

## E-Commerce Industry: Before and After the Covid-19 Lockdown

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### Abstract

*E-commerce or the electronic commerce is a kind of artificial platform for selling, buying and then delivering the products to the customers through the medium of internet. This paper mainly focusses on the change in e-commerce in India before and after the pandemic. E-commerce is one of the fastest growing sectors in India with huge market potential for companies to invest into India. We have seen so much of investments in e-commerce sector in the past years and can experience more and more in near future. Due to the rapid growth in the use of internet and the lockdown situation in India, there has been a tremendous growth in the e-commerce sector. This is a literature review based on "E-commerce in India before and after Pandemic".*

*Keywords: E-commerce, E-commerce during pandemic, Growth of E-commerce, E-commerce before and after pandemic, pandemic, online shopping in pandemic, online shopping, E-commerce during COVID-19.*

### I. INTRODUCTION

E-commerce involves the process of buying, or selling the things via an electronic medium i.e. internet (Bhatti, 2020). With the hit of COVID-19 every business in the world has got shut down. Previously consumer used to get everything by visiting supermarkets. Due to these COVID times, face-to face contact with such convenience stores have fallen drastically (Gao, Shi, Guo & Liu, 2020). Generally, e-commerce industry is segmented into many categories like electronics, healthcare beauty and personal care and many more (Tran, 2020). Because of this pandemic, it has created huge impact on all these segments. Because of uncertainty in the demand and supply of these segments, covid-19 has created a huge impact on e-commerce industry (Ar, 2020). Because of closure of many supply chains across China, U.S and many more countries because of this pandemic, e-commerce industry had been strained a lot. China is the largest producer of these electronic products for many countries. As the covid-19 cases is highest in China, it had ceased production which disrupted the entire e-commerce industry (Salem & Nor, 2020).

With the hit of this pandemic we can observe clearly the changes in the buying behaviour of consumer in an overnight. This covid-19 has changed the people from buying in bulk to doing online shopping. In fact, people have changed their buying behaviour from what they are buying to when they are buying and also how they are buying (Escursell, Llorach & Roncero, 2020). Safety becomes the top priority for consumers who order online. Because, virus can live on surfaces for a minimum of three hours based on the surface and it can last as long as it may go up to even three days based on type of the material (Sharma, 2020). But a study has been published saying that corona virus is very unlikely to survive on the items that we purchased in online as the time period from the packing of item to the delivery of item is quite long. (Khan, Shams-E-Mofiz, & Sharmin, 2020). Along with this, there will be quite tough shipping conditions for covid-19 virus too. So its very unlikely that the consumer will be exposed via the package itself. Besides this, according to the study made by CDC, there is actually very low risk of virus to spread from products or package as it may take over few number of days or may be weeks even and also they will be always kept in an ambience temperature.

They also further claim that the package would be in shipment for many days and also they did not come in contact with any other kind of source of contamination after packaging also (Maldar, 2020). Even World Health Organisation clears the doubt of many consumers saying that it is safe to receive packages from any location where covid-19 cases have been registered. It further claims that the likeliness of an infected person spreading virus i.e contaminating other products is very low.

In this study, we mainly focus on the online consumption i.e, many transactions are being done using credit card. Online consumption include their spending, their frequency of buying products online, amount of time they spend in buying products on e-commerce platforms across. Since many consumers are provided with special offers especially because of this pandemic, many consumers are showing interest into this online consumption. There are certain factors which will

increase the growth of e-commerce industry especially during this covid-19 pandemic which include constant growth in internet users and also because of increasing public awareness about online shopping. Moreover lot of products in this pandemic are being released in online itself.

Many products are launched with much discounts and offers on these different e-commerce sites. Along with this due to lower prices of these products and also having a direct distribution channel for all these products helps in the growth of e-commerce industry (Shetty & Moorthy, 2020). Besides these, economies of scale also played prominent role to the growth of this e-commerce market. During this pandemic, as there is widespread of corona virus across world, following social distancing as well as staying home is made mandatory for everyone (Unnikrishnan & Figliozzi, 2020). Due to this, most of the consumers are moving towards this online consumption. But there is fluctuations in demand and supply which can cause severe damage to this e-commerce industry especially in this lockdown. (Ota, Ray & Kumar, 2020). There are lot of big merchants like Walmart, which may experience drop in causal shopping. As most of the countries have declared lockdown, essential items like toiletries, groceries are bought frequently and also in high volumes by many consumers across globe (Rajagopalan & Agila, 2020).

