

Original Article

After Covid -19 Pandemic-: E-Commerce Revolution in India Gets its Second Wind

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Received Date: 19 January 2021

Revised Date: 24 February 2021

Accepted date: 26 February 2021

Abstract - COVID -19 pandemic prompts an E-commerce it can throw the Indian economy and as commercial activities are a boost in INDIA. It gets its second wind in E-commerce activities after the COVID-19 pandemic. After the declared lockdown on 25th March 2020 by the government, only one sector is growing rapidly in that period “Essential” and “online transaction.”

Essential means our daily needed things which were necessary for live and online transaction is where face to face meetings are not necessary, and payment becomes easy to anywhere and any time in lockdown period when the government asked: “STAY HOME.”

No one can go outside and travel anywhere to fulfill their desire demand, but their desires are flourishing through E-services which blended for our damage. E-commerce helped consumers of Metro and Non-metro cities to buy their daily needed product at home in that period also increase viewership for videos and events and rise of video conferences on social media because of social distancing. At that time government forces to use cashless transactions by use of smartphones.

In this paper, we discuss after the COVID-19 pandemic E-commerce uprising in Indian Metro and Non-Metro cities gets its second wind, their growth and also impact of the pandemic in various sectors like digital marketing, cashless transaction, Consumer behavior, Consumer Demand, etc. has changed their major policies.

The paper mainly focuses on the pandemic situation in India and after post -crises E-commerce companies growth and their revenue addition and their growth in several sectors; it helps us to understand the growth and challenges faced by consumers and E-commerce.

Keywords - E-commerce, COVID-19, Pandemic, Essential, Online transaction, Second wind, Consumer behavior.

I. INTRODUCTION

The E-commerce sector was flourishing after COVID-19 rapidly in Metro and Non-Metro cities in India. COVID -19 has caused a modulation in E-commerce reach everywhere its convenience. Consumers in development economics have made a substantial transfer to online

shopping. During the pandemic, online consumption habit in India has changed significantly with a greater proportion of internet user buying essential products such as food, cosmetics, clothing, and medicines potable COVID-19 is blowing again many aspects of carefully webbed society such as food industries, hospitality tourism automobile navigation, and many more. E-commerce and digital transaction are the most usable domain these time, and an entire business organization will change their working pattern their employees flow their work from home with the help of V.C (Video call).

When the traditional street-side business has completely shut down, they can be taking their online business people also switching from malls and supermarket to E-commerce for their necessary commodities companies like Big Basket, Amazon, Walmart, Flipkart, Snapdeal, Myntra, Grofers Paytm mall Reliance mart, etc. companies work, and growth of convenience movement for business size and they delivered at your doorstep shopping habit, and consumer behavior is changing rapidly.

Some E-commerce seller are adding soaps, sanitizer, and other hygienic products to increase their consumer demand to COVID-19, forcing many people who previously deal on their street’s Kirana shops, malls, and supermarket for essential and Non-essential products to huddle the growing via E-commerce an order volume growth of E-commerce is 17% as of June 2020

II. A PERMANENT GEAR CHANGE GROWTH OF E-COMMERCE IN METRO AND NON-METRO CITIES

The COVID-19 is widely known for second wind and kickstarting of

E-commerce in Metro and Non-Metro cities in India. E-commerce rapidly increases their services for the consumer during covid-19 when govt. say “STAY HOME” than E-commerce expands their services it can migrate the business from offline to online channel when digital revolution begin and expanded rapidly according to modern era then COVID-19 crises will result in a



