

MONITORING THE IMPACT OF COVID-19 ON THE SOCIETY AND LOGISTICS INDUSTRY

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ABSTRACT

The pandemic outbreak of COVID-19 has a severe and versatile impact on society as well as economy. It has impacted the well-being and lifestyle of the people and has radically transformed our lives. The nationwide lockdown has apparently halted the lives of 1.3 billion people and consequently we are all in isolation at our homes due to the fear of coronavirus pandemic. Logistics processes are also slowed down due to this pandemic outbreak which has impacted the economic growth as well as the entire transportation network comprising of roadways, railways, airways and waterways. In this challenging situation, there is a need to understand the impact of COVID-19 in the logistics sector and how we can respond to these crises. During this lockdown, there has been a great transformation and life changing impact. Digitization has been accepted and also has a positive outcome as there is enhancement of overall well-being of Mother Earth; Indian NAMASTE CULTURE is reviving and is lovingly adopted. It is helping us to emotionally strengthen ourselves to confront any adversity by adopting positivity. This lockdown period has encouraged revolutionary change in human behaviour. The contribution of this paper is highly relevant to assess the impact of logistics industry and also the positive impact on the lifestyle of the people during this COVID-19.

KEY WORDS : Covid -19, Lockdown, Lifestyle, Positive aspects, Logistics

INTRODUCTION

BACKGROUND

Novel Coronavirus which supposedly originated from China has creating havoc in 213 countries and Union Territories (worldometer, 2020). Government of India has been taking all necessary steps to ensure that our country is prepared well to face the challenge and threat posed by the growing pandemic of COVID-19 the Corona Virus. With active support of the people of India, our country has been able to contain the spread of the Virus far better than those nations where the situations have turned grave. The most important factor in preventing the spread of the Virus locally is to empower the citizens with the right information and taking precautions as per the advisories being issued by Ministry of Health & Family Welfare. (India fights Corona COVID-19, 2020) They include frequent hand washing, Sanitizing, wearing masks and social distancing. Our government has been announcing back to back 4 lockdowns to break the chain and stop exponential increase of virus spread which is highly communicable. Due to COVID-19 pandemic, one third of the world's population is under lockdown. Social distancing and precautions are the sole support to our rescue from life threatening virus. This duration of being in isolation at homes, disconnected from the social world is challenging and difficult for everyone to cope with. But despite hardships, trials and tribulations we witness that there is underlying evolution of humanity going in the confinement period. Advent of little microorganism COVID-19 has resulted in substantial transformation in the lives on earth. It is changing the way we live, work and communicate. The Coronavirus outbreak transformations are leading to long term changes in the lifestyle. There is no doubt that the ghastly virus and current lockdown has gruesomely shot down the global economy. Worldwide business organisations are striving to come out from the crises as we observe that some businesses are digitizing to possible extent and others are nearing shut down. But despite all negatives, there is deep rooted and unrevealed healing efficaciously going on to mother earth. The paper attempts to evidently bring forth the optimistic view to the lockdown period, to help people cope with situations with positive spirit. We aim to build psychological resilience by reflecting the silver lining of the coronavirus cloud. There has been sea change in the personal, family and social lives of individuals besides this there has been revitalization of our ecosystem. Indian economy is progressively going digital.

Personal, Family and Social lives

People are finding more self time during the lockdown period which is productively utilized for yoga, exercises, aerobics and pursuing hobbies. Those working from homes are saving travel time, no traffic jams,

hence they have more time at their disposal to watch their favourite movies, documentaries. The period has brought much needed pause in everyone's humdrum schedule to get recharged, people are out of rat race for the time being and are retrospectively over past mistakes. They are more health conscious and highly concerned about personal hygiene. They are praying, meditating for the welfare of each other.

Families are united once again as most of the people are locked at homes, people are getting to spend quality time with their families, enjoying freshly cooked food, board games are back, childlike laughter echoing at homes, playing with the loved ones and recollecting old memories are adding to the joy. We are concerned after well being of distant family members and so we are reconnecting with them more frequently.

Frontline Covid-19 workers who are a part of the essential workforce are getting observed and receiving newfound respect because they are risking their lives to help us. The Covid-19 superstars are health care providers, grocery storekeepers, Mass transit, Bankers, and everyone who has to come in contact with the people are the part of the essential workforce. We are more thankful than ever to the doctors, security forces, bankers, who are at the field to serve the nation despite the spread of the dreadful virus, thus risking their lives.

