

# A Study on The Growth of E-Commerce After COVID-19

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## Abstract

The COVID-19 crisis served as an accelerator for greater public-private cooperation. However, access to financing for e-commerce businesses remains a paramount obstacle for economic recovery and growth. Moreover, the COVID-19 crisis has spurred action in the e-commerce sector. As much as 40 per cent and more businesses have been or are involved in either public-private sector collaboration initiatives or pure private sector ones. For those not involved, lack of awareness of the initiatives and limited professional networks were the main reasons. Some businesses managed to obtain more funding. (UN, 2020). This study examines the growth of e-commerce due to covid-19 pandemic and also find that e-commerce became substitute source of traditional marketing or not with the help of secondary data taken from authorized websites. The popularity of e-commerce increase after the advent of covid-19 pandemic. (Komal, 2020)

**Keywords:** COVID-19, E-Commerce, growth and digital.

## INTRODUCTION

Electronic commerce includes the buying and selling of goods, products, services, or any kind of goods or services by consumers, retailers, or businesses through electronic media (the Internet). E-commerce retail, on the other hand, is the exchange of goods and services between an online retail business and a consumer (usually the end consumer). There are different types of e-commerce transactions, such as business-to-business or B2B (Cisco, Alibaba), business-to-consumer or B2C (Amazon, Walmart), and consumer-to-consumer or C2C (eBay). Factors that drove the growth of the e-commerce market prior to the COVID-19 pandemic included strong and steady growth of internet users and increasing awareness of online shopping, increasing product launches online and lower prices due to bulk purchases. It is included. In addition, increasing exclusive products in the market and lower commodity prices due to direct sales channels and economies of scale further contribute to the growth of the global e-commerce market.

The Global E-commerce Industry report contains segmented products including Electronics, Beauty & Personal Care, Health Care, and Others. The COVID-19 outbreak impacted these segments due to supply chain uncertainty and consumer demand around the world. The e-commerce supply chain has been largely affected by his COVID-19 and factory closures in China, the US and other countries. The industry segment most affected by the COVID-19 outbreak is electronic products. This is because China is responsible for most of his COVID-19 cases and, according to the International Trade Union Federation (ITUF), China is the world's largest producer of electronics and their components. The majority of China's imports consist of electronic components that are assembled into final products such as home appliances and computers and then exported. However, factory closures have shut down the electronics product supply chain, further impacting the electronics e-commerce industry. (Impact of COVID 19 on the E-commerce Market, 2020)

The accelerated shift to digital platforms in response to the pandemic led to an increase in online retail trade, but it also unmasked challenges to harnessing the benefits of e-commerce. Many of these existed before the pandemic, including the moderate though evolving degree of internet connectivity and the considerable digital divide between countries in the region, coupled with the modest degree of financial inclusion on the one hand and weak digital financial services on the other hand.

## OBJECTIVE OF THE STUDY

- To examine the growth of E- COMMERCE after COVID-19.
- To know E-commerce is become a substitute source and considered top in this condition or not.

## REVIEW OF LITERATURE

**M. A. Salem and K. Md Nor**, This study empirically evaluated the factors that influence consumers' willingness to adopt e-commerce during the 2019 coronavirus disease (COVID-19) outbreak in Saudi Arabia. The 10 factors investigated in this study were Perceived Utility (PU), Perceived Ease of Use (PEOU), Subjective Norms (SN), Perceived Behavioral Control (PBC), Perceived Lack of Alternatives, perceived risk, perceived negligence, risk-taking, perceived external pressure, and government support. Data were collected online from social media users using a snowball sampling technique. A total of 190 valid responses were received. Data analysis shows PU, risk-taking, PBC, perception of lack of alternatives and government support have had a major impact on consumer intentions to adopt e-commerce during his COVID-19 outbreak in Saudi Arabia was given. PEOU and SN, on the other hand, found that external pressures, risks, and perceptions of criminal activity had a modest impact on consumers' intentions to adopt e-commerce. (Salem, 2020)

**Hasanat et al. (2020)** this study is to determine the impact of coronavirus on online businesses in Malaysia. The results showed that the largest products are from China and the largest industries are locked. This means that there is no import or export of products. Therefore, this deadly virus is expected to severely affect Malaysian online businesses, especially Chinese products. (Hasanat, 2020)

**Tran and L.L.T. (2020)** This study employed use and gratification theory to support the conceptual model while adding the pandemic fear constraint. The primary research method of this study is quantitative research and analysis. Using a sample size of 617 online consumers using the PLS analysis technique. This study found that pandemic fear has a positive mitigating effect on the relationship between PEEP, economic gains, and sustainable consumption. (Tran, 2020)