Keeping this corona virus pandemic in mind, almost one-quarter of shoppers are looking for a contactless payment options or delivery options. According to the recent survey by Salesforce research from 3,558 people, it is observed that 36 Percentage of shoppers says that they won't return to brick-and-mortar stores until a vaccine is available. Similarly there are lot of other physical stores like Walmart, best buy etc wherein the situation is same (Veeragandham, Patnaik, Tiruvaipati & Guruprasad, 2020). If we can observe there is actually a steady increase in the amount of consumers who are doing online shopping throughout the pandemic. Almost 44 Percentage of the survey respondents are actually doing their online shopping during the mind- may which is an increase from 42 Percentage two weeks earlier. Even though this covid-19 pandemic subsides and reduces, almost 68 Percentage of the US. Shoppers expect to buy or continue with their online shopping. This is applicable for and also very true for Gen Z and also Millennials (age group of 24-38), 73 Percentage in this would come under this category and also 57 Percentage are baby boomers.

This Online shopping is very high among householdss with high income during this pandemic, out of which 71 Percentage is saying that they would be continuing with online shopping in future after this pandemic. Besides this 65 Percentage of the households with low income are also saying the same that they would be continuing with this online shopping after pandemic too. Apart from all these covid-19 has also impacted back-to-school and also holiday shopping in which most of the consumers would be buying all these from online across different e-commerce sites where they would be provided with discounts during this seasonal sales. Like these covid- 19 has created a huge impact on all categories in e-commerce industry. Online shopping by consumers is definitely a blessing to all the e-commerce platforms during this pandemic as long as they have managed demand and supply properly.

In this paper, we will analyse all the different types of e-commerce business models such as business to business (B2B), B2C, B2G AND C2C models. B stands for Business; C stands for Customer and G stands for Government, analyse consumer perceptions during the covid-19 pandemic and before the pandemic, customer buying behaviour

In this paper we are mainly concentrating on the changes in the E-commerce before lockdown, E-commerce during lockdown and E-commerce after lockdown. COVID-19 has changed the buying behaviour of consumers drastically.

## **II. REVIEW OF LITERATURE**

According to Gunjan, The majority of respondents were between 18 and 30 years of age. Customers were predominantly millennials. Acquisitions were made from 52 Percentage of females and 48 Percentage of males during the lockdown era. Respondents tended to buy more from Amazon than any other e-commerce that amounted to around 45 Percentage 35 Percentage of respondents used the digital wallet to pay for transactions made via e-commerce. Research has shown that there is an increase in demand for goods, especially laptops, books and smartphones, during locking and working from home. The analysis was performed by Forrester Research, a leading U.S. market research firm headquartered in New York. The results indicate that respondents were more likely to buy 37Percentage of E-commerce during the lockdown. The explanation suggested for the purchase from Ecommerce was that the Respondents did not want

to step out because of fear of Coronavirus. The respondents also considered that if the outbreak of Coronavirus worsens in the region.

According to Alexander, we can analyse the spending of consumer on various e-commerce sites during this lockdown. It tells about how much frequently and the average amount they spend on various e-commerce websites, The forecasts for the month of March understate the full impact of the pandemic. More work needs to be done to clarify the trends of regional decline across states. may be particularly useful in time, considering that households, companies and policy makers are trying to evaluate and respond to the economic impact of the COVID-19 pandemic.

According to Reddy, that the way people work has completely changed as a result of the COVID-19 pandemic. Indian e-commerce is expected to increase to Approximately \$ 200 billion by 2026. The results of the study concluded that increase e-commerce is due to a cheaper 4G network and an ever-increasing customer wealth.

According to Soni, The current crisis is affecting the brand and category preferences, shopping behaviour and spends. 40Percentage of consumers are stocking up on kitchen supplies; hence supermarkets and grocery stores are experiencing 80Percentage spike in-store visits. 16Percentage of respondents found difficulties in sourcing the food and grocery essentials. Most of the Indian consumers' appetite for online shopping is expected to increase from 46Percentage in the current scenario to 64Percentage over the next six to nine months. The price-conscious customer now relies on promising brands and high-quality products in the personal care category over the price. The social relationship of customers with the brands always have impacted the consumer purchase decisions. The current crisis has fundamentally changed the world. People are living differently, buying differently and in many ways, thinking differently. Consumers across the globe are looking at products and brands through a new lens. Consumers spend money on only essential goods, Brand Preference, purchase more fruits and vegetables, changed your food behaviour, reduced your expenditure.