Big Boost to Digitalization

The Education sector is adopting e-teaching, the Government is also spreading crucial information regarding covid-19 prevention via official websites online, launching of AROGYA SETU APP by the government is also a digital move. Due to digitization remote working is possible by using zoom, facetime, microsoft teams, webex, google meet and other tele-conferencing platforms. Both in personal and professional life, meeting apps are playing a vital role. Zoom provides good enough interactions, face to face real time conversations. All the family members and cousins are interacting with each other at zoom wherever they are settled, spending wonderful time with each other. The transformation of the way of work (work from home) is leading all over the world to radically rethink the traditional way of working. The use of innovative digitized technology has moulded our lives in a way which was unimaginable few years back. This would have never happened pre-Covid-19. Banking has gone online as people are learning and readily shifting to internet banking to avoid physical visits to banks to follow social distancing. Digital technology has eased our lifestyle in many ways and is being happily acknowledged.

ECONOMIC GOOD

The IT sector is active as the majority of employees are working from home. Homely comfort, Parental care, Family togetherness is supplementing their work from home, Teachers of schools and colleges are imparting education online ensuring the learning isn't stopped,

Banking industry is partly active so that financial system doesn't crash, Power (Domestic power consumption) is used more (E-Paper, 2020) Telecommunication services are consumed more than before. The use of data sharing and communication apps like Zoom, Webex, Google ensured the virtual meeting keeping intact the communication among each other.

Basic food industry, grocery stores, dairy industry are still active which serve basic needs of any country. Since the industries are surviving even in the worst conditions so they are foundation pillars of any economy.

Impact on Logistics Industry

As far as the pharmaceutical Industry is concerned, earnings downgrade in the sector is likely to be the lowest among all sectors. Some stocks have witnessed earnings upgrade after gradual improvement in business outlook in the US market for the generic business. Exports account for more than two thirds of the revenue for pharma companies. Hence, increase in approvals for Indian companies, improving product mix, and favourable currency movement add to their earnings visibility. (Shyam & Naidu, 2020)

The impact of pandemic on the Global supply chain has witnessed unpredictable disruption, but we see a ray of hope by quickly adapting to the change and shifting to contactless delivery. Also amidst ongoing lockdown many businesses would create domestic supply chains and the export quality output would be made available to local consumers. The emergence of the concepts of contactless delivery is a new reality. Due to global adoption of social distancing, consumers will order delivery more often and it will expand at a rapid pace. In India, this is an immense opportunity to reform across sectors to make the notion highly efficient and competitive. The

companies would also be required to resize and rescale to penetrate global markets. The future will belong to E-Commerce and E-Pharmacies.

Logistics Industry is involved in the movement, storage and flow of goods which has affected due to this COVID-19 pandemic. Logistics companies connect by providing various services, including multimodal transportation, freight forwarding, warehousing and inventory management <https://medium.com/@AGWorldTrans/the-coronavirus-impact-on-the-freight-transportation-industry-422d67725007>

It is an integral part both within the country as well as internationally as logistics facilitates trade and commerce which is considered to be the backbone of any business to get the products to the customer at the right place and right time and at right cost.

The disruption caused due to COVID-19 pandemic, has not only impacted the logistics sector but also the impact on competitiveness, economic growth and job creation. Planning for a freight transport is a big challenge and need to overcome the impact of social, economic and environmental impact on the movement of goods (<https://www.ilscompany.com/impact-of-coronavirus-freight-logistics-industry/>). The impact of this pandemic on various industries which includes the freight and logistics industry. Logistics industry performs one of the most vital services in this interconnected world. The impact of this coronavirus Covid-19 has been seen on almost every sector but the impact on global logistics industry was worst hit. There is a decrease of 6.1 percent in gross value added by logistics industry. It varies from country to country as the estimated value is from 0.9 percent decline in China to 18.1 percent decline in Italy.

The global freight market is expected to shrink by 7.5 percent at worst in 2020 compared with 2019. COVID-19 has impacted all the modes of transportation roadways, railways, waterways and airways globally. In US rail traffic is the most affected in the month of April 2020 with 25.2 percent less carloads compare with the previous year in the same month.

In India, daily movement of trucks has collapsed to less than 10 % of normal levels. According to All India Motor Transport Congress, an umbrella body of goods vehicle operators representing about 10 million truckers. Road transport accounts for about 60% of freight traffic in India and 87% of its passenger traffic (Ministry of Road Transport and Highways).

The freight forward market in North America is expected to contract by 12.1 percent in seaways and 9.5 percent in airways in 2020 in comparison to previous year.

The air freight volume has globally declined by 19 percent, which was a worst hit to the aviation Industry. In March 2020, Total freight volume is declined by 19 percent.

