**

The Government of India has issued several revivals plans and measures hoping to boost the tourism industry and stabilize the economy. Some of them are as follows.

1. The “Dekho Apna Desh” campaign.

The Ministry of Tourism has launched the campaign stating it would fund tourists who visit 15 destinations in the country in a year and submit photos to the website of the department.

2. Five lakh free tourist visas (for one month) to be given once the issuance is restarted to promote tourism in India.

The scheme will be applicable till March 31<sup>st</sup>, 2022, or till 5 lakh visas are issued to tourists, whichever is earlier.

3. Scheme for Travel and Tourism Stakeholders and Registered Tourist Guides

Tourist guides and Travel and Tourism Stakeholders (TTS) can avail up to Rs. 1lac and Rs. 10lac each, respectively with no processing charges, waiver of foreclosure/prepayment charges and no requirement of additional collateral.

## **CORRECTIVE MEASURES**

The following measures may be considered to help revitalize the not just the tourism industry but also the hope of the people that are suffering for more than a year now.

1. Rapid and full vaccination of every citizen, door to door vaccination in case of elderly/differently abled/illiterate and ignorant/tribal areas.
2. Awareness programs social and hygiene etiquette, public health education campaigns not only in rural areas, but also offices, schools, neighbourhoods in urban and metropolitan areas.
3. Reopening of all possible tourist destinations for fully vaccinated individuals as well as making sure the spots are well equipped with sanitization facilities.
4. An assurance from the Government that a notice of at least 1 week would be given before imposing further lockdowns. This will help slowly reviving the tourism industry amid the unlocks as people fear getting stuck away from home due to the unpredictability of Govt orders and rules. This impedes tourism even to safe places.

5. Government may provide employees of the tourism sector with incentives or tax rebate for the next few years. This will economically help the already affected employees, motivate them to work harder and attract new potential staff by making the industry safe for the ones that work for it.

## **LIMITATIONS**

- The domestic tourist statistics for 2020 were not available from a reliable source as on date.
- Graphical representation of unemployment in tourism sector in India during the first wave of the virus could not be found from a reliable source.

## **CONCLUSION**

Countries across the world are suffering from the impacts of Covid-19. The recorded levels of unemployment and decline in economic growth in India are catastrophic. The lockdowns, suspension of any means of transportation, public fear and havoc have factored into the collapse of the Tourism Industry.

The tourism industry in India has been severely hit and a swift, promising revival is needed. The measures taken today will decide the future of the industry. Being one of the most important and highest contributors to the GDP, tourism needs to be taken good care of to be able to serve the motto of Ministry of Tourism, “Atithi Devo Bhava” meaning Guest is God. A good understanding of Covid-19's impact on tourism will lead to good measures taken to revive and ultimately help in successfully achieving the 2030 agenda which is immensely important for the overall growth of India as a developing nation.

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## **EFFECT OF COVID-19 PANDEMIC ON FAST FOOD OUTLETS WITH SPECIFIC REFERENCE TO ONLINE FOOD DELIVERY PORTALS**

***Concepta Viegas, TYB Com- A, Roll no.2350***

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### **ABSTRACT**

*The following study aims to analyse the effects of COVID-19 on the fast-food industry from the perspective of the seller and the consumer. A survey was done using Google forms across India and 50 responses were received. There was a drop in the consumption of fast food in general. However, among those who did continue to purchase fast food, there appears to be a shift from local to more large-scale fast-food joints. The pandemic has changed the consumption of fast food among consumers which has adversely affected the sellers in the industry.*

### **KEY WORDS**

*Consumers, sellers, fast food, large-scale fast-food outlets, local fast-food joints.*

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### **INTRODUCTION**

The fast-food industry has been rapidly growing over the years. Many more families and individuals have embraced the fast-food culture in the recent years. Large-scale Fast-food outlets like McDonald's, KFC and Dominos have even expanded in Tier 2 and Tier 3 cities in India. Even the local outlets have increased in number and diversity of food items.

Starting 2020, the world experienced one of the biggest crises COVID – 19. This has resulted in loss of lives but also in loss of property, jobs, incomes, livelihoods and has drastically changed the way people live their lives. It has impacted the economy significantly and fast-food industries are no exception.

## **REVIEW OF LITERATURE**

Considering, the significant impact of the crisis on how people live their lives, this research study hypothesises that there have been adverse effects on the fast-food industry. While there is limited prior research on this subject, one study from Texas, US, on KFCs market did establish that there were adverse effects in sales because of the inability to manage global offices, reduction in market demand and a fall in consumer confidence. The results of the above research paper align with the hypothesis proposed.