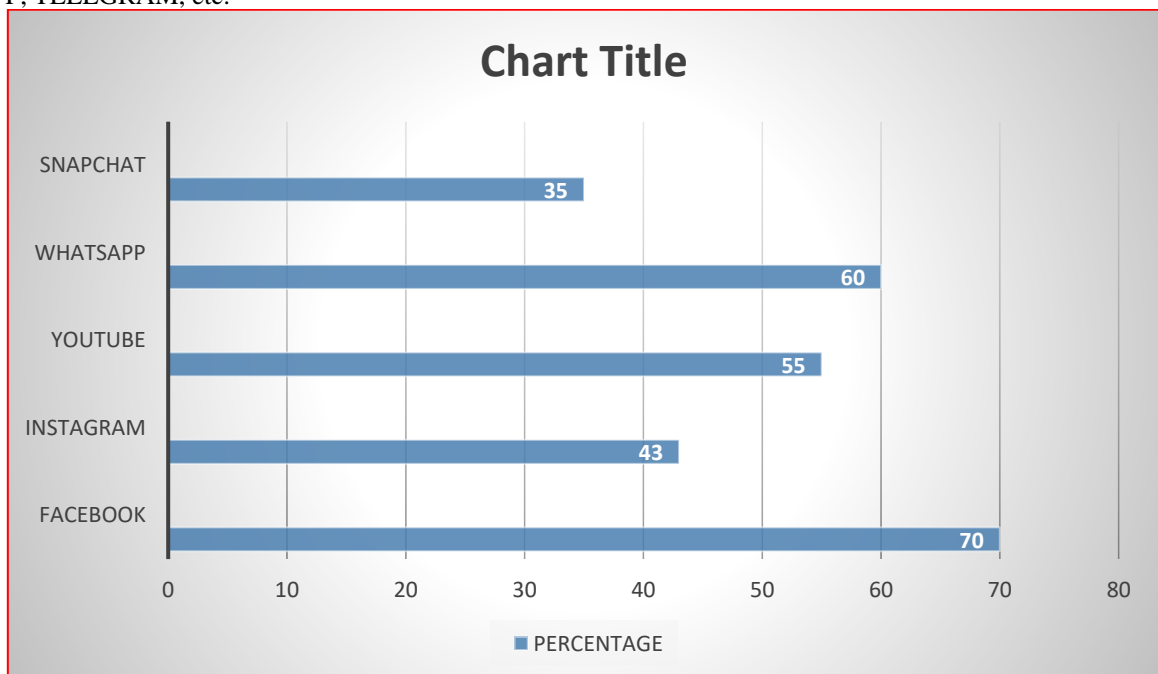
permanent change to our shopping and consumer demand its change their gear as like as-

1. E-commerce facilitates. Elderly consumers who have aged are 65 years and above pandemic change their shopping and payment habits digitally.
2. COVID prompt to online transaction quick as lightning.
3. Upgrade supply chain and fulfillment via e-commerce. They can improve their fast -last-mile delivery and easy return.
4. The risk of pandemic blowback leads to continued social distancing, and E-commerce helps us.
5. Evolution of technological platform in that time we strength our technological platform.
6. New shopping habits increase via the rapid growth of mobile devices is making it easier than ever to browse and shop online and pay online easily.

A. Social Media Role in E-Commerce Platform

Social media play big role to promote E-commerce platform when people stay at home due to COVID -19 then E-commerce arrive their services and promote them through social media like FACEBOOK, INSTAGRAM, WHATSAPP, TELEGRAM, etc.

- (A) According to E-marketer, Facebook saw a 70% increase in usage of all of its app after march month. People are using these apps for entertainment, transfer information, E-commerce, and many more they spend more time on Facebook while they at home.
- (B) Many E-commerce businesses expand their businesses through social media. They can engage the customer to show various E-add through social media.
- (C) People engaged in the various channel for different content E-commerce promote their product via entertainment channels like Tic Tok, Snac Video, Snapchat, etc. these channels are a big source of entertainment and fun only Snapchat saw 47% in usage that time Tic Tok also increased and well-promoted E-commerce but soon they banned in India cause of govt order.
- (D) Social media helped E-commerce businesses to know their consumer knowledge -in-depth as some common information as common answer question such as age, location, Gender, Basic interest income level, etc. this information help to easily find out the consumer thought and feelings.
- (E) Industry experts say that E-commerce is keen to ramp up its presence in various sectors using a combination of tactics. This includes using the tie-up with social media to increase the order flow.



