

## Impact of Covid 19 on E-Commerce in India

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### Abstract

E-commerce means doing the online transactions. Electronic Commerce is a modern business methodology that is useful for business organizations and consumers and providing the quality products and services from various sellers with the help of internet using web browser or a web application. E-commerce is supposed to be the largest and fastest growing sectors in India. E-commerce is a best way of buying the products and services through internet. The traditional purchasing, now a day's replaced by the E-Commerce especially during this covid pandemic. Like other sectors, E-Commerce is also affected by covid. This paper explores the impact of covid 19 on e-commerce supply chain.

**Key Words:** Covid, E-commerce, traditional purchasing, Pandemic.

### 1. Introduction

The damage done by ongoing covid19 pandemic on countries is a double blow. One blow is on the front of health of its citizen. The other is economic damage. As on date, globally 17 crores people got infected by corona virus. Since it is highly infectious disease, people are forced to follow social distancing, not to go to the places where people are expected to gather. In order to protect themselves, people prefer to buy products through e-commerce platforms rather than visiting physical retail stores. This has resulted in spike in number of people buying through e-commerce sites especially first time users. This has resulted in excessive pressure on e-commerce supply chain. This paper explores the impact of covid19 on e-commerce supply chain

### 2. Objectives of the study

- To understand the latest trends of E-Commerce
- To review during and after Coronavirus in India's possibility in web based business.
- To examine Merits of E-Commerce in India.
- To Study Barriers and openings looked by web based business in India.

### 3. Research methodology

Secondary data is collected for this study. The data was collected through various journals, articles and websites and reports etc.

### 4. Types of E-commerce

#### 4.1 Business to Business E-commerce (B2B Ecommerce)

B2B e-commerce may be defined as e-commerce between companies. It is sale of goods and services between businesses through online. As a result, the quantity and value of B2B ecommerce are often huge. For example, Wal-Mart India has activated unified payments interface (UPI) transactions on its online B2B E-Commerce site.

#### 4.2 Business to Consumer E-commerce (B2C Ecommerce)

B2C E-Commerce is the sale of goods and services between the online store and the individual customers. For Example, Amazon.com comes in mind for many discussions about this sort of ecommerce. But the Reliability of the products and the delivery charges are the barriers of this E-commerce

#### 4.3 Consumer to Business E-commerce (C2B Ecommerce)

In C2B E-commerce, the consumers provide goods and services to business organization.

For example, when a consumer writes, reviews or when a consumer gives a useful idea for brand, then the consumer is creating value for the business if the business adopts that inputs.

#### 4.4 Consumer to Consumer E-commerce (C2C Ecommerce)

C2C e-commerce is a trade relation where both the sellers and buyers are consumers. For example EBay.com. That is because it's the foremost popular platform that permits consumers to sell to other consumers.

## 5. Benefits of e commerce in India

**5.1 Lower Prices:** Managing an online is cheaper than offline business. Online prices are lower than traditional store prices. Less manpower is required in online compared to offline business.

**5.2 Accessibility and Convenience:** Consumers can access e-commerce websites according to their convenience at 24 hours a day.

**5.3 Wider Choice:** The consumers can have a wider choice of brands and products. The online shopping has a larger extent where the consumers are not limited.

**5.4 Higher Margins:** E-Commerce implies keeping up higher margins in the business when the traditional business exchanges are done through electronic medium.

**5.5 Better Customer Care Service:** E-Commerce offers better customer care services. It provides better support to any problems arises to the products and services.

## 6. Barriers of E-commerce in India

**6.1 Poor Internet Facilities:** Internet facilities are considered to be a greater support to the e-commerce business. But the internet facilities especially in remote areas are not available or reachable. Speed of Internet is the main challenge for the e-commerce business in our country.

**6.2 Feeling Unsecure:** Feeling unsecure by customer is one of the major problems of e-commerce in our country. Many customers are not confident about the process of payments while purchasing in online.

**6.3 Cash on Delivery (COD):** One of the main problems in E-Commerce is Cash on delivery. For some products, the cash on delivery options may not be available. Moreover the courier companies take 30-40 days to return the cash collected from customers to dealers.

**6.4 Tax Structure:** In India, tax structure is another problem for lesser growth of e-commerce compared to other developed countries. In some states a separate tax is levied for e-commerce transactions.

**6.5 Physical Purchase:** Since most of Indian customers would like to buy the products by touching it physically, so some of the customers do not like to buy the products online.

## 7. Remedial measures of e-commerce in India

**7.1 Working intimately with the Authorities:** web based business players worked intimately with governments to guarantee the quicker and safe conveyance of fundamental things.

**7.2 Keeping the Communication Channels Open:** These stores were constantly in contact with the public authority and clients to guarantee the smooth working of production network.

**7.3 Disbursement of credit guarantees:** The Indian Government should take the initiative to provide credit guarantee in India. The Government would guarantee payment of the loan amount to the respective commercial bank in case of default.

**7.4 Provision of subsidies:** The Indian Government should provide subsidies to business enterprises so that they could overcome the losses and continue their business operations. Subsidies provide a positive boost to the economy by stimulating business activities.

**7.5 Extending tenures of repayment of loans:** The Indian Government has to impose regulations that would provide an extended tenure for repayment of loans. This acts as a key financial support that would facilitate entrepreneurs to recollect amounts equivalent to incurred losses.

**7.6 Internet Facilities:** The Government has allocated Rs 8,000 crores to BharatNet Project to provide broadband services to 1.5 lakh gram panchayats in the Union Budget 2020–21.

## 8. Discussion

COVID-19 has significant impact on e-commerce in buying goods online. E-commerce in India is growing tremendously. Due to Coronavirus, the compelled use of internet has become a norm. The retailers are facing many problems in e-commerce as the supply is quite slow. Though there is lot of drawback due to this covid, still people do e-commerce transactions as they have no other go. Hence people are moving towards technology during this pandemic.

## 9. Conclusion

The impact of covid-19 pandemic is not one-sided. On one hand the e-commerce is experiencing the boom in production and earning profit whereas the businesses are facing serious problems and reducing the selling rates. Due to covid, the consumers have shifted their purchasing behavior from physical retail stores to online markets. As pandemic situation is still existing, people prefer to purchase online than offline in order to maintain social distance. Though there is lot of issues due to this pandemic, the e-commerce business is growing to a greater extent.

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