## **OBJECTIVES OF THE STUDY**

Based on the literature available and the lack of any extensive studies on the topic, this study has the following objectives:

1. To identify changes in consumption of fast food pre and post COVID-19
2. To explore the challenges faced by sellers in the fast-food industry.
3. To compare the effects of the pandemic on small- and large-scale fast-food outlets.

In summary the following study aims to analyse the effects of COVID-19 on the fast-food industry from the perspective of the seller and the consumer.

## **METHODOLOGY**

Among the people living in India who consume fast food, a sample size of 50 participants was chosen. A Google form was created involving a set of relevant questions concerning the fast-food consumption from consumer point of view. The link to the form was delivered through Whatsapp. Out of the 50 participants 50 responded. The data collected from the responses was analysed using Google forms itself.

## **FINDINGS**

The results indicated that from phase 1 (pre pandemic) 38% of the population consume fast food on weekly basis, 34% consume on monthly basis and 20% consume at least once in 3 months. 78% of the participants prefer to have fast food from restaurants and streets.

While 16% prefer from restaurants only. Majority of the participants (68%) order fast food from Zomato, 56% order from Swiggy and 54% order offline/at the restaurant or street. Most preferred fast-food outlet ranked McDonald's with 28%, local stalls with 24% and Dominos with 22 %.

In phase 2 (ongoing pandemic), fast food was consumed at the rate of 42% on a monthly basis, 28% on a weekly basis and 20% at least once in 3 months. 46% of the population prefer to have fast food from both restaurants and streets, 34% from restaurants and 12% prefer to have home-cooked fast food.

74% of the population order fast food from Zomato, 46% order offline and 40% order from Swiggy. 32% people ordered from McDonald's, 28% from local stores, 14% from Dominos and 10% from Subway.

The pandemic has negligibly affected the budget of 46% of the participants, extremely affected 40% and didn't affect 14% of the participants' budget. 70% of the population have become more health conscious. That resulted in drop-in fast-food consumption by 56% of the participants. 80% of the population prefer fast food with more nutritional value.

## **DISCUSSION**

Pre-Pandemic the weekly consumers of fast food dropped by 10%. This also showed that in phase 2, 12% of the population preferred home-cooked fast food and avoided street and restaurant fast food because of one of the reasons of growing health concerns. More people ordered from Zomato as compared to Swiggy and offline sources because of the offers and advertising that Zomato did to retain its customers and attract new ones.

McDonald's was most preferred and local stalls was second most preferred in both phases. This was because of the established delivery systems and adequate financial resources to adapt to the changing environment and health related concerns. Dominos was preferred by 22% in phase 1 and it dropped to 14% because of the various factors affecting its demand and switching taste preferences. Subway was preferred by 6% in phase 1 but increased to 10% in phase 2 which could be because of more health-conscious consumers.

The pandemic affected 86% of the participants' budget to spend on fast food. The nations GDP has fallen drastically since the pandemic began. And income levels have dropped extensively leading to critical budget planning.

## **CONCLUSION**

From the above study, what we can see is that there is a shift in the consumption pattern of fast food. And the shift primarily affects the small-scale fast-food outlets post COVID. This is because of the difficulty in recovering fixed costs as the revenue generated has been decreasing substantially due to the lockdown and various other factors. However, even the large-scale outlets have been affected with increasing costs of advertising, rent, packaging, etc.

The pandemic has led to the death of thousands of fast-food outlets. Two years before the pandemic, the growth of fast-food industry was tremendous and extremely profitable. Due to lockdown and immobility of resources, they had to increase cost of their items in an appealing manner to the consumers. Many businesses have reduced cost of renting space by providing only takeaways. The cost of packaging has increased due to safety precautions.

With every aspect of our lives being digitalised, even the small-scale outlets tried to sell their food services through the internet which increased their cost of commissions and outsourcing. Because of the increased health consciousness mindset of consumers, they had to increase their cost of research and development as well to find new items catering to the new preferences. Eliminating redundant equipment's and staff attributed to the cost reduction but lead to rise in levels of unemployment. Many outlets scrapped their non profitable branches.

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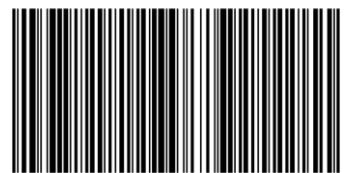
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