

PROJECT DISSERTATION
ON
STUDY OF THE IMPACT OF
COVID – 19 ON INDIAN CONSUMER

Under the Guidance of

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CERTIFICATE

This is to certify that the dissertation report titled “STUDY OF THE IMPACT OF COVID -19 ON INDIAN CONSUMER”, is a Bonafede work carried out by **Mr. Ayush Rajesh** of **MBA 2018-20** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the Requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

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Place:

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DECLARATION

I, **Ayush Rajesh**, student of MBA 2018-20 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “STUDY OF THE IMPACT OF COVID -19 ON INDIAN CONSUMER” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University, for award of any other Degree, Diploma or Fellowship.

PLACE: **Ayush Rajesh**

DATE:

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It is pleasure to acknowledge many people who knowingly and unwittingly helped me, to complete my project. First of all, let me praise God for all the blessings, which carried me through all those years.

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Ayush Rajesh

INDEX

NUMBER	TOPIC	PAGE NO.
TITLE OF THE PROJECT		1
CHAPTER 1	INTRODUCTION	2
1.	History of Pandemics	2
1		
1.	Objectives of the Study	9
2		
CHAPTER 2	THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY	
2.1	Literature Review	10
2.2	Research Methodology a) Company Introduction b) Research Design c) Sample Size d) Sampling Techniques and Methodology used for Data Collection e) Methodology used for Data Analysis	11
CHAPTER 3	DATA PRESENTATION AND ANALYSIS	
3.1	Data Analysis & Interpretations	18
CHAPTER 4	SUMMARY AND CONCLUSIONS	32
4.1	Conclusion	32
4.2	Limitations	34
4.3	Scope of Study and Suggestions	35
ANNEXURE		37
	References/Bibliography	39
	Appendices	41

TITLE OF THE PROJECT

**“STUDY OF THE IMPACT
OF COVID-19 ON INDIAN
CONSUMER”**

CHAPTER – 1 INTRODUCTION

11 History of World Pandemics

The World as we know it has been through some of its worst hit plagues dating as far as 1200 BC. These plagues have not only killed billions of people but are still a looming threat over humankind.

Earliest dated plague was in 1200 BC the influenza epidemic that was recorded in ancient Sanskrit text that resembled the Flu we commonly have but due to limited medical advancement in the field of science and medicine these could not be treated and resulted in many people dying.

Plague of Athens was dated to 428 BC that killed half population of Europe at that time and took almost 4-5 years to recover from that plague.

The common element was a virus that was found after rat bite and could have narrowed it down to that. Rat bites were common at that time because of unhygienic practices that were there. No proper sewage or garbage disposal. This also meant no Sewers and other things to prevent this .

Plague pf Justinian was also similar and was name after the emperor Justinian who caught this and then recovered in 542 BC . The virus was again similar to the Plague of Athens as it contained Yersinia Pettis Virus again found in rat bite.

Killing more than 500 million people in Europe itself these were unrecorded numbers as keeping a track and having accuracy was difficult.

Black Death killed nearly 200 million people in Central & Western Asia. This again was transported by fleas on rats and thus rats through ships travelled Africa and Central Europe and killed a lot of people .

Small Pox became the most deadliest Pandemic in the history killing over

700 million people. Found in Japan this deadly disease had red spots on the victim and had fever and vomiting. The history goes back to Egyptian mummies but Japan had the initial outbreak that killed close to 50 million people and later was found in Europe and US.

The virus was officially eradicated in 1980 according to WHO (World Health Organization)

Ebola Virus was first found in Africa and has symptoms of Internal Bleeding, Fever, Vomiting. Transmitted through blood it is a deadly disease and has killed thousands of people.

Corona virus 19 or Covid 19 are a group of RNA virus that was found in birds and mammals. However in human beings these affect the respiratory organs and directly affect the lungs. The Orthocoronavirinae virus is the root cause and is the largest in the RNA family.

It was found in 1930's in chicken and it affected the respiratory organs of the bird.

As of now it has killed millions of people and spreading like wildfire.

Below are the list of Pandemics that affected the world on a global level.

- Influenza epidemic
- Plague of Athens
- Plague of Justinian
- Black Death
- Small Pox
- London Plague
- Yellow Fever
- Ebola Virus
- Co-vid 19

1.1 OBJECTIVES OF THE STUDY

Secondary objective

- To study Impact of Pandemic on Indian Consumer
- To study the impact by taking Covid-19 as a pandemic
- To provide various suggestions in this regard.

2.1 LITERATURE REVIEW

Pandemic means an epidemic that is occurring worldwide and Co-vid has hit us hard specially India which has been reporting rise in cases very quickly.

Consumers have taken a hit during this pandemic with their purchasing power and its limited capabilities.

Luxury items and non-essential items have dropped its demand impacting the economy severely.

The 4 industries in this research include Food Delivery, Video Conferencing, Travel & Tourism & E-commerce.

They Food Delivery Setup in India has been going on for a long period but the traditional shift to online food delivery came into existence in 2012 when companies like Swiggy & Zomato introduced in the scene.

Restaurants had their own Individuals delivering food but now have resorted to outsourcing the thing and save cost.

Talking about Video conferencing Skype was a market leader but could not bank when it was most needed which gave rise to applications like Zoom & Google Meet. Google had Google hangouts earlier which was transformed into Google Meet in order to cater to the business levels. The schools and Colleges are using these apps to conduct classes and ensure smooth sailing during this lockdown.