According to Laskar, the e-commerce market in India is set to rise at a compound annual growth rate (CAGR) of 19.6Percentage between 2019 and 2023. E-commerce payments are expected to record a steep increase of 25.9Percentage by 2020. India, in a lockdown since 25 March, has seen the easing of restrictions in each successive process. The Indian e-commerce market is projected to rise from \$38.5 billion in 2017 to \$200 billion by 2026. Development is mainly led by Flipkart and Amazon India. The demand is projected to continue to expand in advance of the previous estimate to hit \$98.4 billion over the next four years. Smartphone shipments in India increased 8 percent year-on-year to 152.5 million units, making it the fastest growing market among the top 20 in the world. The competition between retailers to tie-up to local markets has also escalated in the digital payment market.

According to Tandon, India's fast-moving consumer goods (FMCG) companies say e-commerce sales have risen as shoppers stuck at home turn to buy the basics on the internet. About 85 percent of sales come from conventional retail outlets, like neighbourhood stores. Online sales accounted for only 2.8 Percentage of total sales for FMCG companies in the first quarter of 2020, according to market research firm Nielsen figures. For Bengaluru-based MTR Foods, sales through e-commerce have now increased from 2.2 Percentage Pre-Covid to 4-5 per cent.

Research by Mintel indicates that online shopping has become more common during the different phases of India's lockdown. Approximately 41Percentage of those surveyed by Mintel between 35 and 54 years of age increased online shopping compared to 30Percentage between 18 and 34 years of age. This indicates higher acceptance among those who were previously hesitant to purchase products online. Nestle India said that the contribution from e-commerce increased significantly during the March period.

According to Raina, the global pandemic of COVID-19 has led to lock down in many parts of the world. The fear of getting sick is the ground reason behind the switching of people towards online shopping. The pandemic has rendered a kind to great favour and service to E-Commerce business community by offering them great business opportunities. The impact of the pandemic are highly depressing and even hard to imagine in case of health, education, tourism and many other spheres of life, but when it comes to the E-Commerce business, the influence of COvid-19 is very positive and beyond satisfactory for those who are

directly or indirectly involved in it. The year 2020 is marked with rapid changes taking place over nights and the sense of uncertainty about health, business, education and even life is lost. Nobody is certain about the long-lasting impacts of this pandemic and there is no assurance about when it will end. Acowebs, one of the leading developers of E-commerce software for Woocom Commerce related online stores, testifies that their product Woocomethyl product addons is actually getting a greater number of enquiries and sales, since worldwide lockdown has begun. It is seen that the impact of COVID- 19 is quite evident on E-Commerce where some of the sectors are earning huge profit. During the month of March, when the lock down started, the demand for apparels, both casual and festive, increased to a high percentage. The trend of sale has highly increased after the pandemic and people are enjoying every moment of it.

According to FE Online, E-commerce is likely to emerge as a clear winner as more and more shoppers are adopting this channel. Nielsen had said that many FMCG players will look to go aggressive on e-commerce in both near and long term. In the aftermath of coronavirus lockdown, shopping by appointment might become a new normal. Health and safety are going to be the primary differentiators. brands which enjoy strong credibility and loyal customer base will be the first ones to recover from coronavirus blow.

According to Nath, there had been a 82Percentage surge in social media consumption. 453Percentage more people are using the digital medium to consume news. E-commerce witnessed a 70-100 Percentage growth for shopping of essential commodities. We're going to witness a major spike in advertising, more into digital - mobile advertising, once the COVID-19 pandemic infection spread subsides. The new normal has changed and will see a shift in budget allocation in the coming months, moving away from conventional advertising. We believe the focus on digital and mobile advertising will become core to any marketing campaign and print will only provide the support role. The pandemic has just catalysed this transition of media from print to digital. The marketers who had already adapted to digital have increased their focus on the medium post lockdown. The hospitality industry is one of the early adopters.

According to surveys conducted by PTI, Consumers' demand for online shopping will grow to 64Percentage from 46Percentage in the next 6-9 months. Many customers, it added, would like to see the strategies followed by leading e-commerce firms. The survey also found that 75Percentage of Indian consumers are highly positive about recovery over the next six months, compared to 48Percentage of consumers worldwide. A survey by the Capgemini IT company found that 89Percentage of customers said they would be more concerned about issues of cleanliness, health and safety after the COVID-19 pandemic. The research was performed in the country in the first two weeks of April. The results are based on a survey of 2,000 consumers in India. Nearly 74percent of consumers prefer to buy online products in the lockdown.

