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## Challenges & Problems Faced by Malls during Covid-19 Pandemic

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### Abstract:

As the country went through its locks and began to exit, the malls remained one of the jobs the authorities were most reluctant to open. And the customers did not appear as enthusiastic as they were before Covid-19. This article explores the challenges they face and the potential for recovery of the Covid-19 financial post. A shopping mall is a large single or multi-storey building that houses a large number and variety of convenience stores. Large squares, markets, 'bazaars' or 'haats' have existed for centuries in the nations of the world. However, these were open-ended institutions. Selling in India is a business activity from ancient and ancient times. It has undergone many developments and changes in many forests over the past three decades. This COVID-19 has brought many changes around the world in all its aspects. Mark it in the retail industry. It has provided many challenges for modern retailers and has provided many opportunities for traditional and modern retailers. As far as perception for problems and challenges faced by Malls during Covid 19 pandemic are concerned, following factors are taken into consideration viz., Business badly affected, routinely changing policies by government, maintaining staff and operating expenses, degrading perishable items, target based selling pressure etc

**Keywords:** *Malls, Covid-19 Pandemic*

### Introduction

The mall business falls among several businesses hit hard by the Covid-19 epidemic. This article explores the challenges they face and the potential for recovery of the Covid-19 financial post. A shopping mall is a large single or multi-storey building that houses a large number and variety of convenience stores. Large squares, markets, 'bazaars' or 'haats' have existed for centuries in the nations of the world. However, these were open-ended institutions. The concept of supermarkets as we know it today is a twentieth-century phenomenon, especially built in the western part of the second half of the last century. Over time, these gained great popularity in the cities as they combined great diversity of commerce, public knowledge and meeting space.

The idea caught on and grew around the world. Asia easily embraced the idea and some of the world's largest construction sites are now located in Asia. "China's New South China Mall in Dongguan stands at the top of the pile with 2.9 million square meters." The romance in India itself was no different, except that its beginning had just happened. In 1999 the first shopping mall in India was established. In 2017, there were more than six hundred shopping malls scattered throughout every major city and mega country. Thirty others are scheduled to emerge in 2020. In the eyes of celebrities, shopping malls announced the arrival of the city in a family of healthy, modern and uplifting urban lifestyles. However, as the digital revolution expanded around the world and brought easy online shopping, shopping malls did not continue to be viewed as before by customers. The online shopping allowed for a wide variety of goods to choose from



and saved the hassle of travel and endless road travel. This also brought the economy of time. Services were provided at the customer's door and no financial transaction was required. The variety offered was so large that it could be compared to a body shop. The preference of many customers to choose to shop online is well described in the statement that it allows shopping 'anytime, anywhere, anything'. As a result, consumers are drawn all over the world and are increasingly shopping online. Percentage of online purchases, prior to Covid-19, was rising every year and the country had the fastest growing market in 2019. Digital buyers are expected to be 330 million by 2020. Shocking discounts and fast, quality delivery. Since this growth rate was achieved with limited restrictions restricted to major cities only, it was natural that e-commerce companies would plan to go beyond metro and reach their customers to customers in the central cities.

As a result, the thriving supermarket business was severely damaged. Last year, before the Covid-19 invasion, of the 1200 shopping malls across the United States, a handful had closed, sixty others were close to closure and many had 30 to 50 percent of their vacant rental space. Covid-19 appears to have accelerated the collapse of supermarkets, firstly, due to forced closures to fight the epidemic and secondly due to the need for public space openings. The situation forced the International Council of Procurement Councils (ICSC) to write to the President of the United States seeking "government support in line with outstanding debt obligations and tax and regulatory taxes." The situation in India was far more widespread than that in the United States.

E-commerce had already hit the store with sales. As those best-selling stores make up the bulk of the supermarket that has lost business due to e-commerce, the percentage of vacant lot has increased and more and more supermarkets have become increasingly difficult. While they were discussing strategies to combat online shopping, the arrival of the epidemic threw the mall completely out of stock. As the country went through its locks and began to exit, the malls remained one of the jobs the authorities were most reluctant to open. And the customers did not appear as enthusiastic as they were before Covid-19. In a survey conducted by Local Circles in more than 200 counties, 78 percent of consumers supported the expansion of commerce platforms to bring in more than just essential goods and only 4 percent said they would visit shopping malls to shop after the closure. The epidemic has obviously given great impetus to online shopping. Big Basket, a major online grocery business, is frustrated by the demand for it and its services are declining due to its inability to manage volume. Post the first closing, March 25, 2020, with the message, "We'll be back soon!" explaining that an unmet need has forced them to limit access to the website for existing customers only. The message urged customers to "Please try again in a few hours." Amazon, a leading, global e-commerce player, also frustrated by unprecedented rising demand, prioritized its services differently.

