

TOPIC:

**“A STUDY ON IMPACT OF SALES ON SHOPPING MALLS DURING
THE PANDEMIC COVID PERIOD”**

A

PROJECT REPORT

Submitted to Gauhati University

In Partial fulfillment of requirement for the award of

Bachelor Degree in Commerce (B.Com)



GAUHATI UNIVERSITY



Department of Commerce

BIMALA PRASAD CHALIHA COLLEGE, NAGARBERA

Under the Guidance of

Ms. KRITI PHUKAN
Assistant Professor
Department of Commerce
Bimala Prasad Chaliha College,
Nagarbera.

Submitted by:

SOURAV SAHA
B.Com 6th Semester
G.U Roll No: UC-181-003-0022
Registration No: 18075997

DECLARATION

I hereby declare that this Project Report "A STUDY ON IMPACT OF SALES ON SHOPPING MALLS DURING THE PANDEMIC COVID PERIOD" has been prepared by me during the month of July-August, 2021 under the guidance of Assistant Professor Ms. Kriti Phukan, Department of Commerce, Bimala Prasad Chaliha College, Nagarbera.

I also hereby declare that this project report has not been submitted at any time to any other university or institute for the award of any degree or diploma.

Place: *Nagarbera*

Date: *24.9.21*

Sourav Saha

Signature

(SOURAV SAHA)

B.Com 6th Semester

G.U Roll No: UC-181-003-0022

Registration No: 18075997

Bimala Prasad Chaliha College,
Nagarbera.



BIMALA PRASAD CHALIHA COLLEGE

ବିମଳା ପ୍ରସାଦ ଚଳିହା ମହାବିଦ୍ୟାଳୟ

Chamaria Road, Nagarbera 781127

Ph: 03623 245001, Fax: 03623 245001

E-mail: bpcnagarbera1972@gmail.com

Website: www.bpchalihacollege.org

Dr. B.B Panda (M.A, Ph.D)

Ref. No:.....

Date:.....

CERTIFICATE FROM THE GUIDE

This is to certify that this Project Report "...A STUDY ON IMPACT OF SALES ON SHOPPING MALLS DURING THE PANDEMIC COVID PERIOD....."

.....is based on an original project study conducted by Sri/Smt. SOURAV SAMI.....under my guidance.

Place: Nagarbera

Date: 24.9.21

Signature of the Guide

Name of the Guide

Ms. KRITI PHUKAN

Designation: Assistant Professor

Department of Commerce

Bimala Prasad Chaliha College,

Nagarbera.

ACKNOWLEDGEMENT

I express my sincere thanks to Dr. B.B Panda, Principal, Bimala Prasad Chaliha College for his valuable suggestion and help in preparing this project report.

I would like to express my deep gratitude to my guide Assistant Professor Ms. Kriti Phukan, Department of Commerce, Bimala Prasad Chaliha College for her valuable guidance in this endeavor. She has been a constant source of inspiration and I sincerely thank her for her suggestions and help in preparing this report. And also I thank my friends who helped me to prepare this project report.

Finally, it is my foremost duty to thank my respondents who helped me to complete my fieldwork without which this project would not have been possible.

Place: Nagarbhera

Date: 24.9.21

Sourav Saha

SOURAV SAHA

B.Com 6th Semester

G.U Roll No: UC-181-003-0022

Registration No: 18075997

CONTENT

SL.NO	Particular	Page No
1	Introduction of the study	1-8
	1.1: Meaning of Mall	1
	1.2: Definition of shopping mall	1-2
	1.3: Details of the research area	3
	1.4: Needs of the study	4
	1.5: Limitation of the study	5
	1.6: Objectives of the study	6
	1.7. METHODOLOGY	7-8
2	2.1: History of shopping mall	9-10
	2.2: covid-19 impact on shopping mall	10-11
3	Data Analysis and interpretation	12-33
4	4.1: Findings	34-35
	4.2: Suggestion	36
	4.3: conclusion	37-38
5	Bibliography	39
6	Annexure Questionnaire	

INTRODUCTION

INTRODUCTION

1.1: Meaning of Mall

The concept of 'Mall' has become undividable part of modern people living in cities all over the world. In old days, people had to make a choice among Shopping Stores but today all that is available under one roof with a good shopping experience and different amenities such as gaming section, food courts, theatres etc.

