

Analysing COVID-19 impact and deliverables on e-Commerce in India

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ABSTRACT: World has witnessed a vicious event when coronavirus pandemic outbreak froze our life at stake. While, the life was drowned inside the houses and market were shut to minimize the spread of the deadly virus, e-commerce and online marketing was one such option along with all necessary precautions, to deliver the essential household at our doorstep. However, these units are also deeply touched by the COVID and it went through some active and passive impact of it. The present paper deals with the impact of COVID on e-commerce and online marketing in Indian perspective using systematic relational content analysis. The result demonstrated in terms of bipolar deliverables to analyse the impact on a broader level.

Keywords: Unicommerce, COVID, eCommerce, Online Marketing,

I. INTRODUCTION:

The Corona Virus Pandemic Outbreak and status of e-commerce:

Perhaps the most terrifying theme that everybody is discussing is the episode of novel COVID 19 Pandemic. Presently, on the off chance that we rapidly investigate a few numbers, there are in excess of 7 million dynamic cases and in excess of 4 lakh passing all around the globe. In an offer to level this bend, the Indian government announced a total lockdown for example 1.3 billion individuals bolted inside their homes. While the breeze of COVID-19 is blowing against numerous parts of the deliberately sewn human progress, there are sure areas that have been blown in front of their occasions such as food industry, neighbourliness and the travel industry, car, flight and some more. One all the more such area is that of online business. A whole business the executive's framework is upset on account of this infection. Purchasers have drawn a line among need and need. As COVID-19 proceeds, the effect on the internet business keeps on fluctuating relying on the business. Probably the most grounded

economies on the planet are attempting to refocus. While web-based business has substantiated itself fundamental after the episode of this savage infection, there are still a few areas of it which are making a decent attempt to adapt to the circumstance.



Figure 1. daily trend of COVID (Source: Open Government Data Portal (<https://data.gov.in/>))

Trend of daily new corona cases reported from September 1 to September 23 making it approximate one lakh cases only in the month of September which made India to stand in front row in Active Virus cases Countries. Word cloud of 13 such COVID and related terms that frequently appeared during the pandemic.

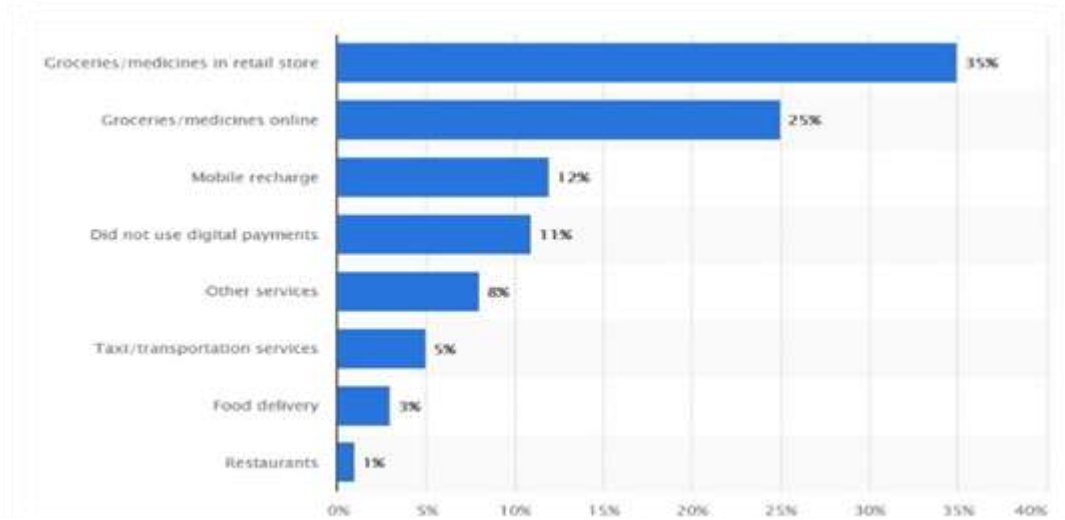
The Scenario of e-commerce in India:

The COVID-19 pandemic has geared up the growth of India's e-commerce market, pushing it to ₹7 trillion by 2023, according to GlobalData, a London-based data analytics firm. The e-commerce market in India is set to rise at a compound annual growth rate (CAGR) of 19.6% between 2019 and 2023. According to Unicommerce a leading Indian SaaS based platform the top 3 states, by e-commerce in terms of volume, are Delhi, NCR, Maharashtra, and Karnataka, and they alone constitute 65% of overall

consumer demand. Figure 2 deals with the impact of covid on online payment on types of items purchased. It shows that 35% of the all payment consumed by groceries, medicines and other small retail stores. Restaurants while remaining closed

during the lockdown were the least with only 1% of payment made to it.

Figure.2. COVID-19 impact on digital payments in India 2020



II. METHODOLOGY:

A relational and qualitative content analysis of selected studies has been performed in this study to find out the bipolar nature of deliverables i.e., positive and negative by the impact of covid-19 on e-commerce sector. The study encompasses many data sources such as open government data portal of Govt. of India, Unicommerce portal, Industry’s reports etc. After thorough analysis of conclusions made by different sources and also, feedback received from many established online retailers and got wide coverage in news agendas, two kinds of deliverables were made.