*source: effects of Covid -19 on online shopping 2020

Fig. 1 Ads in social media inspire online consumer most

III. REVIEW OF LITERATURE

After COVID-19, we cannot think of our existence without E-commerce. In this section, we try to explain some previous literature for this research about the research that COVID-19 has the reason for E-commerce growth.

1. Vikram P. Bhalekar April(2020) analysis in Novel Corona Virus pandemic Impact on Indian Economy, E-commerce Education, and employment explained the pandemic impact on the Economy, E-commerce throw commercial activities are a boost in everywhere metro as well as non-metro areas .
2. Anam Bhatti, Hamza Akrum, Ahmed Usman khan June(2020) analyze in E-commerce trends during COVID -19 pandemic top retail E-commerce websites in pandemic increase.
3. A Bain & company -PRICE survey of 3000 household across their geographic area and their income group this survey was conducted lockdown period between April to June, revealed 13%buyers who's first time shopping through online and while more about 40% buying more online.
4. Mansour Abdelrhim, Abdullah Elsayed (2020)June 7, explained in The effect of COVID-19 Spread on the E-commerce market: The case of the 5 largest E-commerce companies in the world, the percentage of the effect of COVID-19 spread varied from one company to another depending on the country to which it belonged to another.
5. Pandey and Parmar (2020) aimed to investigate the various factor which is affected consumer behavior while online shopping in their study, various factors as are a social factor, consumer experience while shopping online, knowledge of using the internet, social media user sales promotion schemes, payment option, delivery time period and sales services.

IV. OBJECTIVE OF THE STUDY

The objectives set for the present study are:-

1. The basic objective of the study is to find out the growth which the idea has received along with its impact in various sectors.
2. To find out consumer behavior changes during COVID -19
3. To find out the effect of implementing E-commerce and analyze the future prospects.
4. The find out the effect of E-commerce a services in various sector and impact on Metro and Non- Metro areas.
5. To analyses the present trends of E-commerce and growth rapidly after COVID -19.

V. RESEARCH METHODOLOGY

The study is incorporated by extensive primary and secondary data. Secondary data has been conducted to refine the available data; the study includes analysis of the growth of different sectors and the effect of COVID -19 on the E-commerce industry of each respective region.

The study is descriptive, quantitative, cum analytical in nature. It's a blueprint of the various elements of the study and research objectives and the set of methodologies adopted to achieve those objectives.

A. Collection of data

In every statistical investigation, the first thing is the collection in content method, structured questionnaire, and survey method, collected data will be edited, coded, classified, tabulated and will be analyzed by micro soft excel.

B. Primary data

Data will be collected from the consumers who buy online.

C. Secondary data

Data shall be collected from newspapers, research papers, articles, news blog company websites, surveys earlier conducted by E-commerce companies.