In simple terms, a shopping centre can be described as a building that contains many units of shops but is managed as a single property, with different facilities under one roof. A shopping mall provides good shopping experience, national and international variety of products, cinema, restaurant etc.

1.2: Definition of Shopping Mall

① According to Oxford Dictionary, "A shopping mall or mall is a large building or series of connected buildings containing a variety of retail stores

and typically rest awards also"

(ii) According to International Council for Shopping Center. "A shopping center is a group of retail and other commercial establishments that is planned, developed, owned and managed as a single property. Typically with on-site parking. Typically with on-site parking provided the center's size and orientation are generally determined by the market characteristics of the trade area served by the center"

DETAILS OF THE RESEARCH AREA SELECTED

1.3

Guwahati is the biggest city of the India in State of Assam and also the largest Metropolis in Northern India. Dispur, the capital of Assam is in the circuit city region located within Guwahati and the seat of the govt of Assam.

Guwahati is situated on the south bank of the Brahmaputra it is called the 'Gateway to Northeast India' the total area covers by Guwahati Metropolis to 216 km² (83³ in).

According to 2011 census Guwahati had total population of 957352 and the sex ratio is 940:1000 and ghy has an average literacy rate 91.47%.

1.4 NEED OF THE STUDY

- (1) The study will provide a brief description of the past and present situation of shopping mall.
- (2) The study will take us to know about the problem face by the shopping mall during the pandemic covid period.
- (3) The study will also highlight how sale is affected during pandemic time.

1.5- LIMITATION OF THE STUDY

This study so conducted has the following limitation.

(1) The main limitation is the time factor within short period of time, it is difficult to collect extensive data for the project.

(2) The cost incurred in preponing the project is higher.

(3) The response were not properly able to go through the questionnaire.

(4) The response could not help much gather the information about their the information about the study due to busy enough.

1.6 OBJECTIVE OF THE STUDY

- (1) To study how sale is affected during the pandemic period.
- (2) To detect the problem faced by the shopping mall during the pandemic covid period.
- (3) To analyse past and present situation of shopping mall.

1.7

METHODOLOGY

Research Design

The Researcher has applied descriptive research design for the study. The researcher describes all the objectives relating ~~information~~ to the study and tried to obtain information concerning the present status.

Data collecting procedure:

The data collecting is a process by which the researcher collects relevant sources to problem. The data collection can be divided into two parts.

Primary Data :-

The primary data is collected by me with the help of questionnaire.

Secondary Data :-

The Secondary data has been used as various internet sites google.com and books which supported the basic information of the study.

Sampling procedure :-

In the Survey convenience Sampling Procedure has been applied for choosing the samples of 40 respondents are selected at random from the various area of Guwahati according to the convenience of the responder.

Population :-

The researcher has selected 40 respondents overall the study.

Sample size :-

The study is based upon 40 sample comprising the randomly selected shopping mall that have surveyed within the study period in the study area.

Duration of the study :-

The researcher took 14 days.

Research Tools Used :-

Data collection is the most important task in any kind of research.

In this study the researcher used questionnaire as tools for data collection.

The researcher applied pie diagrams and bar diagrams from presentation of data.

2.1 History of shopping Mall

The world mall in first originated in the 17th century and it was coming from pall-mall game popular in the 17th century. Pall-mall, first recorded in the late nineteenth century, is borrowed through French from Italian, from clemente meaning 'ball' and 'mallet'. It means mall a large area with shade trees used as a public walk or walk way. The original sense of mall was a passage.

way used for pall-mall game and one particular pall-mall path, in London, was known as the Mall, and after this the word mall became a public walkway.

22 Covid-19 impact on shopping mall

The covid-19 pandemic in India is a part of the world wide pandemic of corona virus disease 2019. The first case of covid 19 in India, which originated from china was reported on 30 January 2020. The effect of covid on the shopping mall has been well reported. The nearly 6 month long lockdown wreaked havoc on the retail segment. There has been a huge impact on the aspect of input cost of the delays of under construction shopping centre assets due to the labour shortage, storage site productivity and supply chain challenges during the early part of the lockdown, has forced developers to relook at their capital investment. For existing and running shopping centre there has been

increase cost towards facility management for specially trained personnel enterprise sanitation and customer tracking Along with consumer sentiment stringent lockdown and restriction in the wake of the pandemic have significantly slowed down mall business in India.