According to the article by PTI(2020), GCPL MD and CEO said that a significant change in customer purchasing behaviour and preferences would take place in the context of Coronavirus. FMCG companies are also involved in the manufacture of sanitizers and associated health goods. There is a strong opportunity for e-commerce companies to maximize their online sales.

According to the paper Kim (2020), enlightened on perceived innovation diffusion as a social phenomenon, with the majority of new products were diffused. online shopping behaviour suggests that diffusion may occur not only as a result of network effects, but also as a trigger for a pandemic. 37 percent of survey respondents considered moving to online shopping after COVID-19. At least 66 percent of Generation Z, 68 percent of Millennials, 73 percent of Gen Y, and 68 percent of Gen X. Of the Boomers, they have embraced online shopping. The pandemic is unlikely to end or decrease after COVID-19 passes, and online shopping is likely to rise after that. The new 10 percent of the demographic customer who took on online shopping as a result of the pandemic already paid the cost and witnessed the ease of online shopping and understood that a few days of waiting for delivery could be worth it. Late adopters are likely to be more pessimistic about trying out new experiences. Shopping online is a relatively safe way to shop in a pandemic.

According to Avatar, time can well incline the customer's behaviour towards online shopping forever. E-tailers and e-grocers were quick to get to grips with this. Amazon is blocking all shipments of non-essential goods to its warehouse. Amazon said it is opening 100,000 new full- time and part-time jobs across the U.S. in its distribution centres and delivery network to accommodate the increase in demand. All this hurried operation means that there is a tremendous strain on the supply chain of e-commerce companies, resulting in delays in shipments, technological difficulties and even labor shortages. P2 in Canada, P2 per hour in the United Kingdom, and nearly € 2 per hour in many EU countries. Amazon India's blog also recently

highlighted the rising footprints it's getting on its platform, thanks to Covid-19. E-commerce firms would have to use the right technologies to allow same-day and slot-based delivery of essential products. The right tech platform will help you prepare and refine your route seamlessly. It can also help with an optimum fleet mix to balance increased demand while keeping in mind traffic, road restrictions, etc. It is important to keep a close track of data so that observations can be gleaned and, if necessary, improvements can be made quickly.

According to the article by Tech Desk (2020), In the Lockdown 4.0, that helped e-commerce firms to supply essential and non-essential products in all three zones. Containment areas can only get medical supplies along with grocery stores and so on. E-commerce sites found this to be an opportunity for them.

### SCOPE OF THE STUDY

In recent times, a lot of research papers have been published regarding e-commerce but our paper mainly concentrates on changes in the e-commerce industry especially before and after the Covid-19 lockdown. Here we would be studying about the online consumption of consumers on various e-commerce sites, whether would they further continue with this online buying or would they quit this as they are not being provided with enough offers on these sites. During this lockdown, online consumption of customers has been increased a lot. Most people have moved to this online buying when lockdown began as most of the traditional stores got shut down. This gap would be analysed in this research paper. Our research paper further helps e-commerce companies in future decision making and also further improvements in the e-commerce industry.

### III. OBJECTIVES OF THE STUDY:

**The main objectives of our research paper are**

- I) To find the changes in the e-commerce industry before and after the Covid-19 lockdown.
- II) To find the changes in customer buying pattern on e-commerce platforms before and after the Covid-19 lockdown.
- III) To further analyse the future growth of the e-commerce industry.

#### Hypotheses:

H1: There is no significant gap between before and after lockdown for the dimension 'Perceived Usefulness' in e-commerce platforms

H2: There is no significant gap between before and after lockdown for the dimension 'E-commerce Performance' in e-commerce platforms

H3: There is a significant gap between before and after lockdown for the dimension 'Buying Intention' in e-commerce platforms.

Sampling technique: convenience sampling, type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand.

Sources of data: primary as well as secondary data.

**Primary data:** In this research paper, we have conducted an online survey of 162 respondents. We took this as our primary data.