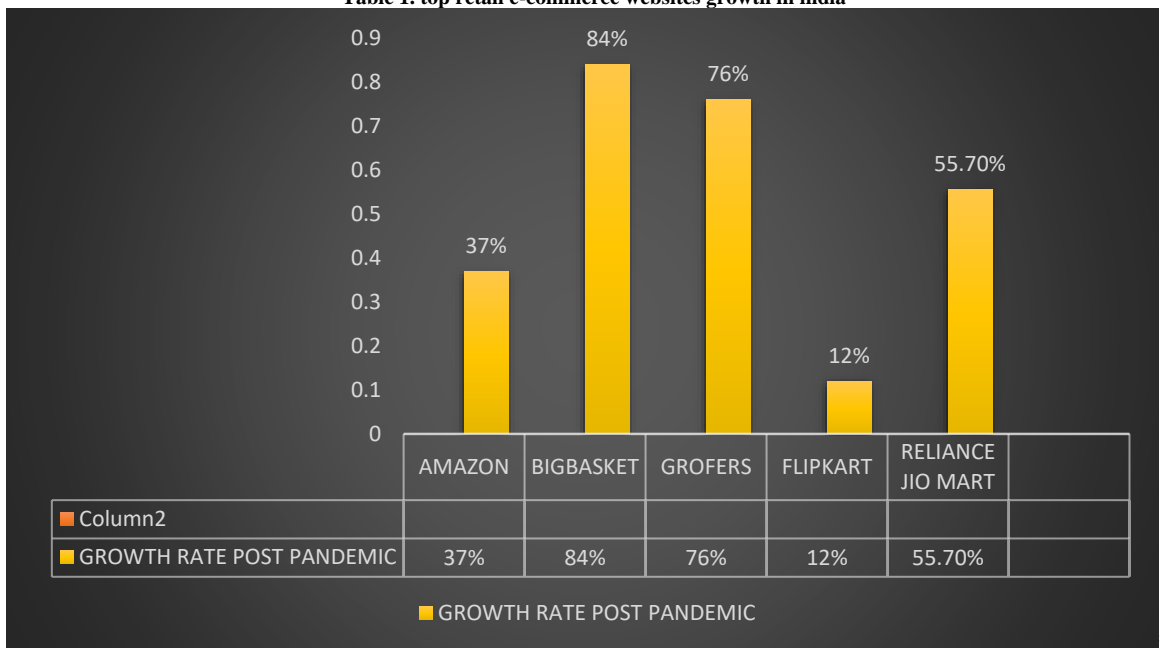
The study will serve as a source for 360 -degree analysis of the various sector thoroughly integrating different models.

D. E-commerce growth in several categories after covid -19

1. Amazon India has seen 3x growth in the gourmet product.
2. Walmart owned Flipkart, which has seen a 9x spike in no. of seller MSME's resuming business; their demand has doubled for mobile phones, laptops, tablets, and television.
3. Raise demand for kitchen appliances like Blenders, Microwave, etc.
4. Flipkart sellers also see a significant increment in the demand for Fans, A.C, Air cooler, etc.
5. Kidswear and Toy categories are also doing well after lockdown.
6. There is 1.5x raise growth in mobile, trimmer, laptops, and other electronics compared to pre-COVID.
7. Flipkart spokesperson said there is very good growth in women's sleepwear and other clothes.
8. Health supplements, a traditional product like Chyawanprash and Herbal products like fish oil amla juice, herbal tea, green tea spices, etc.

9. Reliance Jio mart will capture 50% of India’s online grocery market.
10. At Maruti Suzuki India Ltd, the country's largest vehicle maker seems customers booking for cars increased by 17% to 18% after COVID-19, especially before the Diwali period.
11. Online grocery sales shifted in high gear as lockdown took effect, and sales will grow 40%.
12. Nike has increased their digital sale by 30%, E-commerce apps being particularly well integrated.
13. Nykaa, which is betting big on fashion and seen its sales, had recovered by over 90% compared to pre COVID level.
14. During crises, also sales grow in a luxury category like perfumes, skincare brands grow from 15% to 19% overall GMV sold.
15. 79% of Kirana owners in Non-Metros and 50% in metros said new consumers are starting to visit their stores after lockdown.
16. 65% growth in brands establishing their own websites, which led to an increase in self-shipped orders. Brand websites have witnessed 88% order volume growth.
17. Snapdeal, demand in Non-Metro areas has grown faster, and sales are growing about 65%
18. 30% decrease in the return rate after starts E-commerce work at COVID -19 time.
19. More than 80% of the order have come, and demand is highest from Non-metro and Metro areas.
20. From mid-May 2020 to June 2020, value transactions through UPI and BHIM have recouped to 122 % and 91% of their January 2020 levels, respectively.
21. According to R.B.I of India Data, mobile app-based payments touched 20,919.08 crores in September.