The E-commerce setup was doing really well but due to this pandemic it could explore to certain areas that were not doing well such as grocery & logistics.

Travel & Tourism has been the worst hit industry as many staff have been laid off due to this pandemic and the employees are left hanging.

The growth in this sector has been significantly negative and has impacted a lot of hotel chains as many of them are shutting operations or finding alternatives to keep the operational cost or break even.

2.2 RESEARCH METHODOLOGY

Research methodology is a way to analytically resolve the research problem. It might be understood as a way of studying on how research is done technically. In this process study the numerous steps, the research procedure that is normally assumed to study the research problem and rudimentary reasons behind them.

Research methodology includes the succeeding steps:

- Articulate the objectives of the study.
- Assortment of the primary and secondary data.
- Construing the data and drawing the conclusions.

The design is **Descriptive Research**. Descriptive studies are well organized, they tend to be unyielding and its approach cannot be altered every now and then.

Descriptive studies are undertaken in many conditions.

- When the researcher is involved in knowing the characteristics of certain groups such as age, profession.
- When the researcher is interested in knowing the proportion of people in given population who have behaved in a particular manner, making projection of certain things.

To fulfill the research objectives a questionnaire was used to ask the respondents regarding their preferences for the various sectors that were targeted in this research.

The Respondents were given the form because of their usage of certain apps and usage of certain sectors.

The sample size for 25-50 for each of the 4 forms and no respondent filled a certain form twice or filled 2 forms.

They were also 4 different groups so that the research could cover a larger perspective of the respondents.

The respondents were a mix of students and working class individuals as well.

Company Profile

1. Swiggy – This is India's biggest and most used online food delivery app which was founded in 2014 and is now functioning in over 100 cities.

Its headquarters is in Bangalore, India. It has a valuation of 3.6 billion US dollars.

They are into online food delivery and have shapeshifted into grocery delivery as well as pick up and drop off items.

They have also ventured into cloud kitchen. The feature of Swiggy pop which is meals under Rs 99 has been an instant hit among students and office going people as its cheap and best suited for them. The Food Delivery Setup in India has been going on for a long period but the traditional shift to online food delivery came into existence in 2012 when companies like Swiggy & Zomato introduced in the scene. Restaurants had their own Individuals delivering food but now have resorted to outsourcing the thing and save cost.

This has benefited Swiggy a lot as they have taken full advantage of this lockdown and made it easier for the consumers by delivering essentials.

2. Makemytrip – It is an online travel company which was founded in 2000 in India. Headquartered in Gurugram, Haryana, the company offers online travel services with flying receipts, local and transnational outing packages, hotel reservations, and railway and bus tickets. They have 15 company-owned travel stores in 15 cities, more than 30 franchisee-owned travel stores in 30 cities, and counters in four key airports in India. MakeMyTrip has workplaces in New York, Singapore, Kuala Lumpur, Phuket, Bangkok, and Dubai. Travel & Tourism has been the worst hit industry as many staff have been laid off due to this pandemic and the employees are left hanging. The growth in this sector has been significantly negative and has impacted a lot of hotel chains as many of them are shutting operations or finding alternatives to keep the operational cost or break even.

3. **Google Meets** - Google Meet is a video-communication service established by Google. It is one of two applications that created the new version of Google Hangouts, the additional being Google Chat. Google planned to end the classic version of Hangouts in 2020. This was to give Google Meet all the attention possible. Initially Google ran Meet as a commercial service; in April 2020 Google started rolling it to free users as well, causing speculation about whether the consumer version of Google Meet would accelerate the deprecation of Google Hangouts. Talking about Video conferencing Skype was a market leader but could not bank when it was most needed which gave rise to applications like Zoom & Google Meet. Google had Google hangouts earlier which was transformed into Google Meet in order to cater to the business levels. The schools and Colleges are using these apps to conduct classes and ensure smooth sailing during this lockdown.

4. **Amazon.in** - is an American worldwide technology company based in Seattle that emphasizes on e-commerce, cloud computing, digital streaming, and AI. Amazon is known for its disruption of engrained trades through high-tech revolution and mass scale. It is the world's major online marketplace, AI assistant provider, live-streaming platform and cloud computing stage as leisurely by revenue and market capitalization. Amazon is the largest Internet company by revenue in the world. It is the second major private employer in the world and one of the world's most appreciated companies.

They recently proclaimed that its two-day delivery service, Amazon Prime, had surpassed 100 million subscribers worldwide.

Exploratory research was used to collect insights and data for this dissertation

Research will be Exploratory; the people were chosen for the study. Collected data will be analyzed as per need of objectives and hypothesis.

Data Collection from Secondary Source

Information was collected from secondary sources such as customer survey, newspapers advertisements, automobile newsletters, etc.

Beside these the use of internet was also made in collecting relevant information. The data collected from the above mentioned sources has been adequately structured and used at appropriate places in the report. The information gathered included:

- Bulletins.
- Research papers
- Reports.

Data Collection from Primary Source

In order to gather information about the impact of COVID- 19 Pandemic on Service Industry in India. I have created 4 questionnaire on Google forms and circulated them among different population samples.

Each form was circulated in different population group which is useful in knowing the perspective of different respondents towards COVID - 19 Pandemic impact on service industry in India.

Reason for choosing the companies that were selected in this study.