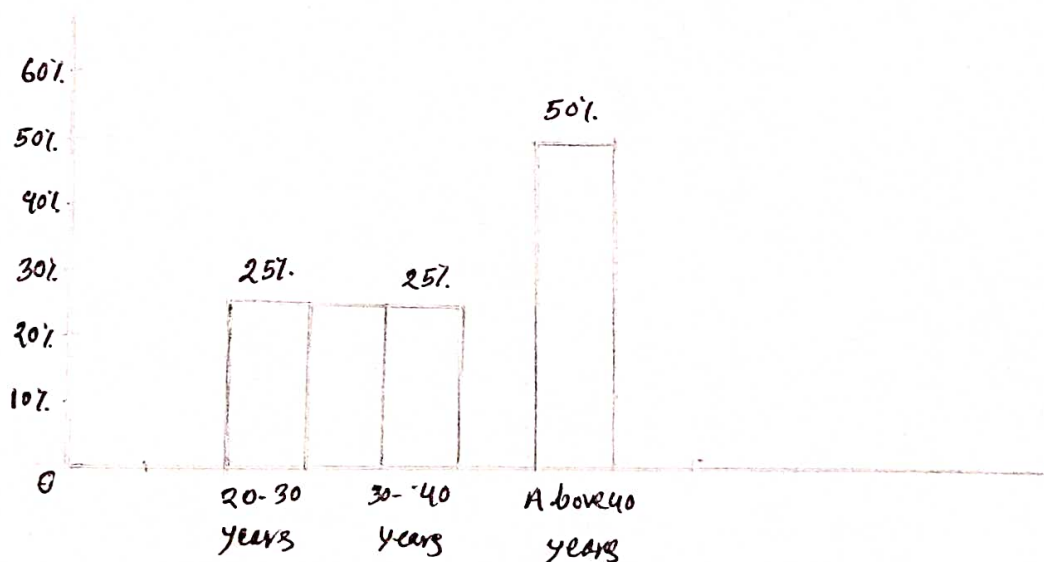
DATA ANALYSIS
AND
INTERPRETATION

The data collected has been analysed as follows.

1. Age

Table No:1

Serial No	Age	NF Respondent	Percentage
1	Below 20 years	0	0
2	20-30 years	10	25%
3	30-40 years	10	25%
4	Above 40 years	20	50%
Total		40	100%



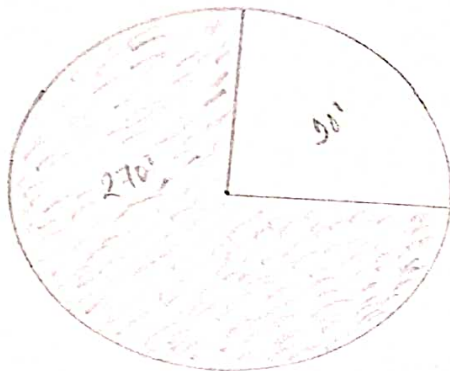
INTERPRETATION

The above table and diagram reveals that 25% of the respondent belongs to the age group of 20-30 years, 25% respondent are between 30-40 years and 50% respondent are between Above 40 years.

2. Gender

Table No 2

Serial No	Gender	No of Respondant	Percentage	Degree
1	Male	30	75%	270°
2	Female	10	25%	90°
Total		40	100%	360°



