

A Study on the Scope of E-Commerce Industry in Covid 19 Situation: A Review of Literature on Indian Incorporations

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Abstract

Web based business incorporates purchasing and selling of crude material, items, administrations or any sort of labour and products through an electronic medium (web) by the customer, retailer, and business. While, web based business retail is the trading of labor and products between an online retail organization and purchasers (by and large end-clients). E-trade has changed the manner in which business is done in India. The Indian E-trade market is required to develop to US\$ 200 billion by 2026 from US\$ 38.5 billion starting at 2017. In this research study all the data are collected from secondary sources and after studying all the relevant literature the conclusion drawn is that there is a huge scope for e-commerce industry but they have to change their business model and eco system.

Keywords: Web based; electronic medium; web association

Introduction

Online business has changed the manner in which business is done in India. The Indian Online business market is required to develop to US\$ 200 billion by 2026 from US\$ 38.5 billion starting at 2017. A large part of the development for the business has been set off by an increment in web and cell phone entrance. As of September 2020, the quantity of web associations in India fundamentally expanded to 776.45 million, driven by the 'Advanced India' program. Out of the all out web associations, ~61% associations were in metropolitan regions, of which 97% associations were remote.

The Indian online staple market is assessed to arrive at US\$ 18.2 billion of every 2024 from US \$1.9 billion out of 2019, growing at a CAGR of 57%. India's internet business orders volume expanded by 36% in the last quarter of 2020, with the individual consideration, excellence and health (PCB&W) fragment being the biggest recipient. Bhatti et al. (2020) Corona virus are group of viruses that basis

minor illness and certain type of virus can infect the lower airway, and commencing severe illness such as, pneumonia, bronchitis. People infected with this virus can be contagious and serious and innocuous. World Health Organization (WHO, 2019) There are several pandemics in the history that has caused change in human life. COVID-19 has initiated on 12 December in Wuhan city of China, and it was noticed that people are infected by pneumonia by an illusory link to a shop that retails fresh sea food to people. Within weeks millions of people infected with this virus in China. Furthermore, at the present time 205 countries are infected with this virus and their economies

Objectives

1. To study the concept of E-commerce.
2. To analyze the scope of E-commerce industry in Covid 19 situation.

Methodology

This is an exploratory research and all the data are collected from secondary sources like research papers, textbooks, websites, etc.

Review of Literature

(**Thoti et al.,2020**), Various distinctive global areas have applied confined terminations influencing a colossal assortment of additional students. UNESCO (The United Nations Educational, Scientific and Cultural Organization) is supporting worldwide areas of their endeavors to alleviate the snappy effect of workforce terminations, especially for extra powerless and denied networks, and to encourage the lucidness of preparing for all through far off considering. The UNESCO report appraises that the COVID pandemic will unfavorably affect more than 290 million understudies all through 22 global areas. The UNESCO gauges that cycle 32 cores undergrads are influenced in India

Patnaik et al. (2019), Web based shopping is a sort of electronic trade which permits clients to straightforwardly purchase items from a vendor over the Web utilizing an internet browser. Clients discover a result of worry by visiting the site of the vendor straightforwardly or via looking among elective dealers through a shopping internet searcher, which displays a similar item's openness and valuing at various e-retailers. Starting at 2016, purchasers can shop online through a scope of assorted PCs and gadgets, including PCs, PCs, tablet PCs and advanced mobile phones. An online shop actuating the actual likeness of purchasing merchandise or administrations at an acknowledged "blocks and-mortar" retailer or mall; the cycle is called business-to-shopper (B2C) internet shopping. At the point when an online store is set up to work with.

(**Vally & Shankar,2020**), Clients like better advanced stages for basic, normal exchanges, for example, checking their equilibrium, shared exchanges, or bill payments. A parcel of buyers willing to go "completely computerized" about banking, a bunch of computerized plans are rising to give to these carefully shrewd clients without the limitations of an actual conveyance organization.

(**Deepa & Geeta,2021**), Web of Contacts model of person to person communication. It was named after the six degrees of partition idea and enabled clients to list companions, relatives and associates both on the site and remotely; outer contacts were welcome to join the site. 1998 was where birth of Google,

Microsoft propelled MSN and Yahoo! Propelled Yahoo! Web search.2000 littler web indexes have been shut Sixdegree.com has been closed down, and afterward came the principal versatile advertising effort (Universal Music) in 2001, 2002 dispatch of LinkedIn, throughout the years there has been advancement of different apparatuses Watch sup dispatch.

