

Permission
granted

Sd/-
Principal
CITY COLLEGE
KOL-9



To
The Principal
City College
Kolkata - 700009

Sub : Permission for one day Student field survey

Sir,

With due respect we want to inform you that the department of **Economics** has planned for 'Field Survey' for all the students (Honours) of the department. We are planning to give the students a hands on experience of planning, collecting, analysing and presenting field survey as an integral part of their curriculum. For that, we want to carry out a "Livelihood survey, pre and post-pandemic of the book selling industry". For our primary data collection, we plan to interview 100 -130 booksellers in College Street area as that is very close to our Institution. On 27.04.2022 (Wednesday), we plan to start our first set of interview. In the regard we are seeking your permission for this student activity. We will be obliged if you grant the absence of teachers and students on that day in college.

Thanking You


HoD, Department of Economics

An Economic Survey Report

The Covid-19 outbreak is playing havoc across a spectrum of livelihoods all over the world, business is a part of that. One of the worst affected segments is the book trade. Since the e-commerce boom, the number of physical book shops around the globe is dwindling. Google Trends data shows that searches for books due to pandemic were relatively higher compared to pre-pandemic across countries. As visits to physical stores were restricted, and many book shops were running low on money, consumers went online to shop, causing online purchases to grow higher and higher.

Our study of book selling industry is of particular relevance with the spread of the COVID-19 pandemic and the increasing importance of e-commerce. **The purpose of this study** was to assess the changes in livelihood pattern of booksellers due to impact of pandemic on e-commerce, which can help to propose a better way for improving the livelihoods of book sellers against the background of the COVID-19 pandemic.

The primary survey has been conducted on **69 book sellers in College Street area**.

31 students collected data from these book sellers following the primary survey questionnaire prepared.

Aim of the study is to focus whether average number of book sales per day has been hampered due to pandemic among the book sellers.

This particular area was selected for various reasons. Firstly, proximity as this area is very close to City College. Apart from City College, many other educational institutions including colleges, schools, universities are situated in this renowned '*College Street Boi Para*', this book town is the paradise of book lovers which instigates to choose *College Street* as a study area for primary survey. **Though the study is mainly focusing on the sales of study books** which is mainly seasonal but other fiction and non-fiction books are also considered to get the scenario of the per day average. Amazon and Flipkart pose an extremal threat to small bookstores.

For now, bookstores are themselves leveraging technology to reach loyal readers. During lockdown most of the orders comes from WhatsApp. Clearly, bookshops are being forced to innovate new avenues for them. sales in this area during the pandemic

and posits a conclusion through the comparison between pre- and post-pandemic situation.

Here are the primary findings. Data reveals a crucial fact that average number of books selling per day falls significantly among those sellers who had no online payment mode facility or cash on delivery facility in pandemic situation.

Few sellers uphold the facts behind maintaining more or less same sales scenario. They are able to maintain the sales target through the online selling as they have own book store website or they are connecting the customers through the WhatsApp.

Some brick-and-mortar book sellers dismissed the threat of e-books, arguing they continue to remain a niche segment but smaller bookstores face a tougher challenge.

Along with e-books, online market places such as

In conclusion, whatever may be happening worldwide, the new kinds of research, methods and technologies learned during the pandemic are not temporary but are being confidently implemented and opening up a new space for managing online consumer behaviour. Book sellers must focus on the digital capabilities of their consumers and clearly identify where they need to gain their trust. Each of the trends above has accelerated significantly with the onset of the pandemic.

Traders have to follow the trends with consumers simultaneously. As research shows, the cumulative impact of the pandemic on consumer behavior has significant implications for business.

Traders can no longer defend their pricing policies with factors that no longer have a benefit and are not crucial to a consumer in the new reality.

Though the '*College Street Book Town*' exists due to its flavour of traditional face to face interaction between sellers and consumers but to sustain in this pandemic situation most of the book traders had to follow the trend of online selling.