 → Female

 → Male

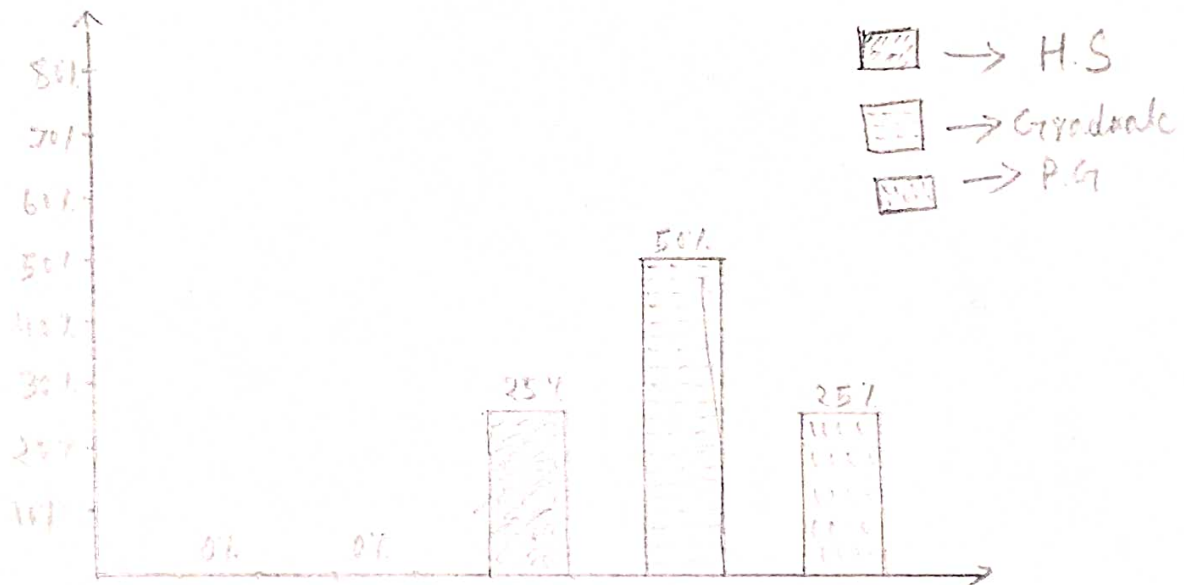
INTERPRETATION

From the above diagram it is found that out of 40 respondents 75% are male and 25% are female. The majority of the respondents are male.

3. Educational Qualification

Table No 3

Serial No	Educational Qualification	No of Respondent	Percentage
1	Illiterate	0	0%
2	Matriculate	0	0%
3	H.S	10	25%
4	Graduate	20	50%
5	Post Graduate	10	25%
Total		40	100%



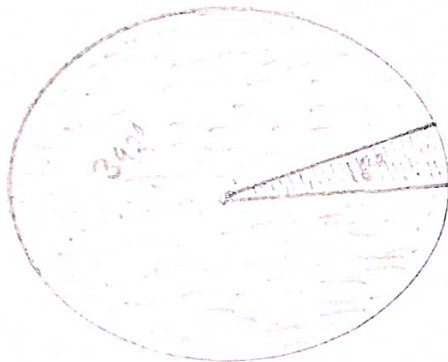
INTERPRETATION

The above diagram and tables reveals that among the 40 respondent 25% respondents are H.S Pass, 50% respondents are graduate and rest 25% are post graduate.

4. Residential Address

Table no. 4

Serial NO	Residential Area	No of Respondent	Percentage	Degree
1	Rented	38	95%	342°
2	own	2	5%	18°
Total		40	100%	360°