(Mazareanu, Jun 3, 2020)

Amelioration of Environment

The world largest lockdown due to coronavirus is having a dramatic impact on pollution in India. **Air pollution** has noticeably reduced in New Delhi/ dropped by almost 60%. The data shown in Delhi, recorded much lower levels of harmful particulate matter PM 2.5 and PM 10 and other components like NO₂ which is released by vehicles and power plants. Sky is also clearing up and visibility is increased. **Water** is cleaned once again. All water of the sea and rivers is cleaner and clear. The coronavirus pandemic has broadly affected the energy market all over the world. There is decline in the global oil demand. **Wildlife** and **Marine** life is rejuvenating. Migratory birds are returning to lakes and over water bodies. Nature is healing while people are prohibited from outdoor movements.

Boosting Localism

This lockdown due to coronavirus has inspired more of family time and local time among the millions of people. They spend more time on screen, playing, board games with their family and spending quality time with their kids.

The lockdown due to COVID-19 has radically transformed our lives. Prevention and containment strategies are followed all over the world. This pandemic has redefined the way we live and exist. It has created new norms. The consequences has made transformation in our personal and professional lives.

Work from home has offered a unique opportunity for work life balance as it has reduced time spent on commuting and thus enhanced productivity.

OBJECTIVES:

To find out the factors which are affecting the well being and lifestyle of the respondents during lockdown due to Covid-19.

RESEARCH METHODOLOGY

The participants in this study are from different age groups and from different professions; the data to conduct the study was collected through a structured questionnaire based survey using online mode/sources.

A total number of 210 completed questionnaires were collected with the help of simple random sampling techniques to achieve study objectives.

Case Processing Summary

		N	%
Cases	Valid	210	100.0
	Excluded ^a	0	.0
	Total	210	100.0

Lifestyle behaviour changes were considered by taking 32 statements and the statements were based on the variations in the way of living during and after the lockdown period due to COVID-19. A five point Likert scale (1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5=strongly agree) was taken to conduct the study.

DATA ANALYSIS

Figure -1 depicts that the sample includes mix of male () and female (-)

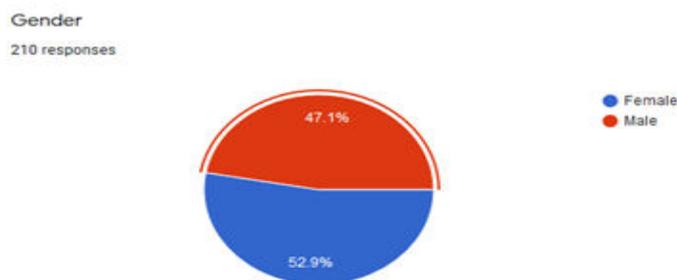


Figure -2 shows the age group of respondents ranging from 20 years to above 50 years.

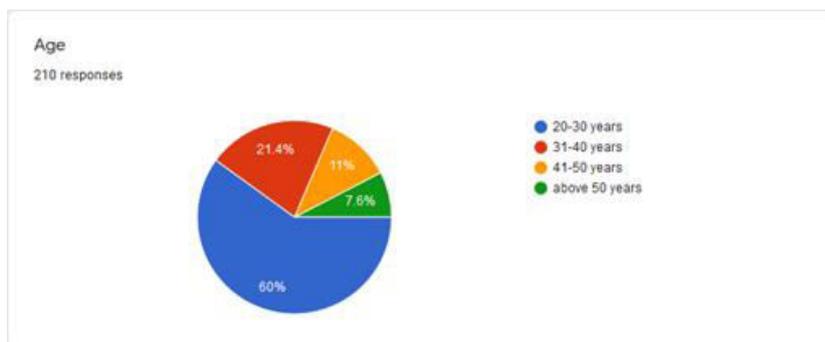


Figure 3 depicts the designation of the respondents, where 65.1 % are the professionals who are working as an employee or in profession or having business.

