

Pandemic effect: Online shopping...

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adherence to guidelines. Safety and hygiene of the customers are the top priority. "Visitors look for reassurance and visible safety here. Consumers are wary but they still have needs. Hence, we have adapted to the new normal to make sure patrons feel safe while shopping," An official at the Lifestyle store in Viva Collage mall was quoted as saying.

While sale of masks with matching outfits have gone up, the lack of buyers is not

the same as before. The closure of eating joints and cinema halls has massively affected the customer count. Only essential items are being sold in good numbers these days.

Likewise, joint managing director of MBD Group, Sonica Malhotra Kandhari, says, "Retail business started in the unlocking phase; we have seen growth in sales and footfall now after Unlock 3.0. Retailers & Mall patrons at MBD

we hire workers to deliver it on their doorstep," he shares.

In a bid to make up for the loss, the retailers have also slashed the prices of garments. "We have cut prices by 30-50 per cent," Papneja tells.

A visit to shopping malls is no longer the same. The entry is granted only after strict