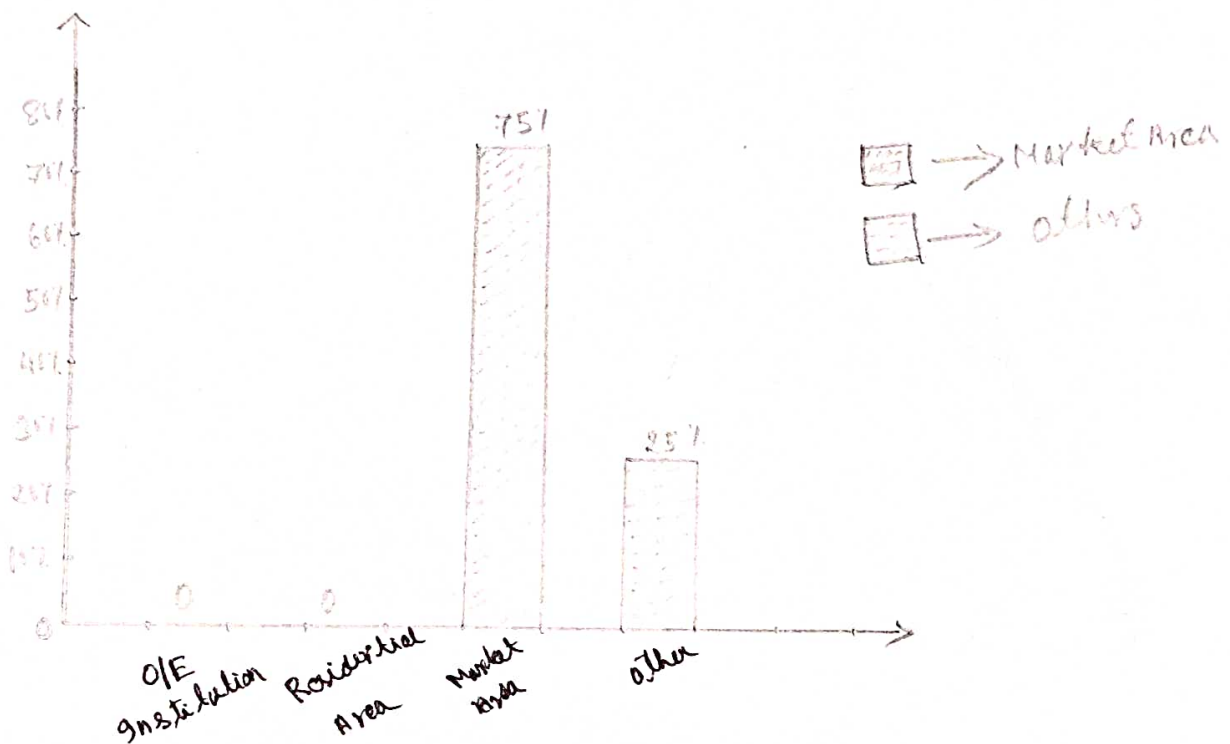
INTERPRETATION

From the above diagram it is found that out of 40 respondents 95% are rented and 2% are own.

5. Location

Table No 5

Serial No	Location	No of Respondents	Percentage
1	Office/Educational Institution	0	0%
2	Residential Area	0	0%
3	Market Area	30	75%
4	Other	10	25%
Total		40	100%



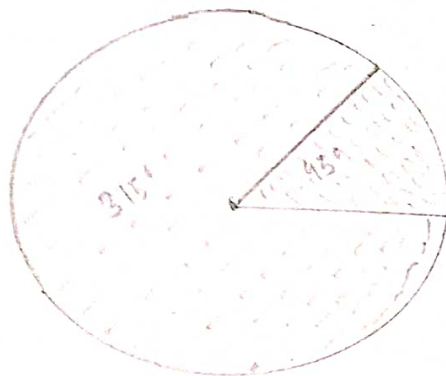
INTERPRETATION

From the above table and diagram shows that the 75% shopping malls are located in market area and rest of 25% are other.

6. Difficulties an running business

Table NO 6

Serial NO	Facing any difficulties	NO of Responses	Percentage	Degree
1	yes	35	87.5%	315°
2	No	5	12.5%	45°
Total		40	100%	360°



