

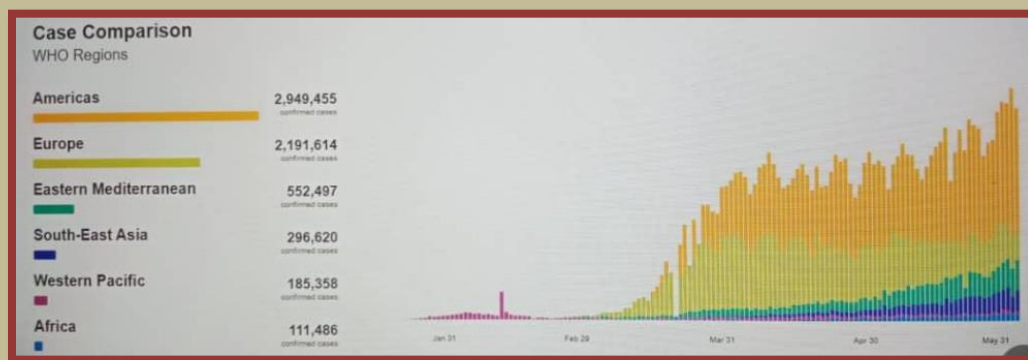
## E-COMMERCE AND COVID-19 PANDEMIC IN INDIA

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### INTRODUCTION

Coronavirus is a category of virus that can invade the lower airway and start serious diseases such as pneumonia and bronchitis as a result of mild illnesses and some viruses. Contagions can be extreme and harmless for people infected with the virus. There are several pandemics in history which have contributed to human life altering (WHO, 2019). WHO, 2019 COVID-19 started in Wuhan, China, on 12 December, and found that there is an illusory pneumonia infection in people with a shop that retails people with fresh seafood. Millions of people in China were infected with the virus within a week. In addition, 205 countries and their economies are actually affected by this virus. This is a global challenge and influences the developments in e-commerce (Nakhate & Jain, 2020; Whiteford, 2020). The global health organisation WHO (2020) reports that in 3,022,824, Europe 2,191,614, Eastern Mediterranean 552,497, Southeast Asia, 296, 620, Western Pacific, 186, 853, and Africa 115, and that 639 have confirmed cases in which 383,262 deaths and coronavirus data are also available, as shown in fig . 1,



Coronavirus dramatically shifts the global patterns. A rapid change has occurred in every sector. It has changed the behaviour of person, essence of trading, industry and even the way of life. It spread the scares among people they hesitate to communicate with others.

### E-COMMERCE AND COVID-19

Coronavirus has an effect on the world 's entire e-commerce; the essence of business has changed. 52% of customers avoiding shopping for bricks and mortar and crowded areas according to study. In addition, brick and mortar shopping is stopped by 36% before coronavirus vaccine is obtained. The different effects of coronavirus on various types of products mean that COVID-19 has an

extremely high impact on various products and has a less important impact on certain products (Andrienko, 2020). The overall e-commerce selling is of as a result of this virus. Working from home like Walmart foods is rising 74 percent. Over the years, people stop going out of business and shopping from home. In addition, in this sense, the media use has increased and Facebook is upgrading Google to connect additional people in one go such as the launch by Facebook of a 44-person messengers competing at Zoom. Even revised version has been released (Sarah Davis, 2020). Top ten retail of e-commerce in pandemic is below

***Top retail e-commerce websites in pandemic***

| Sr.no | Retail website | Millions |
|-------|----------------|----------|
| 1     | Amazon.com     | 4059M    |
| 2     | Ebay.com       | 1227M    |
| 3     | Rakuten.co.jp  | 804M     |
| 4     | Samsung.com    | 648M     |
| 5     | Walmart.com    | 614M     |
| 6     | Appel.com      | 562M     |
| 7     | Aliexpress.com | 532M     |
| 8     | Etsy.com       | 395M     |
| 9     | Homedepot.com  | 292M     |
| 10    | Allegro.pl     | 272M     |

(Andrienko, 2020)

Mainly toilet paper, disposable gloves, bidet, baby cookers, bakery makers, number paints, puzzle, peloton, colour journal, purifier, treadmill, stationary bicycle, yoga mat, refrigerator, exercise ball and exercise equipment are the pandemic items (Andrienko, 2020). (Andrienko, 2000). Buyers in developing countries such as Malaysia, Thailand, Singapore and Pakistan have increased ecommerce. Electronic commerce is growing. E-commerce began in Pakistan in 2000, but was extremely weak, with just 3 percent of people purchasing online (Bhatti, 2018; Bhatti, Saad, & Gbadebo, 2018; Bhatti, Saad, & Salimon, 2019; Rehman, 2018). Now, however, e-commerce in Pakistan is recorded to increase by 10% in the daily record and by 15% in internet users. Demands for goods increase by 30-40 percent. To facilitate people, a fast service food panda is introduced. Pakistan is hopeful of an upward trend in ecommerce (Abdullah Niazi, 2020). In Pakistan it is fine.