**Secondary data:** We referred to external sources like public surveys, few other private organizations.

Statistical packages: Statistical Package for Social Sciences (SPSS),

### IV. ANALYSIS AND RESULTS

**Table 1: Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	56	34.6	34.6	34.6
Male	106	65.4	65.4	100.0
Total	162	100.0	100.0	

Among the genders of the respondents, Table 1 shows that male respondents were much more than female respondents. I.e. among 162 respondents, 106 are male (65.4 percent) and 56 are female (34.6 percent).

**Table 2: Education**

	Frequency	Percent	Valid Percent	Cumulative Percent
Doctorate	2	1.2	1.2	1.2
Higher Secondary (10+2)	8	4.9	4.9	6.2
Other	4	2.5	2.5	8.6
Post-Graduation	62	38.3	38.3	46.9
Under Graduation	86	53.1	53.1	100.0
Total	162	100.0	100.0	

From Table 2, Respondents education indicates that undergraduates and postgraduates were more than respondents who had studied higher secondary, doctoral and others. 86 of the 162 respondents are undergraduates (53.1 percent), 62 are postgraduates (38.3 percent), 8 are secondary graduates (4.9 percent), 4 are others (2.5 percent) and 2 are doctorates (1.2 percent).

**Table 3: Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
18 years - 29 years	156	96.3	96.3	96.3
30 years - 39 years	2	1.2	1.2	97.5
50 years - 59 years	4	2.5	2.5	100.0
Total	162	100.0	100.0	

The age group of respondents is concerned from table 3; survey shows that Zoomers and Millennial Y1 Generation are more than Generation X and Millennial Y2 Generation. Of 162 respondents, 156 are considered Zoomers (Generation Z) and Millennial (Generation Y1) in the age group between 18 and 29 years and represent a contribution of 96.3 percent. Respondents in the 30-to 39-year age range are 2 contributing 1.2 percent (Generation Y2). The respondents in the 50-59 age groups are 4, which contribute 2.5% (Generation X).

**Table 4: Have you purchased products from e-commerce platforms? (Before Lockdown)**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	32	19.8	19.8	19.8
Yes	130	80.2	80.2	100.0
Total	162	100.0	100.0	

Among the products purchased from e-commerce by respondents before Lockdown, Table 4 indicates that 130 of the 162 respondents (80.2 per cent) had purchased the products and 32 of the 162 respondents had not purchased the products (contributing 19.8 percent).

**Table 5: Have you purchased products from e-commerce platforms? (After Lockdown)**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	18	11.1	11.1	11.1
Yes	144	88.9	88.9	100.0
Total	162	100.0	100.0	

Among the products purchased from e-commerce by respondents before Lockdown, Table 5 shows that respondents who purchased were 144 of 162 respondents (contributing 88.9 percent) and respondents who haven't purchased were 18 of 162 respondents (contributing 11.1 percent).

From Table 4 and Table 5, the respondents purchased products from e-commerce before lockdown has been increased after lockdown.

**Table 6: When did you find more discounts and offers on e-commerce?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Before Lockdown	70	43.2	43.2	43.2
After Lockdown	92	56.8	56.8	100.0
Total	162	100.0	100.0	

From Table 6, Respondents found more discounts and offers before lockdown were 70 of 162 respondents (43.2 percent) and after the lockdown was 92 of 162 respondents (56.8 percent).

**Table 7: Your spending on e-commerce platform has been increased during the lockdown**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	52	32.1	32.1	32.1
Yes	110	67.9	67.9	100.0
Total	162	100.0	100.0	

From table 7, Respondents Spending has been increased during the lockdown. Among 162 Respondents 110 respondents have responded favourably (67.9 percent) and 52 respondents have responded that no spending was been increased (32.1 percent).

**Table 8: Your Internet data consumption has been increased during Lockdown**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	18	11.1	11.1	11.1
Yes	144	88.9	88.9	100.0
Total	162	100.0	100.0	

From Table 8, Respondents Internet data consumption has been increased during lockdown which is a favourable condition for an increase in e-commerce customers. According to 162 respondents 144 respondents has responded favourably (88.9 percent) and only 18 respondents haven't responded favourably (11.1 percent).

**Table 9: Your spending on purchasing products on E-commerce during the Sale has increased after lockdown**

Dimensions	Paired Differences	T- value	df	Sig.
	Frequency	Percent	Valid Percent	Cumulative Percent
No	44	27.2	27.2	28.4
Yes	118	72.8	72.8	100.0
Total	162	100.0	100.0	

From Table 9, Respondents spending on e-commerce during special sales after has been increased. According to 162 respondents 118 respondents has responded favourably (72.8 percent) and only 44 respondents haven't responded favourably (27.2 percent).