### **Review of literature**

**Rajalakshmi. K in Dogo (2020):** Selling in India is a business activity from ancient and ancient times. It has undergone many developments and changes in many forests over the past three decades. This COVID-19 has brought many changes around the world in all its aspects. Mark it in the retail industry. It has provided many challenges for modern retailers and has provided many opportunities for traditional and modern retailers. All of these challenges and opportunities have made the retail sector a new dimension. Selling in India is a business activity from ancient and ancient times. The retail sector has undergone a major transformation over the past three decades. Indian resale is divided



into two categories: traditional retail and formal retail. Traditional reorganization is a reversal of the old trading system, and formal reorganization is the latest change the industry has faced over the past three decades. Traditional retail stores include mother and pop shops or local kiranas, general stores, drug stores, shoe stores, etc., which can accommodate less than 500 sq. Business. The planned re-sale was developed in the form of supermarkets, hypermarkets, specialty stores, etc., which used modern technology to attract customers and do business. The formal sector has grown over the past decade in many areas and growth in the traditional sector has been slow.

**Rae Yule Kim (2020):** COVID-19 has affected the daily life of everyone. At least 316 million people in 42 provinces have been asked to stay at home to reduce the epidemic. In this regard, businesses have had the opportunity to make major changes. The performance of many businesses went smoothly. The impact of digital transformation on manufacturing and corporate culture has been widely studied. In the meantime, how COVID-19 has affected consumers and the culture of use has received limited attention. Managers often take a wait-and-see approach to the impact of COVID-19 on sales. It is often uncertain when and when customers will return after the outbreak. Consumers live through the epidemic, and some changes can last even if the situation is simple. The epidemic of forced labor has gone unnoticed and many businesses have made such a successful change in the short term. However, how the epidemic affects consumers and retail outlets has received limited attention. In this article, we will look at how the epidemic has accelerated the growth of e-commerce. Managers are encouraged to develop new digital marketing strategies to prepare for digital transformation in the market. Future research could explore the effects of increasing e-commerce on new product launches, product development, product management, and / or pricing.

### **Objectives of the Study:**

1. To study the status of Malls' business during Covid 19 pandemic
2. To identify the problems and challenges faced by Malls during Covid 19 pandemic

### **Hypotheses of the Study:**

H<sub>0</sub>- The percentage of respondents having perception towards problems and challenges faced by Malls during Covid 19 pandemic is 50%

H<sub>1</sub>- The percentage of respondents having perception towards problems and challenges faced by Malls during Covid 19 pandemic is more than 50%.

### **Research Methodology of the Study:**

As far as perception for problems and challenges faced by Malls during Covid 19 pandemic are concerned, following factors are taken into consideration viz., Business badly affected, routinely changing policies by government, maintaining staff and operating expenses, degrading perishable items, target based selling pressure etc

### **Research Area**

Researchers selected Malls owners and personnel from Jalgaon district. Sample sizes of 50 respondents have been taken under study. Researcher collects data through Primary and Secondary sources. Researcher distributed 50 questionnaires among the respondents.

### Data Analysis

In research study theoretical framework has several variable of interest and one has to come to sample size by considering all the factors of the study. Researcher prepared the questionnaire for respondents and distributed it among them. After receiving the questionnaire researcher analyse the questionnaire.

**Table No 1**  
**Information of questionnaire**

Sr. No	Questionnaire distributed	Questionnaire received	Questionnaire rejected (due to incomplete, wrongly filled etc)	Net Sample size for study
1	50	45	3	42

### Testing of Hypothesis

**H<sub>0</sub>: The percentage of respondents having perception towards problems and challenges faced by Malls during Covid 19 pandemic is 50%**

**H<sub>1</sub>: The percentage of respondents having perception towards problems and challenges faced by Malls during Covid 19 pandemic is more than 50%**

Mathematically

$$H_0 : p=0.5$$

vs

$$H_1 : p \neq 0.5$$

Sr No	Issue	Proportion of respondents who stated the aspects as either very important or important	S.D.	Z_cal	p_value	Decision
1	Business badly affected	0.85	0.06	6.35	0.0000	Reject H <sub>0</sub>
2	Routinely changing policies by government	0.81	0.06	5.12	0.0000	Reject H <sub>0</sub>
3	Maintaining staff and operating expenses	0.75	0.07	3.74	0.0001	Reject H <sub>0</sub>
4	Degrading perishable items	0.68	0.07	2.50	0.0062	Reject H <sub>0</sub>
5	Target based selling pressure	0.63	0.07	1.75	0.0405	Reject H <sub>0</sub>

**\*\*Here level of significance is 0.05**

Thus, our null hypothesis The percentage of respondents having perception towards problems and challenges faced by Malls during Covid 19 pandemic is 50% is rejected. Alternatively we accept our alternative hypothesis The percentage of respondents having perception towards problems and challenges faced by Malls during Covid 19 pandemic is more than 50%



### Findings

1. The most vital factor among the respondents' perception is that, '**Maintaining staff and operating expenses**'.
2. The more important issue is come out from this analysis in which there is interesting results found is; the respondents are deeply in touch with the point '**Business badly affected**' as they are not fully confident about the future of their business here onwards.

### Conclusion

The ongoing epidemic has opened the eyes of the entire industry not only to revenues and businesses, but also to critical issues such as health, consumer style, shopping, investment and other business strategies. Therefore, the general operating cash flow has had a negative impact, which is why, in order to maintain the retail business and employment of people as mentioned above in these unprecedented and experimental periods. Revenue from shopkeepers has dropped by almost 50 percent during the last financial year as the retail sector has been hit hard by the COVID-19 epidemic in March last year.

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