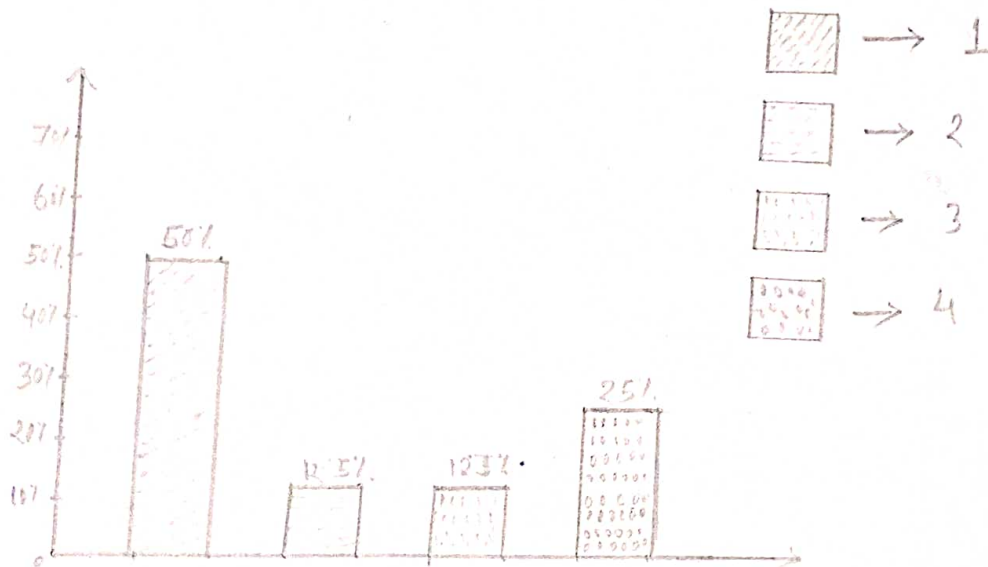
INTERPRETATION

From the above diagram reveals that out of 40 respondents 87.5% respondent are facing difficulties and 12.5% are not facing any difficulties to earning their business.

7. Problem after covid-19

Table No 7

Serial No	Difficulties after covid 19	No of Respondent	Percent
1	Lack of finance	20	50%
2	Competition from brated product	5	12.5%
3	Competition of discount	5	12.5%
4	comixtion of free product	10	25%
Total		40	100%



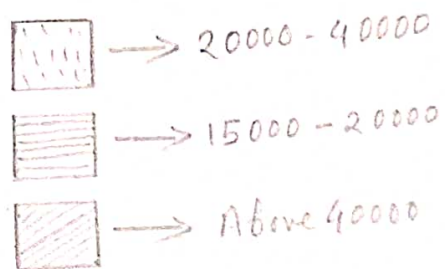
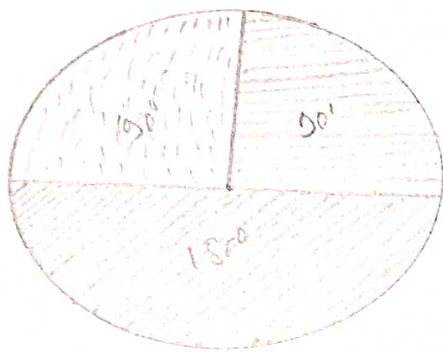
INTERPRETATION

From the above table and diagram shows that out of 40 respondents 50% are respondents look of finance, 12.5% are respondents competition from branded product, 12.5% responds of competition of free product, these difficulties are facing in their business after covid-19.

8. Before Covid-19 Shopping mall, cara

Table NO 8

Serial No	Earned in month	Net Responds	Percent	Degree
1	Below 15000	0	0%	0°
2	20000-40000	10	25%	90°
3	15000-20000	10	25%	90°
4	Above 40000	20	50%	180°
Total		40	100	360°



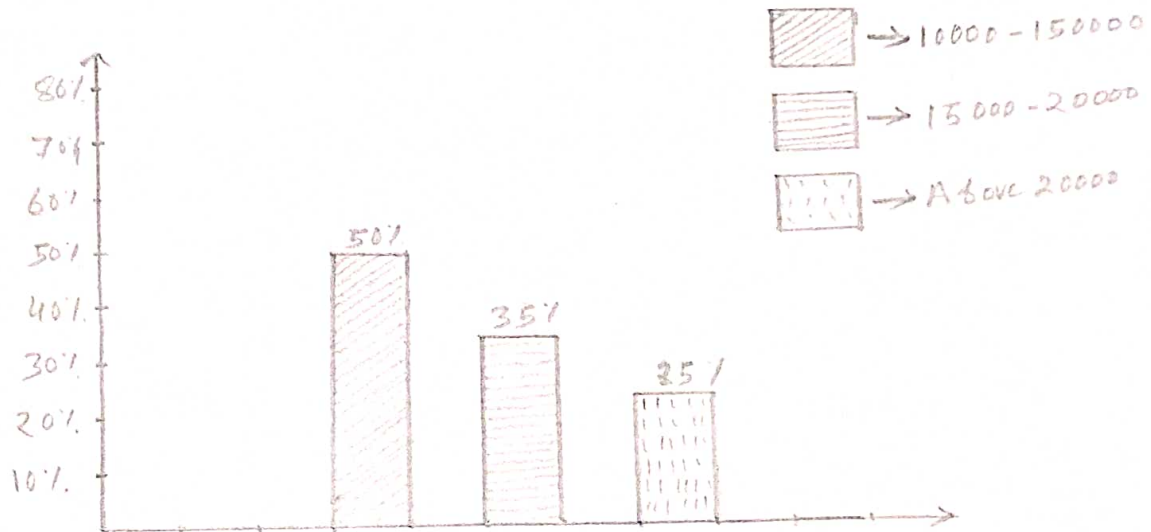
INTERPRETATION

From the above table and diagram reveals that among 40 respondents 25% earned 20000-40000, 25% earned 15000-20000 and 50% earned above 40000 in a month before covid-19.