Table 1. top retail e-commerce websites growth in india



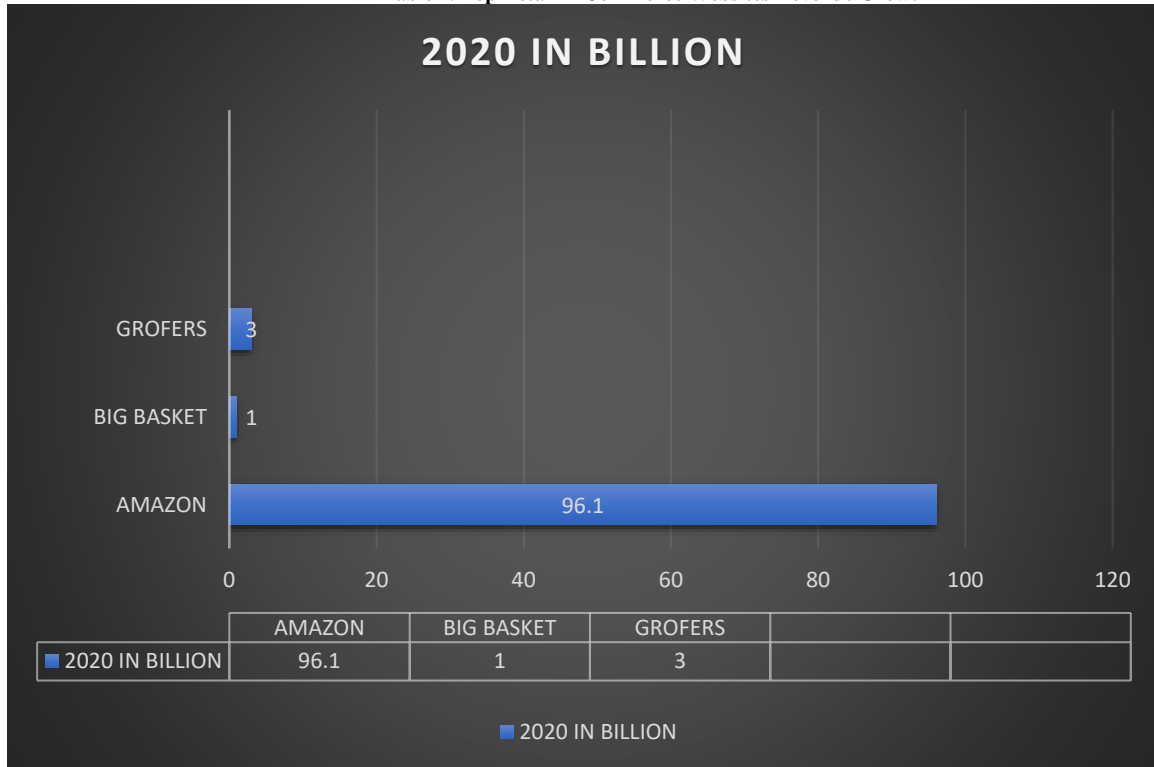
source: company data, Industry information September 2020

Table 1 shows top retail E-commerce website growth in India after COVID-19. All companies sold our necessary needs products Amazon growth 37% with fulfillment and logistics capacity to serve essential products as household staples, packaged food, health care, hygiene, etc. Amazon has seen a surge in order during the crises. BigBasket grew rapidly after COVID on 25th march. The big basket had following their message “We’ll be back soon” Bigbasket sold only grocery products after lockdown. Their growth rate is at 84%, and their demand

increases. Grofers, a rival had a similar kind of msg as” Due to the sudden rush, we have stopped services in many locations, but we will be returning soon and increase our work ” at lockdown time when online services stop by govt, and they can prove their message after COVID their growth rate is 76% after lockdown there is very well growth in reliance Jio mart at 55.70% on E-commerce and Kirana to drive consumption for grocery unit Walmart also seen growth at 12%

It sold various products in various sectors.