Respondents were asked about their preferences in the questionnaire and the from their responses the companies were picked as majority of the respondents picked the companies mentioned in this report.

Scaling Techniques

5 point Likert scale was used to get responses from the respondents.

Data Analysis

After getting the questionnaire filled from the selected respondents, the data was presented in form of pie- charts. To analyze the data in a useful and meaningful manner, simple statistical tools like percentages were used.

Questionnaire Development and Pretesting

It is the procedure of selecting units in the sample. There are two basic methods of sampling.

1. Possibility Sampling: in this method of sampling each unit of the population has a definite chance of being include in the sample.
2. Non – possibility sampling: here to particular method for choosing the units of the sample is assumed. The basis of choosing can be simply occasion convenience and purpose.

Sampling plan: - The plan calls for two decisions.

(a) Sampling Unit: - who is to be measured?

Universe or target population for the present study consists of people in India.

(b) Sampling Size: - How many people should be graphed?

Sample size consists of 25 different respondents for each form.

TOOLS AND TECHNIQUES OF ANALYSIS

Tools for analysis

- Questionnaire will be analyzed using descriptive statistical tools.

CHAPTER-3

DATA ANALYSIS & INTERPRETATIONS

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings. It is an important and exciting step in the process of research. In all research studies, analysis follows data collection.

In this chapter the questioners responses would be given in and tell us more about the data that was collected through them.

The aim of present study is to find out the impact of Co-Vid 19 on the Indian consumer were collected from more than 100 of respondents across Delhi NCR. The collected data are arranged properly, analyzed systematically and interpreted precisely.

Then they were interpreted and composed in a communal format.

FORM -1

1. Name of the Respondent.

This question was asked to avoid duplicates in the data and so that we were aware of the people who were filling the forms.

2. Gender of the Respondent.

The respondents can be Male, Female or other. The study shows that majority of the respondents were male with 57 % majority and 43% were female.

3. Age of the Respondent.

The age of the respondents lies between less than 20 years and above and 30 years. The study reveals that majority of the respondents belong to the age group of less than 30 years which constitute 76% followed by age group 22 - 25 years with 24 %

4. What is Co-vid 19.

The respondents were given 4 options on their take of the pandemic Co -vid 19 where majority of the respondents 77% chose that it was a global pandemic which is caused by a Virus and is easily communicable.

5. Has Covid -19 impacted marketing of food delivery apps?

The respondents felt that due to the current pandemic the marketing of food delivery where 56 % strongly agreed to this statement whereas 33 % agreed.

6. Which of the following you use the most for ordering food usually ?

The respondents were asked this to know their favorites in food delivery applications in this case 66.7 % choose Swiggy and 33.3 % choose Zomato.

7. Do you think it has affected the Food Delivering Apps ?

The Majority respondents were agreeing to this statement whereas 19% strongly disagreed that it hasn't affected these apps.

8. In your opinion the pandemic has large scale implications on food delivering apps in the long run.

The respondents felt that the large scale implications of Co -vid 19 on these food delivery apps would be affecting these apps in a negative way.

9. Do you think having a Lock down during such a pandemic is a good option ?

The respondents agreed that having a lockdown during such a pandemic is a good option .

10. Within the Lockdown did you order from such food delivering apps ?

The respondents reacted negatively to this statement as majority of the respondents 47.6 % haven't ordered food from these apps amid Co-vid 19 whereas only 34 % have ordered .

11. Within the Lock down did you Stock essentials to avoid ordering from food delivery apps ?

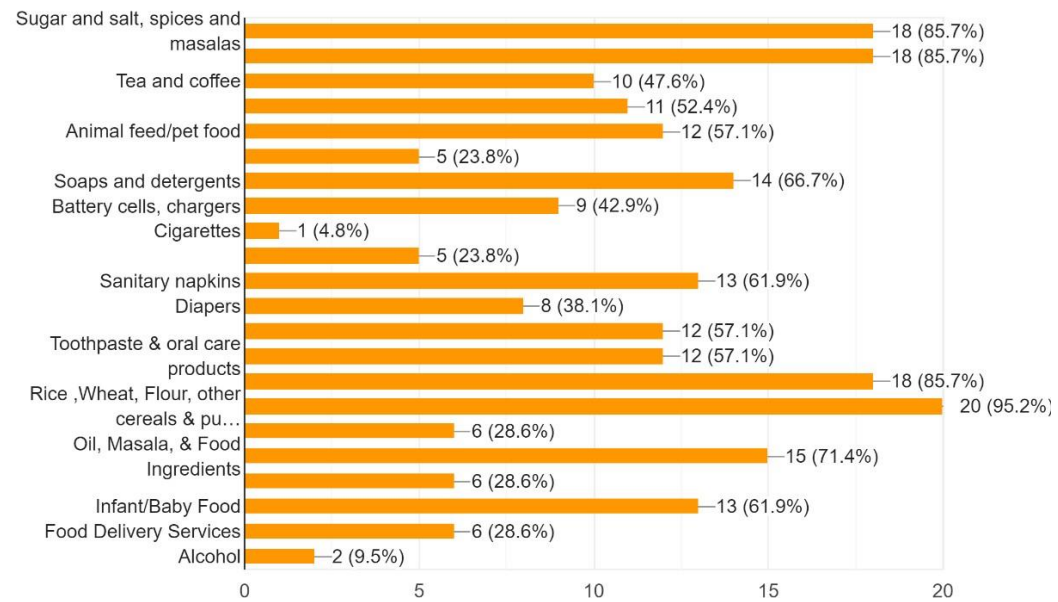
The respondents responded positively and majority of 43% had stocked up to avoid ordering from food delivery apps.