Q. After covid-19, how much your shopping mall is carried in a month

Table No 0

Serial No	Earned in month	No of Respondent	Percentage
1	Below 10000	0	0
2	10000-15000	20	50%
3	15000-20000	16	35%
4	Above 20000	6	15%
Total			100%





INTERPRETATION

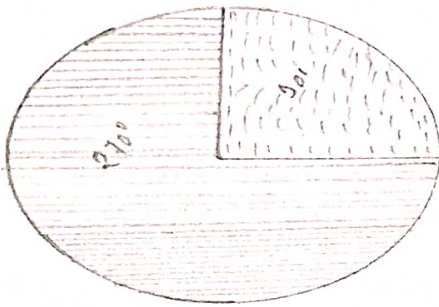
From the above table and diagram shows that among the 40 respondents. 50% respondent earn 10-15 thousand, 35% respondent earn 15-20 thousand and 15% are earned above 20000 in a month after covid 19 pandemic.

10. What do you think is the present position to sale for your future?

Table NO 10

Serial No	Present Position	No of Respondent	Percentage	Degree
1	Yes	10	25%	90°
2	No	30	75%	270°
Total		40	100%	360°

 → Yes
 → No



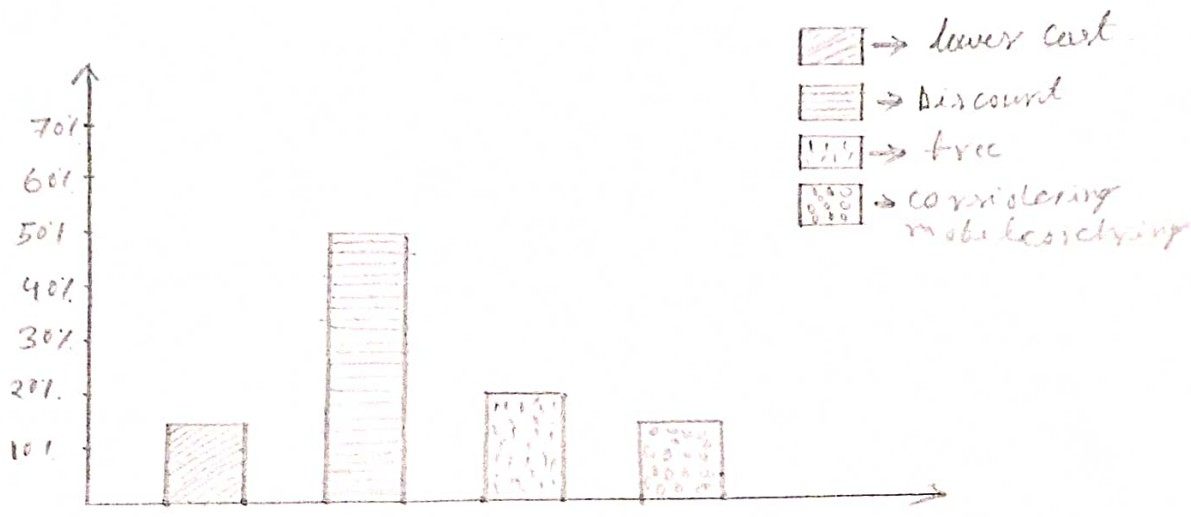
INTERPRETATION

From the table and diagram shows that out of 40 respondents, 75% respondent think that the present position not to sale and rest of 25% respondent think their business is safe for future.

11. To increase your Sale volume, what kind of Procedure do adopted forvaise your business.

Table No 11

Serial No	Procedure forvaise the business	No of Person	Percentage
1	lower cost	6	15%
2	Discount	20	50%
3	free	8	20%
4	considering mobil coacting	6	15%
Total		40	100%



INTERPRETATION

From the above table and diagrams reveals that among the 40 respondent 15% respondent use lower cost, 50% respondent use discount, 20% respondents have and 15% respondents are used mobile ordering to increase their sale volume from vice their business.