Over the past several years, e-commerce has expanded quickly, but in order to stay ahead of the competition, it is critical to develop strategies that take into account the numerous online customer types and the various elements that affect consumers' online buying behaviour. Online gaming falls into two major categories. There are two types of shoppers: "the problem solver," or those looking to purchase a specific item, and those looking for "fun, fantasy, arousal, sensory stimulation, and enjoyment." (Hirschman et al, 1982, Babin et al, 1994)

## RESEARCH METHODOLOGY

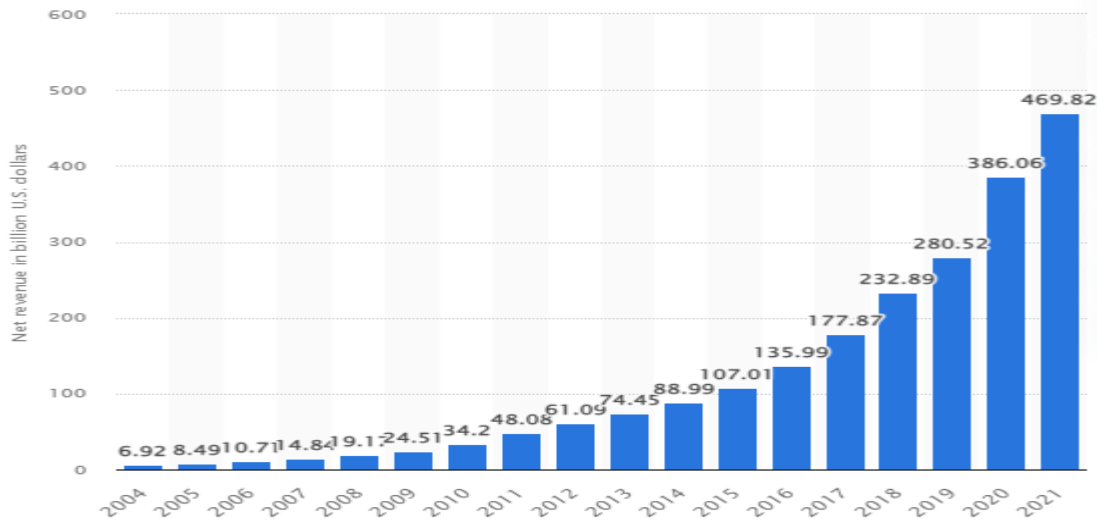
The research methodology of the present study which include Sample design, sources of data collection that had been adopted.

### Sources of Data

- ❖ Primary data: The data was collected directly from the Respondents with the help of structured questionnaire for the first time and which are original in nature.
- ❖ Secondary data: These are those data which are obtained in directly from sources such as books, journals, articles, newspapers and websites of online service etc.
- ❖ Sampling size

The sample size for this study will be limited to 100.

## ANALYSIS AND FINDINGS



Source:

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The net revenue from sales of products and services on Amazon.com climbed significantly between 2004 and 2021. The worldwide e-commerce company's net sales in the most recent reported year increased from 386 billion US dollars in 2020 to over 470 billion US dollars.

On the strength of Covid-19-related drive, Flipkart Internet, the marketplace division of the Walmart-backed e-commerce company, reported a 32% increase in revenues for the fiscal year 2020–21.

During that time, Flipkart Internet generated operational revenues of Rs 7,840 crore, while Flipkart India, the company's wholesale division, recorded a 25% increase in revenues to Rs 42,941 crore.

In the same fiscal year, Flipkart India, which in 2020 acquired a 100% stake in the cash & carry businesses owned by its parent company Walmart, reported a net loss of Rs 2,445 crore. From the previous fiscal year, this represents a 22% decrease. The total expenditures for the company's fiscal were estimated at Rs 45,801 crore. Flipkart, which competes with American rival Amazon and Indian rival Reliance Retail, is currently focusing more on its grocery business and more recent endeavours, like its hyperlocal arm Shopsy.