(**Balaji & Babu , 2016**), In present day days shopping examples of buyer is described by immense changes because of expansion in procuring and spending examples of customers. While shopping the customers was buying the items which are not in their rundown i.e drive purchasing.

(**Geeta & Sivanand, 2020**) Digital technologies are rapidly increasing in all walks of life. Micro Finance institutions are no exception. Micro finance institutions basically depend upon human centric models. For financial dealings they had to start to operate digitally for competing with other banks. Innovation and integration of digital technologies are given importance because of continuous Innovation and enhancing the efficiency. It is considered that it also helps in financial inclusion in India. Recent technological and lending model innovations, and currency demonetization in November 2016, have been the main cause MFIs adopting digital solutions to cut costs, improve the organization's profits and lower costs for the end-user.

(**Katakam et al.,2021**), In the research paper they sight that consumer's purchasing behaviour influenced by one of the important factor that is convenience of shopping . In pandemic all the e-commerce companies in India capitalised this opportunity and able to meet the target.

(**Gaurav et al.,2020**),There are various levels of reliability: No-nonsense steadfast (Brand devotion), split faithful, moving faithful and brand switchers. Brand steadfastness is the circumstance where a shopper buys similar makers item or administration over and over as opposed to buying from various providers inside the classification. A dependable client is that who doesn't change their image even after the ordinary commercials, advancements, offers and limits and so on from the

contenders. Brand steadfast client brings about the expansion in the productivity of the firm as the unwavering client will advance the brand through verbal. Because of that, the organization additionally attempt to give advantages to their reliable clients and furthermore attempt to hold them for future. Brand Switchers are those clients who don't stay steadfast with one brand and they generally utilize various items or administrations of various brand. Active apparel industry is an enormous industry with an assortment of active apparel for men, ladies, kids and numerous unfamiliar organizations go into the Indian market which expands the opposition quickly.

(Geeta & Deepa , 2020), Digitalization plays a vital role for the Indian incorporation . Due to the exposure of digital medium many industries like finance, retailing, industrial products are getting benefit.

(Raj & Khan, 2020) , Adoption of technology of Indian incorporations are faster because of consumer needs are dynamic in nature .

(Bhatti et al.,2020) have audit and conscious disparagingly China's Corona virus episode. We are fundamentally inspired by how Covid spread and impacts the web based business of not just china rather it impacts universally. Mindfulness practically this theme can slogan better data in individuals and thought to how internet business, business, and economies of nations affected by Covid. How internet business gives elective approach to individuals to fulfil their needs. Web based business improved by Corona virus. What it meant for online business will be urging different scientists to research all the more profoundly in this space, for example, internet business drifts how changed by crown and future patterns.

Findings

- 1) Covid 19 pandemic has affected all over the world and all most all business houses in India.
- 2) In Lock down the business houses were in shut down mode but some e-commerce companies have turned down this as an opportunity for them and they made profit out of this situation.

- 3) Companies like Zomato, Flipkart , Amazon are continuously providing home delivery with all safety parameters.
- 4) The e-commerce industry is India can develop a new business model and eco system to do business in this pandemic situation.

Limitations and Scope of Future Research

As Covid 19 situation is 2 year old ,so many experiments are not completed and data are incomplete . Time period of the research paper is a limitation as I have to complete it within a stipulated time period. This research paper is restricted to only one aspect that is scope of e-commerce industry in Covid-19 situation but further one can extend the scope of research to category specific e-commerce industry like apparel, FMCG, Consumer Durable, financial services. One can also take one step ahead to conduct research on the comparative study on Post and Pre Covid situation with respect to e-commerce industry in India.

Conclusion

The whole world is suffering from Covid 19 since two years. The e-commerce industry business model suits this kind of situation. They deliver every house hold goods like food, grocery, medicine, consumer durable items to a large population. So customers are habituated to this eco system and comfortably make purchases. At last, there is a huge scope for e-commerce industry in this pandemic situation only the have to adapt this situation in early stage.

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