12. According to you which things are Essentials in this Lock Down.

The respondents were given a checkbox in which they chose list of essentials they feel are important and needed in the lockdown.

According to you which things are Essentials in this Lock Down.

21 responses



FORM - II

1. Name of the Respondent.

This question was asked to avoid duplicates in the data and so that we were aware of the people who were filling the forms.

2. Gender of the Respondent.

The respondents can be Male, Female or other. The study shows that majority of the respondents were male with 53.2 % majority and 45.8% were female.

3. Age of the Respondent.

The age of the respondents lies between more than 20 years and less than 30 years. The study reveals that majority of the respondents belong to the age group between 18 - 21 which constitute 41.7% followed by age group 22 -25 years with 20.8% .

4. What is Co-vid 19.

The respondents were given 4 options on their take of the pandemic Co -vid 19 where majority of the respondents 70.8 % chose that it was a global pandemic which is caused by a Virus and is easily communicable.

5. Has Covid -19 impacted marketing of Hotel Booking apps?

The respondents felt that due to the current pandemic the marketing of Hotel booking apps had taken a strong hit where 92 % strongly agreed to this statement whereas 8 % agreed that an impact was felt.

6. Which of the following you use the most for booking a flight or a hotel usually?

The respondents were asked this to know their preferred choice in hotel booking applications in this case 79. 2 % choose MakeMyTrip.

7. Do you think it has affected the Hotel Booking Apps ?

The Majority respondents 54% were agreeing to this statement whereas 30% strongly disagreed that it hasn't affected these apps.

8. In your opinion the pandemic has large scale implications on the Travel & Tourism sector in the long run?

The respondents felt that the large scale implications of Co -vid 19 on these Travel & Tourism sector and would be affecting these apps in a negative way.

9. Do you think having a Lock down during such a pandemic is a good option ?

The respondents agreed that having a lockdown during such a pandemic is a good option .

10. Within the Lockdown did you browse these travel and tourism apps?

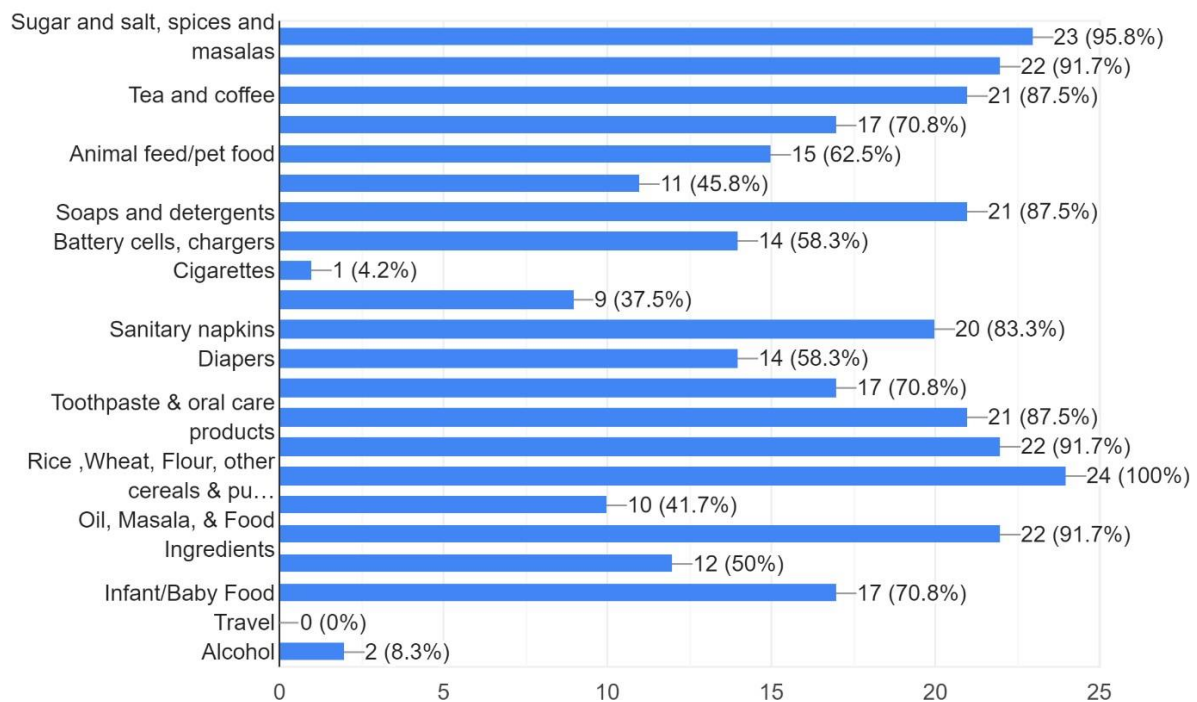
The respondents reacted negatively to this statement as majority of the respondents 62.5 % haven't browsed on these apps amid Co-vid 19 whereas only 8.3 have browsed.

11. According to you which things are Essentials in this Lock Down.

The respondents were given a checkbox in which they chose list of essentials they feel are important and needed in the lockdown.

According to you which things are Essentials in this Lock Down.

24 responses



FORM -III

1. Name of the Respondent.

This question was asked to avoid duplicates in the data and so that we were aware of the people who were filling the forms.