Table 2. Top Retail E-Commerce Websites Revenue Growth

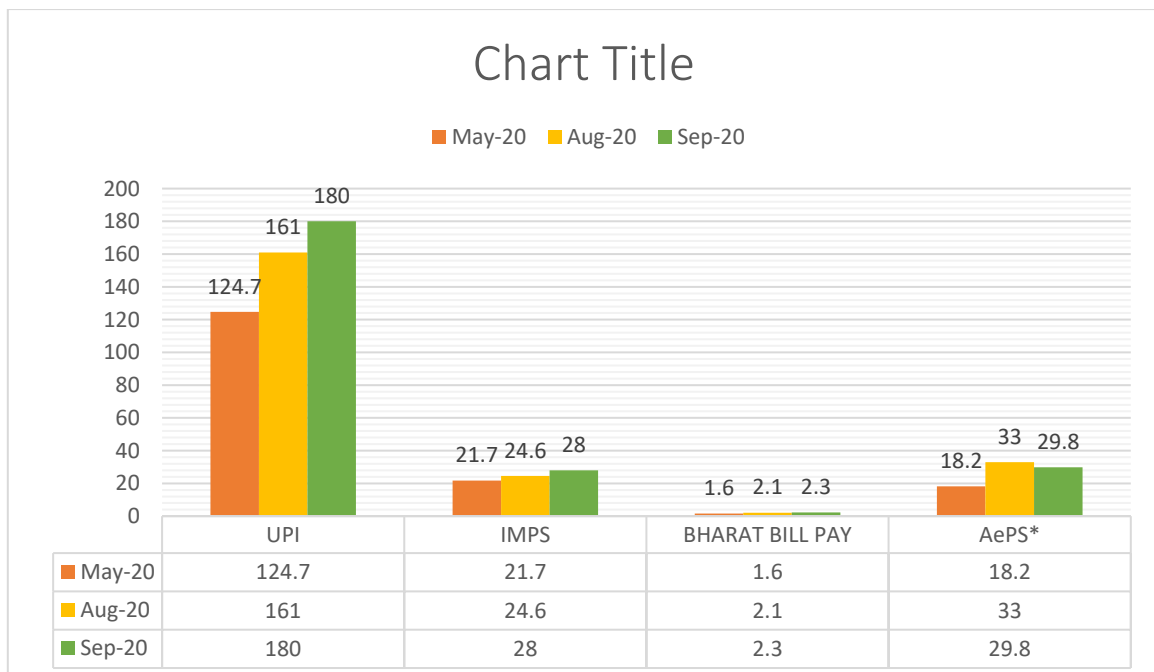


Source: Data compiled September 2020 Company data, industry information

Amazon is one of the leading E-commerce players in our country and the world. After COVID, it had seen a rise in order and raising also overtime pay for their working in its warehouse their revenue increase by 96.1 billion in 2020. A grocery seller Big Basket raise its revenue by 1 billion, and Grofers raise their revenue by 3 billion after COVID-19. After all, we believe in retail,

”jo dikhta hai, who bikta hai !” others E-commerce companies also raise their revenue and increase their demand in the metro as well as non -metro areas after covid-19 as Walmart, reliance mart, snapdeal, home shop-18, etc.