III. RESULT:

Positive Deliverables:

In spite of the fact that it is difficult to foresee the full effect of COVID-19 on web-based business and online development rates, it will rely on the specialty and the term of future social gaping. The following are a few focuses that will be influenced after COVID-19.

1. The convergence of online marketing:

Because of the unexpected pronounced lockdown, alarm purchasing of house hold items turned into a pattern. This inevitably prompted deficiency for a bigger scope. Individuals are changing from shopping centres and general stores to online business for ordinary items, the deals of organizations like Big Basket and Grofers have

gone up and will keep on being that path in the coming time too.

2. Effort related to time saving and efficient approach:

Manu retailers and e-commerce avenues are understating the demand of the situation and making necessary efforts in order to save the time of the customer and to be efficient and responsive enough to cater the users need in the time of home quarantine and isolation.

3. Increasing sale of Health, Hygiene related Products:

During the lockdown and aftermath, it was observed that the products related to hygiene and daily health were largely in demand than other domestic supplies.

4. Digital Retro conversion of small-scale industries and shopkeepers:

With the grocery shops digitizing and disseminating their products online, individuals are thinking that its considerably more helpful to have everything on the tips of their fingers. Nearby shops are currently limited to a range of a couple of kilometres in which they can convey. They are in any event, offering contactless conveyances alongside sterilization of the products that you have requested. It assists with halting the spread of the infection and the dread among individuals. Advanced change of nearby grocery shops has profited both; the buyers and the retailers.

5. Moving Non-essentials to essential commodities: Retailer’s twist and turn

Since individuals are as yet purchasing essential products during lockdown and after that too, a great deal of retailers selling superfluous items like adornments, garments and foot wears have confronted an immense misfortune. This is probably going to have a drawn-out effect on them. Along these lines, to tolerate this, retailers have begun to sell fundamental products. They are utilizing innovation to be back in the game. This may appear to be extreme however there is as yet a beam of expectation. Since the disposition of purchasers is changing, the retail business is additionally anticipating an adjustment in the close by future.

6. Breaking the language barrier and reaching to everyone:

India due to its diversity in language, becoming one such nation where language comes as a barrier even after every 20 miles. In this scenario e-commerce units such as Flipkart has made available its services in three different Indian Languages viz. Tamil, Telugu and Kannada amid lockdown. According to industry reports, Indian language internet users are expected to account for nearly 75 per cent of India's internet user base by 2021.

Passive Deliverables:

Despite the positive significance of impact of covid-19 on online marketing and e-commerce industry in India, the passive deliverables cannot be ignored causing inconvenience at both stakeholder's and consumer's end. Following are the consequences that can be persuade at the expense of online marketing.

1. More active cases of cyber fraud during COVID-19:

According to National Consumer Helpline there is a rise in cyber fraud, wrong web approach, fake website creation etc. has caused the fraud 6 times more what was recorded in year 2017 (977 cases) to 5,620 cases in financial year 2020. The count risen up to 13993 till November 2019. It has not stopped here, during the time of pandemic also these practices were recorded as consumer were in hurry of essential supplies. This malware practice also caused threat of sharing and misusing the personnel data which otherwise may not be possible if consumer investigate it properly treating it not urgent and essential.

2. Logistic and Transportation delay due to lockdown:

Logistic and transportation delay was one of the major passive deliverables during COVID-19. Organizations who are themselves or have providers or clients that are unfavorably influenced

by the outcomes and reactions to the COVID-19 flare-up will consider their legally binding and protection positions regarding occasions that fall beyond their ability to do anything about. Specifically, those organizations will take a gander at the effect of COVID-19 on gracefully, delivery and coordination contracts, remembering for power majeure and different exemptions statements, and agreement disappointment.

3. Only essential items were preferred for delivery:

Items those were in essential nature only delivered to households and thus affecting the very diverse nature of online marketing. Resulting, downfall of percentage of other items consumed and hence the production of these items compromised at a large scale.

4. Compromised Quality of products:

Cases with expired date of products or poor quality were recorded due to expensive demand of essential utilities. Pilferage of original products by delivery personnel and, pilferage of products from the warehouse or during transit due to shortage of manpower during the lockdown period.

5. Manpower reduction or Called off:

Those personnel who used to work in logistic and delivery systems had to suffer a great deal on inconvenience as firms were not able to wear their expenses, therefore a large number of daily wages workers were returned to home or sent back by the parent firm. This lead not only in the reduction of GDP as whole but also created a great loop of unemployability. An estimated 1.5 million truck drivers have returned to their home and there are a lot of restrictions on inter-state and intra-state movement.

IV. CONCLUSION:

Although, we have discussed about the bipolar deliverables of impact of covid-19 on e-commerce and online marketing, multifold impact can also be observed as this pandemic seems to be endless regarding its spread. The eventual fate of online business is unfurling now with COVID-19 driving a lot of individuals who recently depended on their road's kirana shops and their's companion looks for trivial things to mess the developing client arrangements of online business mates. In this way, post COVID will these individuals return to their old methods of earning things or will the solace, ease and the limits snag them into remaining inside the universe of online business is as yet a question of future.

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