2. Gender of the Respondent.

The respondents can be Male, Female or other. The study shows that majority of the respondents were female with 56.4% majority and 43.6% were male.

3. Age of the Respondent.

The age of the respondents lies between more than 20 years and less than 35 years. The study reveals that majority of the respondents belong to the age group between 22 - 25 which constitute 71.8% followed by age group 25 -30 years with 20.5% .

4. What is Co-vid 19.

The respondents were given 4 options on their take of the pandemic Co -vid 19 where majority of the respondents 82.5% chose that it was a global pandemic which is caused by a Virus and is easily communicable.

5. Has Covid -19 impacted marketing of Video Conferencing apps?

The respondents felt that due to the current pandemic the marketing of Video Conferencing apps had taken a strong boom where 56.4 % strongly agreed to this statement whereas 5% agreed that an negative impact was felt.

6. Within the Lockdown has your usage of Video conferencing apps increased ?

The majority respondents told that their usage of the video conferencing apps increased drastically.

7. Have you use any of the following during this Lock Down?

The respondents were given a choice of video conferencing apps and the majority chose google hangouts and WhatsApp video.

8. Do you think it has affected the demand of Video conferencing apps ?

The respondents felt that the majority video conferencing apps demand increased drastically.

9. In your opinion the pandemic has large scale implications on Video conferencing apps in the long run?

The respondents felt that the majority video conferencing apps demand increased drastically & will have a great impact of the future.

10. Do you think having a Lock down during such a pandemic is a good option ?

The respondents agreed that having a lockdown during such a pandemic is a good option .

11. Within the Lock down did you rely on Video conferencing apps to stay in touch with your friends and loved ones ?

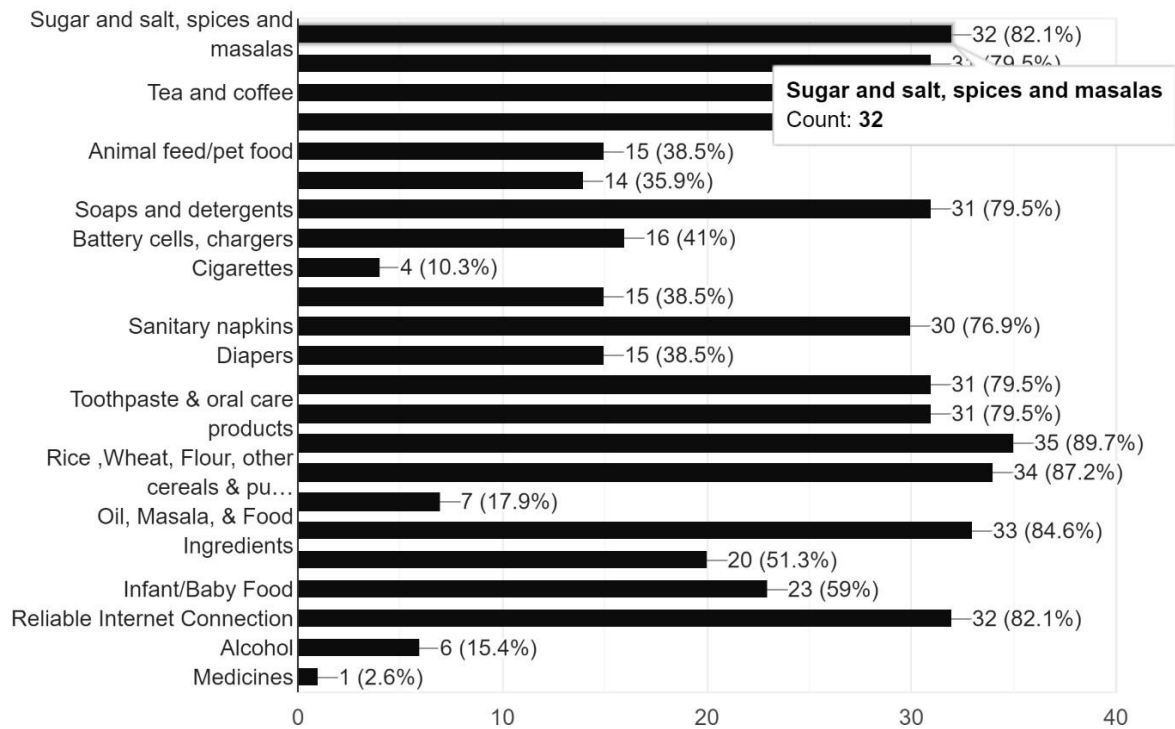
The respondents reacted positively to this statement as majority of the respondents 87 % have been using apps amid Co-vid 19 whereas only 2.6% have not used .

12. According to you which things are Essentials in this Lock Down.

The respondents were given a checkbox in which they chose 1 list of essentials they feel are important and needed in the lockdown.

According to you which things are Essentials in this Lock Down.

39 responses



FORM -IV

1. Name of the Respondent.

This question was asked to avoid duplicates in the data and so that we were aware of the people who were filling the forms.

2. Gender of the Respondent.

The respondents can be Male, Female or other. The study shows that majority of the respondents were male with 58.8 % majority and 42.2% were female.

3. Age of the Respondent.

The age of the respondents lies between more than 18 years and less than 65years. The study reveals that majority of the respondents belong to the age group between 35 - 40 which constitute 50% followed by age group 25 -30 & 30-35 years with 11 .2% equally.