Table 3. Digital Payment Upi And Imps Payment, Too Grow In Popularity

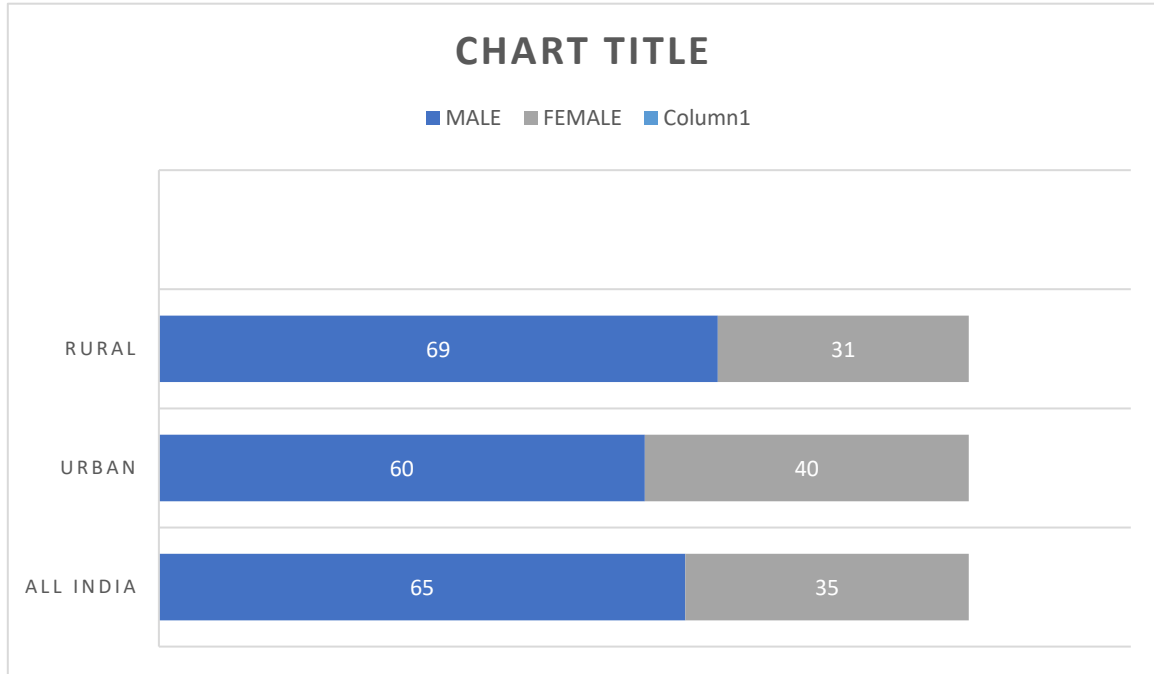


Source: RBI, NPCI March to September 2020.

After COVID, our payment pattern also changed consumer behavior, greater the adoption of digital payment as compared with the previous year. Data from NPCI reveal that E-payment is back after COVID people prefer contactless payments. RBI data reveal that people were avoiding cash cause of virus spreading through the touch

of paper money UPI platform grow in September against 161 crore transaction in august. The immediate payment service also raised in September to 28 crores. Similarly BBP, Bharat Bill Pay scored highest to 2.3 crores in September. AePs also grow in September month to 29.8 crores.

Table 4. Internet Usres In India



SOURCE : IAMAI/Nielsen

INDIA 2nd largest internet user in the world, the first time India has more internet users in rural areas than in urban areas. The report was updated after lockdown by the internet, and the mobile association of India (IAMAI) and Nielsen showed rural India had 227 million active users, 10% more than urban users. The report also says an increase in female internet users.

V. FINDING AND DISCUSSIONS

The above effort done regarding the subject worked on brings out the following :

Strength is aware of the revolution in E-commerce and its growth rapidly after COVID-19, and it entered the hearts of more than the majority.

The discussion part of the study is only to find growth rates in various sectors of E-commerce and their services.

VI. CONCLUSION

Considering the above study conducted on the revolution of E-commerce after COVID-19 reveals the fact it is a hi-tech and advanced systems of shopping, streaming and easy to payment, after pandemic when lots of troubles to go outside to purchase our necessary daily needs than only E-commerce facilitates us to have all products at home and easy to payment.

Its access is not limited to a single platform of desktop and laptop, but it can be accessed on various others too, i.e. Tablet and smartphones from anywhere and 24*7 whenever we want.

The only crush of using this platform is its fast, timely anywhere provide your necessary product at home with durables and non-durables at concessional price.

That's the reason after pandemic E-commerce gets its second wind and its flourish everywhere Metro as well as Non-Metro areas., even after pandemic consumer demand from rural sectors is more than urban sectors and in future, it will be increase rapidly.

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