FINDINGS

4.1

FINDINGS

- * In this study the majority of the respondent in the age group between above 40 years.
- * From this study it has been found that the majority of the respondents are male compared to female.
- * In this study the most of the shopping malls are rented.
- * In terms of qualification the respondents are basically graduate.
- * The study clearly state that the most of the shopping malls are located in market area.
- * From this study most of the respondent clearly state that they are facing difficulties to running their business.
- * In this study the respondents clearly state that lack of finance is the main reason to running their business after covid-19 pandemic.
- * According to the study, it is found that the shopping malls were earned above 40 thousand in a month before covid-19.

* The study clearly state that the shopping malls are earned after covid-19 in between are earned after 10-15 thousand in a month.

* The biggest problem faced by the shopping mall is that the present situation is not safe for their future.

* In this study, most of the shopping malls used discount procedure to increase their sale volume to raise their business.

4.2

SUGGESTION

11 Also frequent in-store shoppers and both new and returning visitors are headed online, many retailers are seeing a spike in web sessions. To help recover any lost in-store revenue, it's imperative to be able to identify as many visitors as possible during this time period.

As noted above, the majority of retail marketers are most concerned with the impact COVID-19 has on in-store sales. If your in-store customer data in your online marketing campaigns to specifically communicate with those who have been affected by store closings.

43

CONCLUSION

A Shopping mall is the modern version of the historical market place, the mall is place where different retail stores, services and a parking area which is conceived constructed and maintained by a separate mall management firm as a unit. In shopping mall sales and bargain deals, attractive prices and schemes are the sure time success for mall that the shopkeepers and showroom and Super-bazzars use to lure visitors in huge numbers. malls area mega hit. Now lets look at the reality. Malls were hailed as one of the key growth drivers for retail and entertainment sector in the country. 5-7 years ago, as they provided a plug and play opportunity for retailers to expand footprint and promote consumption.

Shopping mall is essential part of any modern city, it is a place where people meet regularly and shopping regularly but it has bad condition during last 2 years, the Shopping malls are presently facing a poor market condition

due to the lack of finance, competition due, of branded product, competition of discount, competition of free product etc. The covid-19 outbreak has been the biggest description in the history of property owners, specially shopping mall. Increase pressure, specially shopping malls. From mental relaxation had led several mall owners to owners to hide for bankruptcy protection.

BIBLIOGRAPHY

Book name :- Research Methodology

Author name :- Kohasi C R

WEBSITES

(1) <http://www.marketresearch.com>

(2) www.wikipedia.com

(3) <https://www.business-glossary.com>

(4) <https://retail.couravilms.india time.com>

(5) <https://www.thenewsminute.com>

QUESTIONNAIRE

1. Name: _____
2. Age:
 - a) Below 20 years
 - b) 20 years to 30 years
 - c) 30 years to 40 years
 - d) Above 40 years
3. Gender:
 - a) Male
 - b) Female
4. Educational Qualification:
 - a) illiterate
 - b) Matriculate
 - c) H.s
 - d) Graduate
 - e) Post- Graduate
5. Residential Address:
 - a) Rented
 - b) owned
6. Location:
 - a) Office/educational institution
 - b) Residential area
 - c) Market area
 - d) Others
7. Are you facing any difficulties in running your business?
 - a) Yes
 - b) No
8. What type of difficulties facing in your business after covid-19?
 - a) Lack of finance
 - b) Competition from branded product
 - c) Competition of discount
 - d) Competition of free product
9. Before Covid-19, how much your shopping mall had earned in a month?
 - a) Below 15,000
 - b) 15,000 to 20,000
 - c) 20,000 to 30,000
 - d) Above 30,000

10. After covid-19, how much your shopping mall is earned in a month?

a) Below 10,000

b) 10,000 to 15,000

c) 15,000 to 20,000

d) Above 20,000

11. What do you think, is the present position to safe for your future?

a) Yes

b) No

12. To increase your sale volume, what kind of procedure to adopt for raise your business?

a) Lower cost

b) Discount

c) Free

d) Considering mobile ordering