4. What is Co-vid 19.

The respondents were given 4 options on their take of the pandemic Co-vid 19 where majority of the respondents 76. 5% chose that it was a global pandemic which is caused by a Virus and is easily communicable.

5. Has Covid -19 impacted marketing of E-commerce websites?

The respondents felt that due to the current pandemic the marketing of E-commerce websites & apps had taken a strong hit where 50 % strongly agreed to this statement.

6. Which of the following you use the most for ordering online ?

The respondents were asked this to know their preferred choice in E-commerce websites & applications in this case 81.8 % choose Amazon.in.

7. Do you think it has affected the E-commerce websites?

The Majority respondents 50% were agreeing to this statement whereas 13% strongly disagreed that it hasn't affected the se apps.

8. In your opinion the pandemic has large scale implications on the E-commerce sector in the long run?

The respondents felt that the large scale implications of Co-vid 19 on E-commerce sector and would be affecting these apps in a negative way.

9. Do you think having a Lock down during such a pandemic is a good option ?

The respondents agreed that having a lockdown during such a pandemic is a good option .

10. Within the Lockdown did you order from these E-commerce websites?

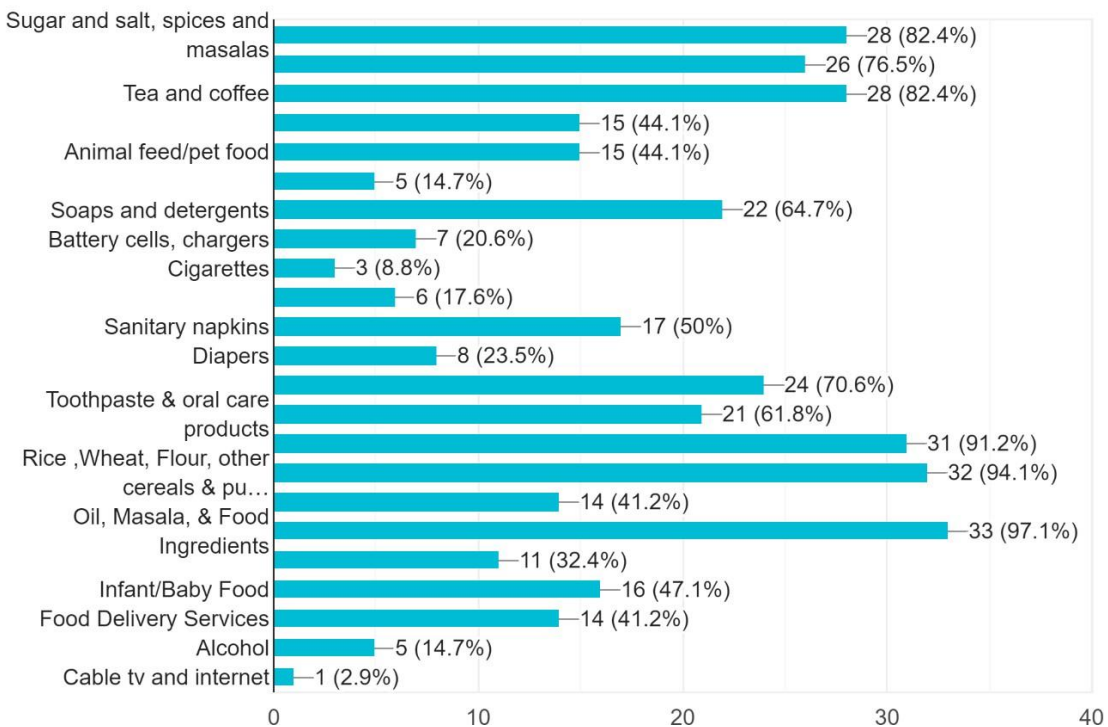
The respondents reacted negatively to this statement as majority of the respondents 53.4 % haven't ordered on these apps amid Co-vid 19 whereas only 17.6 have ordered.

11. According to you which things are Essentials in this Lock Down.

The respondents were given a checkbox in which they chose 1 list of essentials they feel are important and needed in the lockdown .

According to you which things are Essentials in this Lock Down.

34 responses



CHAPTER – 4

SUMMARY AND CONCLUSIONS

4.1 Finding

1. Majority of the respondents were aware of the pandemics and also about Co - vid 19 the current pandemic that has been going on.
2. The Majority of the respondents were male belonging in 22- 30 age group.
3. According to the questionnaires the respondents recognized Amazon, Swiggy, Google Hangouts Meet & MakeMyTrip the major players in their respective fields.
4. As per the graphs oils, Sugar, Masala, spices, wheat , flour were the major requirements for everyone.
5. The Respondents felt that majority of travel & tourism apps including hotels should not operate during this pandemic.
6. The Respondents felt that apps like Swiggy should be careful or focus more on groceries during this pandemic rather than food from restaurants.
7. The respondents also focused at the needs of video conferencing apps to focus on work and stay connected to loved ones during this time so apps like google meets were a blessing in disguise and helped a lot of business and educational

institutes.

- 8 The respondents had a similar response towards e - commerce that they should focus more on essentials during this period.

4.2 LIMITATIONS OF STUDY

The limitations of the research were as follows:

In this research, there are some limitations caused by the following reasons.