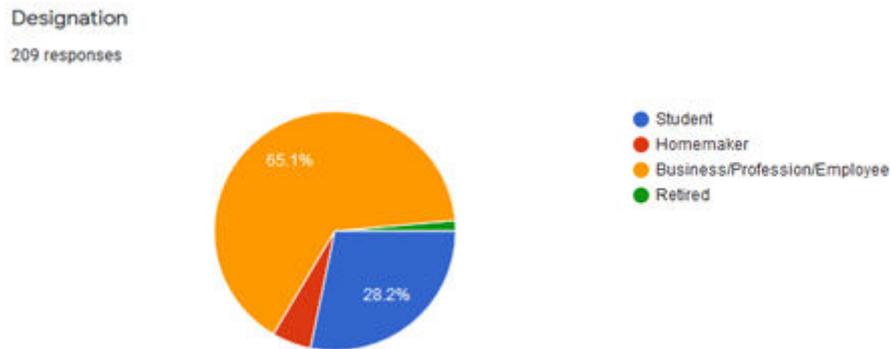
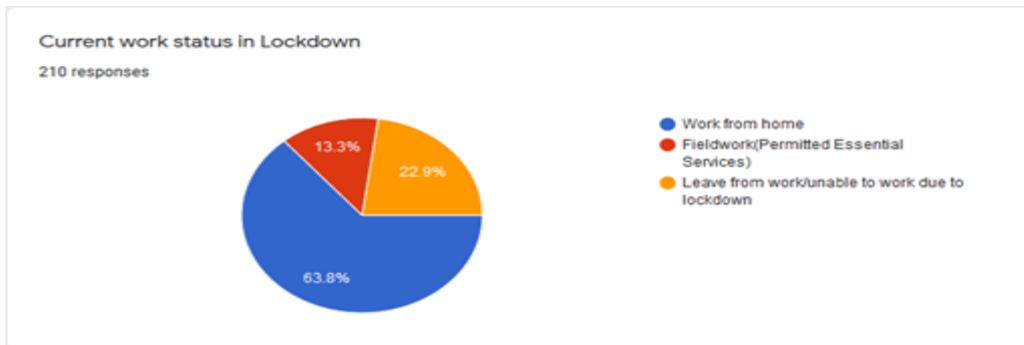


Figure 4 depicts the current work status in lockdown



It can be seen from table 1 that from the data passed the test of reliability. The Cronbach’s Alpha value is .908 which lies above the threshold level recommended by (-)

Hence the above results confirm the reliability test and internal consistencies of data.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.908	.912	32

Table-2 exhibits sample adequacy by using KMO Bartlett’s Test was done and results were found to be appropriate for conduction of Factor Analyses. KMO and Bartlett’s Test showed a value of 0.848 which is considered as good with respect to social science researchers. It proved that data structure is suitable for factor detection.

Table 2 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Adequacy.	Sampling	.848
Bartlett's Test of Sphericity	Approx. Chi-Square	2817.721
	df	496
	Sig.	.000

The exploration of factors, principal component analyses was used. Varimax Rotation extracted 8 factors and cumulative variance explained by these factors is 62.35%, which is considered good for the study.

Table-3 exhibits the total variance explained and cumulative variance is 62.35%.

Table 3 : Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.783	27.448	27.448	8.783	27.448	27.448	4.005	12.514	12.514
2	3.226	10.081	37.529	3.226	10.081	37.529	3.277	10.242	22.756
3	1.762	5.507	43.037	1.762	5.507	43.037	2.644	8.264	31.020
4	1.454	4.544	47.581	1.454	4.544	47.581	2.507	7.833	38.853
5	1.313	4.102	51.683	1.313	4.102	51.683	2.162	6.755	45.608
6	1.200	3.749	55.432	1.200	3.749	55.432	1.871	5.845	51.453
7	1.117	3.490	58.922	1.117	3.490	58.922	1.849	5.779	57.232
8	1.097	3.428	62.350	1.097	3.428	62.350	1.638	5.118	62.350
9	.989	3.090	65.440						
10	.911	2.848	68.289						
11	.809	2.527	70.816						
12	.802	2.505	73.321						
13	.692	2.162	75.484						
14	.680	2.125	77.609						
15	.660	2.062	79.671						
16	.606	1.893	81.564						
17	.583	1.823	83.387						
18	.531	1.659	85.047						
19	.515	1.608	86.655						
20	.490	1.530	88.185						
21	.462	1.445	89.630						
22	.427	1.335	90.965						
23	.408	1.275	92.240						
24	.371	1.159	93.399						
25	.347	1.085	94.484						
26	.335	1.047	95.531						
27	.312	.975	96.506						
28	.280	.875	97.381						
29	.267	.835	98.216						
30	.231	.721	98.937						
31	.195	.611	99.548						
32	.145	.452	100.000						

Extraction Method: Principal Component Analysis

The results of Component Matrix are shown in the following tables indicate 32 statements of lifestyle behaviour have been reduced to 8 extracted components. It is found that all the variables have significant factor loading to only one factor and insignificant factor loading to other extracted factors. The component matrix of the

statements related to lifestyle changes using .50 as cut off points for factor loading, for naming of the factors so we get the following factors.