### Primary Survey

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	38	38
FEMALE	62	62

(Source: Primary Data)

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
STUDENTS	60	60
PROFESSIONAL	4	4
SELF EMPLOYED	10	10
SALARIED	20	20
OTHERS	6	6

(Source: Primary Data)

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
MARRIED	35	35
UNMARRIED	65	65

(Source: Primary Data)

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
15-20	2	2
21-30	82	82
31-40	9	9
41-50	4	4
ABOVE 50	3	3

(Source: Primary Data)

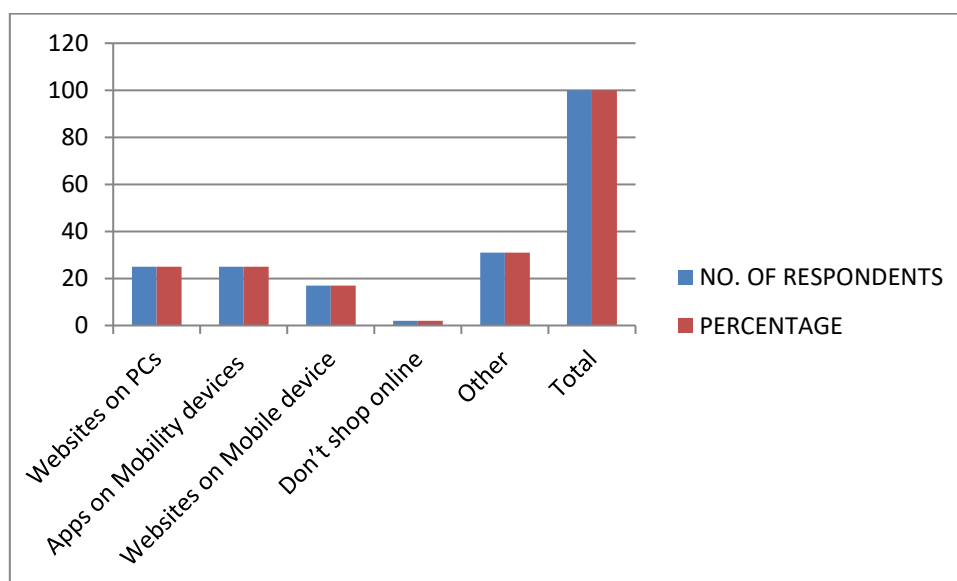
The demographic factors of respondents' of online shopping 62% of females, the age of 21 to 30 respondents as occupied 82%, there are 65% unmarried respondents, 60% of the respondents are based on post -graduate, 64% of the respondents are students.

## 2) would you purchase products and services online?

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	83	83
NO	17	17
TOTAL	100	100

(Source: Primary Data)

From above table, the more 83% of the respondents are purchase products and services online, 17% of the respondents are not buying products and services through online.



(Source: Primary Data)

The more 37% of the respondents are preferred for more options, 08% of the respondents are preferred for standard, 13% of the respondents are preferred good quality, 20% of the respondents are preferred for fewer

prices, 10% of the respondents are preferred for fast delivery and 12% of the respondents are preferred for design for the online shopping.

### 3) online shopping is comfortable comparing to physical shopping after COVID-19.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
YES	65	65
NO	14	14
MAY BE	21	21
TOTAL	100	100

(Source: Primary Data)

The more 65% of the respondents are comfortable comparing to physical shopping after COVID-19, 21% of the respondents are maybe comfortable and 14% of the respondents are not comfortable comparing to physical shopping after COVID19.

### 4) After Covid -19 , how do respondents most often shop online?

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Websites on PCs	25	25
Apps on Mobility devices	25	25
Websites on Mobile device	17	17
Don't shop online	2	2
Other	31	31
Total	100	100

(Source: Primary Data)

The more 31% of the respondents are most often shop online other websites, 25% of the respondents are shop websites on PCs and apps on mobility devices and another one respondent are don't shop online.

## FINDINGS

- The majority of the respondents are purchase products and services through online.
- The majority of the respondents are preferred for more options.
- More number of respondents is one time shop in a month.
- The number respondents are most preferred for cash on delivery of the payment system.
- The more number of respondents are safe and secure while online shopping.
- The highest of the respondents are buying more products online than physically after Corona virus.
- The majority of the respondents are purchase other products after the COVID-19time.

## CONCLUSION

Online shopping is a one of the great aspects of the internet today. By choosing to shop online consumers able to enjoy many benefits, some of which are self-explanatory, others that are not so apparent. Online shopping is a multi-billion business and is constantly growing. Many Indian favor this kind of shopping because of ease. For shoppers who work for lengthy hours, it would be hard to visit a store during the standards trade hours. Online retails allow orders. The conclusion for this survey has been made that people are doing more online shopping during corona virus as 54% peoples responded that they are buying more products online during Corona virus and 24% of the respondents that they are not buying products online during Corona virus.

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