- Firstly, the main limitation of the research is generated from the small size of the sample. Under time and financial constraints, the study was performed only with a small portion of the population for the whole population. This may influence the generalizability of the samples and may get the incorrect results.
- Secondly, the selection of the survey location has limitation. Only Delhi NCR is selected for conducting the survey. Therefore, the result would be representative of the users of the specific area rather than of the target population as a whole because different cities may reflect different consumer behavior.
- Moreover, the Likert scale adopted in the questionnaire might limit the range of options. Closed questions could cause bias by forcing respondents to choose between certain alternative corresponding to their personal views on a particular subject.
- In addition, in this study, only quantitative method is used to do the research and statistical analysis is used to examine the topics. Thus, the result may be not depth enough. This also caused the discussion of findings may not so accurate and in detail.
- However, care was taken throughout the study to reduce the negative impact of these Limitations essentially the need for further research is recognized.

4.3 SUGGESTIONS

Coming to the suggestions after doing this entire research project there are certain suggestions that I would like to recommend to these companies.

The objectives before the study were these -

- To study Impact of Pandemic on Indian Consumer
- To study the impact by taking Covid-19 as a pandemic
- To provide various suggestions in this regard.

The impact on the consumers during this pandemic was huge on many levels as their purchasing power took a hit. The top preferences of a consumer changed.

All secondary items were put on hold example clothes, cosmetics ,jewelry ,luxury items whereas groceries and essentials were their top priorities.

While some choose to panic buy others preferred to stock according to the needs.

The economy also took a hit as the lockdown meant no salaries for daily wage workers and which meant the inflow of cash was less but somehow certain sectors as FMCG had a sharp rise due to the absorbent demand of groceries and other items.

The demand for video conferencing apps also have increased drastically as they have seen a 300 % more demand during this pandemic.

It has become a necessity for offices, schools & colleges to use to survive and through this research it has been proven how important it is to the consumers so google has

used this opportunity and I feel they could have done more by promoting and educating their customer regarding this as most of them were new to this domain.

Now talking about Swiggy they were doing their best before the pandemic came in but after that it became difficult after the government intervention. They did their level best with sanitations and proper temperature checks but due to the consumers avoiding foods from restaurants so they choose to deliver groceries in order to sustain their business they started Swiggy groceries which was on a trial basis and fully operational in Gurgaon and Bangalore but not in Delhi NCR which started during the lockdown which helped people who couldn't go out for groceries and essentials during the lockdown so improving on delivery radius and getting better. quality food along with proper sanitation would certainly help Swiggy in such hard times.

Amazon has also seen a setback specially because of the pandemic so using proper hygienic equipment and ensuring the employees and delivery executives remain safe by using proper equipment would be really beneficial for the company.

ANNEXURE

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ANNEXURE

QUESTIONNAIRE FOR THE SURVEY

Impact of Pandemic on Indian Consumer

Hello everyone I am Ayush Rajesh a student of Delhi School of Management ,Dtu i am conducting a study on how Covid -19 or such Pandemics affect and Indian consumer in context of Food Delivery Apps.

* Required

1. Email address *

2. Name *

3. Gender *

Mark only one oval.

Male

Female

Prefer not to say

4. Age *

Mark only one oval.

- Below 18
- Between 18-21
- Between 22-25
- Between 25-30
- Between 30 -35
- Above 35
- Other: _____

5. What is Covid-19 *

Mark only one oval.

- Global Pandemic
- An infectious disease caused by a virus.
- Communicable Disease
- All of the above

6. Has Covid -19 impacted marketing of food delivery apps? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. Which of the following you use the most for ordering food usually ?

Mark only one oval.

- Swiggy
- Zomato
- Fajos
- Uber Eats
- Food Panda
- Freshmenu

8. Do you think it has affected the Food Delivering Apps ? *

Mark only one oval.

	1	2	3	4	5	
Negatively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positively

9. In your opinion the pandemic has large scale implications on food delivering apps in the long run. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. Do you think having a Lock down during such a pandemic is a good option ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. Within the Lockdown did you order from such food delivering apps ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. Within the Lock down did you Stock essentials to avoid ordering from food delivery apps ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

Impact of Pandemic on Indian Consumer II

Hello everyone I am Ayush Rajesh a student of Delhi School of Management ,DTU. I am conducting a study on how Covid -19 or such Pandemics affect and Indian consumer in context of Travel & Tourism companies.

* Required

1. Email address *

2. Name *

3. Gender *

Mark only one oval.

Male

Female

Prefer not to say

4. Age *

Mark only one oval.

- Below 18
- Between 18-21
- Between 22-25
- Between 25-30
- Between 30 -35
- Above 35
- Other: _____

5. What is Covid-19 *

Mark only one oval.

- Global Pandemic
- An infectious disease caused by a virus.
- Communicable Disease
- All of the above

6. Has Covid -19 impacted marketing of Hotel Booking apps? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. Which of the following you use the most for booking a flight or a hotel usually ? *

Mark only one oval.

- Makemytrip
- Booking.com
- Trivago
- Yatra
- Goibibo
- Oyo
- Expedia
- Cleartrip
- Other: _____

8. Do you think it has affected the Hotel Booking Apps ? *

Mark only one oval.

1 2 3 4 5

Negatively Positively

9. In your opinion the pandemic has large scale implications on the Travel & Tourism sector in the long run. *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

10. Do you think having a Lock down during such a pandemic is a good option ? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

11. Within the Lockdown did you browse these travel and tourism apps ? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

12. According to you which things are Essentials in this Lock Down. *

Check all that apply.