Table 4: Factor1 Self-Care

S no.	Statement	Factor 1
2	More Self time or Me-time in daily schedule	.779
3	Added time to pursue Hobbies (Listening Music, singing, dancing, reading, writing etc.)	.703
4	Sufficient time for Leisure and self-care(yoga, exercise, aerobics)	.661
6	Enjoying and recollecting old family memories	.631
11	Ample time for family, contributing towards sense of togetherness	.514

Source: Primary Data

Table 5: Factor 2 Environmental

S No	Statement	Factor 2
13	Enjoying home-made freshly cooked food	0.503
22	Telecommunication services are used more, and Domestic Power Supply is in more demand	0.571
23	Sectors providing basic products and services (Food Industry, Grocery stores, Dairy Industry) are active in Economy	0.694
25	Ramping down of human activities appear to have had positive impact on environment	0.647
26	Air Quality is improving, Rivers are cleansed, Nature is being replenished	0.666
27	Enhancement of overall-well-being of Mother earth	0.528

Source: Primary Data

Table 5: Factor 3 Home-Care

S No	Statement	Factor 3
14	Revival of Board games(Ludo, Carrom etc.) and echoing laughter at home	0.501
15	Involved in deep cleaning of houses	0.709
16	De-cluttering(removing unnecessary things) of homes	0.774

Source: Primary Data

Table 6: Factor-4 Resilience

S No	Statement	Factor 4
28	We have become more self-dependent	.784
29	We are emotionally strengthening to face diversity by adopting positivity	.705

Source: Primary Data

Table 7: Factor-5 Digital Trend

S No	Statement	Factor 5
19	We are readily accepting Digitalisation	.605
20	We are learning and using new information and communication technologies(E classrooms, Webinars ,Surfing,Networking ,E banking ,Conferencing ,E Meetings)	0.651
21	Education Sector is digitized to possible extent	.530
30	Developing sense of gratitude/thankfulness	.504

Source: Primary Data

Table 8: Factor-6 Health & Hygiene

S No	Statement	Factor 6
7	Exploring hidden skills like cooking	.527
8	More conscious about Health and Hygiene	.760

Source: Primary Data

Table 9: Factor-7 Civilization

S No	Statement	Factor 7
18	Realizing importance and hardship of tirelessly working professionals(Doctors, medical staff, Educators, bankers, police and other security forces)	.681
31	Indian Namaste culture is lovingly adopted	.564

Source: Primary Data

Table 10: Factor-8 Transformatory factor

S No	Statement	Factor 8
1	Great Transformative and life changing impact	.700

Source: Primary Data

CONCLUSION

Paper contributes to the understanding of the transformation of the lifestyle changes during lockdown due to COVID-19. There was a positive impact on lifestyle during COVID -19 but it was negative impact on Industry.

Factors were explored with the help of statistical techniques used and were named as (Self-Care, Environmental, Home-Care, Resilience, Digital Trend, Health & Hygiene, Civilization, Transformatory factor)All factors were found to be significant in monitoring the positive changes and its impact on the lifestyle during COVID-19.Majority of the respondents agreed that they have more time to love,care and nourish themselves as well as ,family.They admitted that they have adequate time to take up hobbies, enjoy the movie,documentaries which were kept on hold from long due to hum-drum schedule . Long lost Namaste culture is getting impetus, it is an honour that our exclusive traditional greeting style is back.Nature is healing.Amidst the egregious situation of widespread pandemic we tried acquainting the respondents of the unrevealed positive transformation which going on certainly towards betterment of humanity, and mother earth.As a preventive measure respondents are habituating to healthy lifestyle and are becoming utmost conscious about hygiene like frequent handwashing, using masks, social distancing which will be certainly followed for long time in future as well and will be protecting them from communicable diseases. Respondents

are comparatively more conscious and respectful towards self and people around, they are recognizing the field warriors like the medical team, security forces who are 24/7 on duty to safeguard our lives.

Our study has some practical contributions also. We strongly recommend that the people should adopt an optimistic outlook and accept the situations, it is only then we can be psychologically resilient, emotionally stable and calmly handle the situations around, because it is not the strongest and intelligent who will survive but those who would adapt to the change. Living a life with positivity and balance of mind that gives you a feeling of pleasure, achievement and closeness so maintain balance in your life.

The disruption caused due to COVID-19 pandemic, has negatively impacted the logistics sector but also the impact on competitiveness, economic growth and job creation. Planning for a freight transport is a big challenge and need to overcome the impact of social, economic and environmental impact on the movement of goods. Logistics industry performs one of the most vital services in this interconnected world and is greatly affected.

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