**Table 10: During the lockdown, did you spend more time checking deals on e-commerce sites or e-commerce apps?**

	Frequency	Percent	Valid Percent	Cumulative Percent
No	48	29.6	29.6	29.6
Yes	114	70.4	70.4	100.0
Total	162	100.0	100.0	

From Table 10, 70.4 percent (114 respondents) of the total respondents had spent time checking deals on e-commerce applications whereas only 29.6 percent (48 respondents) haven't spent time on e-commerce apps.

**Table 11: Paired Samples Test results**

		Mean	Std. Dev	Std. Error Mean	95% Conf Interval of the Dif				
					Lower	Upper			
ECP	BL3 - AL3	0.013	0.013	0.007	0.007	0.032	1.92	3	0.131
PU	BL1 - AL1	0.007	0.012	0.005	0.005	0.022	1.621	4	0.179
BI	BL2 - AL2	0.353	0.232	0.104	0.063	0.643	3.39	4	0.025*

Note: ECP= E-commerce Performance; PU= Perceived Usefulness; BI= Buying Intention; BL= Before Lockdown; AL= After Lockdown.

Source: Compiled from SPSS output. Note: \* Significant at  $p < 0.05$ .

The table 11, explained the difference between the mean values of before and after lockdown buying intentions regarding e-commerce platforms.

### **DISCUSSION OF OUTCOMES**

The p-value (0.131) > 0.05 and  $t_{Tab}(1.92) > t_{Cal}(1.621)$  for  $df= 4$ . Thus, the tabulated t-value and p-value is greater than calculated value and 0.05 concluding that there no significant gap lies between before and after lockdown for the dimension 'E-commerce Performance'

The p-value (0.179) > 0.05 and  $t_{Tab}(1.92) > t_{Cal}(1.621)$  for  $df= 4$ . Thus, the tabulated t-value and p-value is greater than calculated value and 0.05 concluding that there no significant gap lies between before and after lockdown for the dimension 'Perceived Usefulness'

The p-value (0.025) < 0.05 and  $t_{Tab}(3.39) > t_{Cal}(1.621)$  for  $df= 4$ . Thus, the tabulated t-value and p-value is lesser than calculated value and 0.05 concluding that there is a significant gap lies between before and after lockdown for the dimension 'Buying Intention'

Therefore results conclude that the means of difference lies between before and after lockdown for the dimension of 'Buying Intention' of consumers across e-commerce platforms.

### **V. CONCLUSION**

Online consumption of the consumers has increased by more than 60 per cent based on the survey report and its analysis. Covid-19 has brought drastic changes in the buying behaviour of consumers. More and more people have started to purchase across many e-commerce platforms because of the pandemic. As data consumptions by consumers have been increased very highly in this pandemic, more consumers have been checking all the necessary groceries across different e-commerce platform. As all the e-commerce giants have provided their customers with many offers and discounts, more than 70 per cent of the consumers would love to purchase the products on e-commerce even after lockdown.

All the e-commerce platforms have been targeting the customers with ads which made them curious about the product and in turn, make them buy the product because of their irresistible offers and discounts. More traditional markets were ruling the world before lockdown, because of this pandemic all of such physical stores had to shut down including e-commerce giants like Walmart, brick and mortars.

As e-commerce platforms have lured many customers with attractive discounts and offers, many consumers have started to purchase every small product to big products in online itself on various e-commerce platforms. We can observe there is an increase in the people buying the product online before lockdown when compared with people who bought the products after lockdown. Because of the huge increase in demand for all online products, one of the e-commerce giants Amazon CEO became the richest person in the world with a turnover of more than \$200Billion. People are so addicted to buying everything online because of such lucrative discounts and offers. That's why more consumers are tending to buy the products online only rather in traditional stores even after lockdown.

People became so health-conscious because of this pandemic which is making them think 10times to continue again with normal physical stores shopping. As technology is always handy to everyone, most of the consumers are willing to continue with this online shopping in coming future also. In this way, we can observe that most of their online spending has increased which in turn has made an increase in the time they spend across these e-commerce sites.

Finally, the conclusion is more consumers wish to continue with buying products in online even after lockdown also as there are more and more lucrative offers which are ready to be provided to such consumers by many e-commerce platforms. Because of these, the e-commerce industry has seen tremendous growth like never before.

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