- Sugar and salt, spices and masalas
- Bakery and dairy (milk, milk products)
- Tea and coffee
- Health supplements, nutraceuticals, food for special dietary use and food for special medical purpose
- Animal feed/pet food
- Cold storage and warehousing of food products
- Soaps and detergents
- Battery cells, chargers
- Cigarettes
- Hardware, Plumbing & Electricity Essentials
- Sanitary napkins
- Diapers
- Surface cleaner and Disinfectants
- Toothpaste & oral care products
- Fruits & Vegetables
- Rice ,Wheat, Flour, other cereals & pulses
- Egg Meats & Fish
- Oil, Masala, & Food Ingredients
- Package food and Beverages
- Infant/Baby Food
- Travel
- Alcohol

Other: _____

Impact of Pandemic on Indian Consumer III

Hello everyone I am Ayush Rajesh a student of Delhi School of Management ,DTU I am conducting a study on how Covid -19 or such Pandemics affect and Indian consumer in context of Video Conferencing and Social Media.

* Required

1. Email address *

2. Name *

3. Gender *

Mark only one oval.

Male

Female

Prefer not to say

4. Age *

Mark only one oval.

- Below 18
- Between 18-21
- Between 22-25
- Between 25-30
- Between 30 -35
- Above 35
- Other: _____

5. What is Covid-19 *

Mark only one oval.

- Global Pandemic
- An infectious disease caused by a virus.
- Communicable Disease
- All of the above

6. Has Covid -19 impacted marketing of Video Conferencing apps? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

7. Within the Lockdown has your usage of Video conferencing apps increased? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

8. Have you use any of the following during this Lock Down? *

Check all that apply.

- Google Hangouts
 - Zoom
 - Whatsapp Video
 - Google Duo
 - Sykpe
 - Slack
 - All of the Abopve
- Other: _____

9. Do you think it has affected the demand of Video conferencing apps? *

Mark only one oval.

1 2 3 4 5

Negatively Positively

10. In your opinion the pandemic has large scale implications on Video conferencing apps in the long run. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. Do you think having a Lock down during such a pandemic is a good option ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. Within the Lock down did you rely on Video conferencing apps to stay in touch with your friends and loved ones ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. According to you which things are Essentials in this Lock Down. *

Check all that apply.

- Sugar and salt, spices and masalas
- Bakery and dairy (milk, milk products)
- Tea and coffee
- Health supplements, nutraceuticals, food for special dietary use and food for special medical purpose
- Animal feed/pet food
- Cold storage and warehousing of food products
- Soaps and detergents
- Battery cells, chargers
- Cigarettes
- Hardware, Plumbing & Electricity Essentials
- Sanitary napkins
- Diapers
- Surface cleaner and Disinfectants
- Toothpaste & oral care products
- Fruits & Vegetables
- Rice ,Wheat, Flour, other cereals & pulses
- Egg Meats & Fish
- Oil, Masala, & Food Ingredients
- Package food and Beverages
- Infant/Baby Food
- Reliable Internet Connection
- Alcohol

Other: _____

Impact of Pandemic on Indian Consumer

IV

Hello everyone I am Ayush Rajesh a student of Delhi School of Management ,DTU I am conducting a study on how Covid -19 or such Pandemics affect and Indian consumer in context of E-commerce.

* Required

1. Email address *

2. Name *

3. Gender *

Mark only one oval.

Male

Female

Prefer not to say

4. Age *

Mark only one oval.

- Below 18
- Between 18-21
- Between 22-25
- Between 25-30
- Between 30 -35
- Above 35
- Other: _____

5. What is Covid-19 *

Mark only one oval.

- Global Pandemic
- An infectious disease caused by a virus.
- Communicable Disease
- All of the above

6. Has Covid -19 impacted marketing of E-commerce websites? *

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

7. Which of the following you use the most for ordering online ?

Mark only one oval.

- Amazon
- Flipkart
- Alibaba
- Shien
- Myntra
- Snapdeal
- Paytm Mall
- Nykaa

8. Do you think it has affected the E-commerce websites? *

Mark only one oval.

	1	2	3	4	5	
Negatively	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Positively

9. In your opinion the pandemic has large scale implications on E-commerce websites in the long run. *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

10. Do you think having a Lock down during such a pandemic is a good option ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

11. Within the Lock down did you order from such E-commerce websites ? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

12. Within the Lock down did you Stock essentials to avoid ordering from E-commerce websites? *

Mark only one oval.

	1	2	3	4	5	
Strongly Disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Agree

13. According to you which things are Essentials in this Lock Down. *

Check all that apply.

- Sugar and salt, spices and masalas
 - Bakery and dairy (milk, milk products)
 - Tea and coffee
 - Health supplements, nutraceuticals, food for special dietary use and food for special medical purpose
 - Animal feed/pet food
 - Cold storage and warehousing of food products
 - Soaps and detergents
 - Battery cells, chargers
 - Cigarettes
 - Hardware, Plumbing & Electricity Essentials
 - Sanitary napkins
 - Diapers
 - Surface cleaner and Disinfectants
 - Toothpaste & oral care products
 - Fruits & Vegetables
 - Rice ,Wheat, Flour, other cereals & pulses
 - Egg Meats & Fish
 - Oil, Masala, & Food Ingredients
 - Package food and Beverages
 - Infant/Baby Food
 - Food Delivery Services
 - Alcohol
- Other: _____