E-commerce retail revenues indicate that COVID-19 has a major impact on e-commerce with revenue projected at \$6.5 billion by 2023 (Jones 2020). In addition, there are many other items that are affected by viruses such as disposable gloves, cold and toilet, bread machine, soups, dried grain and rice, frozen food, fruit tables, milk and cream instruction, dishwashing, towels, hand soaps and sanitis care, pasta, vegetables, meal, facial tissues and medicines for allergies, etc. There are many more that are significantly affected. On the other side, coronaviruses are baggage and luggage items such as baggage, case storerooms, cameras, swimwear for men, women's swimwear,

shirt wear, man-made skirts, sport bags, rash guards, people, sports shoes, toys, lunch boxes, wallets, watches, girl-shoes, boys' jackets and coats, etc.

### **IMPACT OF COVID 19 ON THE E-COMMERCE MARKET**

E-commerce involves the purchasing and sale by the customer, manufacturer, and company of raw materials, merchandise, services or other form of goods and services through an electronic (internet) media. Whereas, the exchange of goods and services between an online retail business and customers (generally end-users) is e-commerce retail. The e-commerce transaction can be of various forms, such as Business to Business or B2B (Cisco, Alibaba), Business to Consumer or B2C (Amazon, Walmart) and Consumer or C2C (eBay). The factors driving the growth of the e-commerce industry before the COVID-19 pandemic include strong and steady growth of internet users and increased awareness of online shopping, increased product launch online, low price due to bulk buying, and so forth. Moreover, due to the direct distribution channel and economies of scale, a growing number of exclusive items in the industry and lower prices of goods further lead to the growth of the global e-commerce market.

Moreover, social distancing and staying home are further expected to drive customers towards online shopping after the COVID-19 pandemic. The e-commerce industry, however, may be impacted by volatile market demand and supply chain problems. The COVID-19 pandemic can also impact major retailers such as Walmart, which are experiencing a decrease in casual shopping, disruption of the supply chain, and a rise in sales of basic toiletries, groceries, and other items. The global report on the e-commerce industry is segmented based products like electronics, beauty & personal care in the healthcare sector and others. COVID-19 outbreak had an impact on these segments due to the volatility in the supply chain and demand from customers across the globe. In China, the US, and other countries, e-commerce supply chains are primarily strained by COVID-19 as well as factory closures. As China accounted for most cases of COVID-19 and as per the International Trade Union Federation (ITUF), the country is the largest producer of electronics and its parts worldwide, the most affected industry segment due to the COVID-19 outbreak is electronics products. The electronic parts that are assembled into finished goods, such as consumer electronic products and computers, and then exported, constitute a large amount of China's imports. However, owing to the closure of the plant, the supply chain of electronic goods is now near to further affecting the electronics e-commerce sector.

The novel COVID-19 pandemic is affecting e-commerce in different regions including North America, Europe, Asia-Pacific and the rest of the world. Italy, Spain, France and Germany in Europe and China in the Asia-Pacific region are the countries in which the majority of cases have been registered. China 's giant e-commerce service provider Alibaba has struggled to maintain growth rates in its domestic market amid an economic downturn, and faced the uncertainty of coronavirus outbreak. Primary market-affected companies include Alibaba Holding Group Ltd., Amazon.com, Inc., Qoo10 Pte. Ltd., JD.com, Walmart Inc., eBay Inc., Shopify, Rakuten Group, and others. Amazon, for instance, has made some heavy investments in one-day shipping that are still not compensating. Its net profits decreased by 26% in 2019 and shipping costs increased by 46%. The pandemic coronavirus impacts Amazon 's revenues during the first half of 2020.

## **DISCUSSION**

COVID-19 has substantial effects on the world's e-commerce and, in some cases, negative impact, but overall e-commerce is increasingly increasing due to virus. Coronavirus forced clients to use the internet in their everyday life and make it a habit (Abiad, Arao, & Dagli, 2020). In addition, retailers face many obstacles in e-commerce, such as extending the delivery time, movement control difficulties, social gap and lockdown (Hasanat et al., 2020). The shipping and supply process is very slow now, but people are still buying because they have no other choice. As a result, people are shifting toward virus technology. In addition, certain goods on the market are in very high demand. Also, manufacturers are unable to satisfy consumer requirements such as hand sanitizers, toilet papers, disposable gloves, food products and dairy goods. On the other hand, COVID-19's negative impact on the tourism industry, flights are in loss, foreign trade is very slow and their position is stuck.

## **CONCLUSION**

In this article, I have been analysing and deliberating the COVID-19 outbreak of China in a disdainful way. We are especially interested in how coronavirus spreads and impacts not only China's e-commerce, but also its influence globally. Knowledge of almost this subject will counteract better information in humans and deliberation on how coronavirus effects ecommerce, industry, and economies of countries. Why e-commerce offers individuals an alternative way to fulfil their demands. Enhanced E-commerce by COVID-19. How it has influenced e-commerce

would inspire other researchers to examine more extensively in this field, such as trends in e-commerce, how corona and future trends have changed.

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