

# A Study on the Trends that Emerged in E - Commerce Post Pandemic and after Covid-19

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**Abstract:** *E-commerce is the most cost-effective and convenient way to purchase a variety of products online from anywhere in the world with just a click. E-commerce is becoming increasingly popular as a result of the global COVID-19 situation. Customers and businesses alike are being compelled to adopt new digital behaviors as a result of the pandemic's global destruction of lives and livelihoods. Due to the ease of access and discounts offered by e-commerce sites, we can anticipate that the overall growth of e-commerce will undoubtedly continue to rise. This paper is based on a review of several studies that looked at the trends in e-commerce during COVID-19. Our attitudes toward online channels are rapidly changing as a result of the pandemic, and these shifts are likely to continue after the pandemic.*

**Keywords:** Online, pandemic, e-commerce, COVID-19, and penetration.

## I. INTRODUCTION

A wide range of online business activities for goods and services are referred to as "e-commerce." Electronic Trade is something other than trading items on the web. Additionally, it encompasses the entire online procedure for developing, marketing, selling, delivering, providing service, and charging for goods and services. During the pandemic, India's e-commerce sector experienced significant expansion. The traditional means of conducting business online have been affected by the advent of e-commerce. It is opening up new opportunities for the more effective reorganization of economic processes and creating a new market. The Internet's open structure and low cost make it possible to connect both new and existing information and communication technologies. It provides consumers and businesses with a new method of communication in addition to an innovative and effective information system [1]. E-commerce has evolved into an essential tool for both large and small businesses worldwide, allowing them to not only sell to but also engage customers. Despite the fact that the Indian market has a low number of internet users as a result of a lack of internet access and public awareness, the switch from traditional purchasing to online purchasing is taking a long time. According to one study, cross-border e-commerce and information technology present a promising opportunity for the rapid expansion of traditional businesses.

## II. OBJECTIVE

The current study aims to comprehend COVID-19-related e-commerce's current state and evolving trends. The overall factors that are contributing to the increased use of e-commerce during pandemics are presented in this study.

## III. E-COMMERCE CATEGORIES

The buying, selling, and exchanging of goods and services over computer networks, such as the Internet, where electronic transactions or terms of sale are performed, is known as electronic commerce. Since its inception in the early 1990s, the use of electronic commerce has skyrocketed. Nowadays, the majority of businesses operate online. In point of fact, it has evolved into a necessity to be able to conduct business online. Online shopping is available for everything from food and clothing to entertainment and furniture. The following are the main types of e-commerce: B2B, B2C, C2B, and C2C.

B2B (Business-to-Business) Businesses that do business with one another, such as wholesalers selling to retailers and manufacturers selling to distributors. Pricing is usually negotiated and is based on the number of orders. Large corporate accounts and business-to-business transactions are common for manufacturing companies. Samsung is one of

the primary suppliers that Apple uses to make the iPhone. Apple also has business-to-business relationships with companies like Intel, Panasonic, and Micron Technology, a producer of semiconductors.

Using shopping cart software, B2C (business-to-consumer) refers to the process of selling goods and services directly between a company and customers, also known as end users, via the internet. B2C companies include Amazon, Flipkart, eBay, and Priceline, all of which have flourished and gone on to become disruptors in their respective industries.

C2B (Consumer-to-Business): A consumer posts a plan online with a set budget, and within a few hours, businesses look over the supplies and bid on the plan. The customer evaluates the bids and chooses the company to carry out the project. Electronic commerce between consumers and businesses involves consumers selling goods or services to businesses. If you've ever participated in a paid online survey where you gave your opinion on a product, you've participated in this type of e-commerce.

C2C (Consumer-to-Consumer) There are numerous free classifieds, auctions, and forums on which individuals can make purchases employing online payment systems like PayPal, which make it simple for individuals to send and receive money online. e-commerce between consumers, in which consumers sell products to other consumers. One consumer selling something they no longer require through eBay's auction service is a great illustration of where person-to-person transactions have taken place daily since 1995.

B2G (Business to Government) B2G, or business to government, is the arrangement of labor and products to government organizations at the bureaucratic, state, and neighborhood levels. Most agreements are conceded in light of a solicitation for proposition (RFP) from an organization.

M-Commerce is the use of wireless handheld devices like cellphones and tablets to conduct online commercial transactions, such as the purchase and sale of goods, online banking, and bill payment, among other activities. As security issues have been fixed, mobile commerce has grown quickly. Apple and Google, for example, have launched their very own mobile commerce services.

#### **IV. ADVANTAGES OF BUYING ONLINE**

The way people shop now is completely different because of the internet. Because there are so many advantages to shopping online over traditional methods, more people are turning to it.

Using a Comparison Shop: We don't have to waste time going to different retail stores to compare prices, models, and options for a particular product because there are so many e-commerce sites for it. Online, you can find a lot of product comparisons and reviews from customers to help you choose between models and brands. Online information makes it simple to choose the right model because it compares brands and models directly side by side.

Ease of use. Due to the ease with which products can be found online, we are becoming accustomed to online convenience. One of the main reasons people shop online is for convenience. We can shop at any time of day or night at online shopping stores that are open around the clock. There are no long lines for products to be purchased. We can conveniently purchase goods from anywhere in the world with just a single click when we shop online.

Social isolation persists as a result of the threat of a pandemic blowback: Better prices will reinforce behavioral change in the long run because society is most concerned about a pandemic blowback in the midterm. The increased emphasis on social distance will encourage continued online shopping. One of the fascinating things about shopping online is that you can get better deals and cheaper prices because you buy products directly from the seller or manufacturer without having to deal with a middleman. Additionally, numerous online stores provide rebates and discount coupons, lowering the cost of goods even further.

More options. Online, almost any brand or product is available in a wide variety. Online options are fantastic. Without spending money on airfare, almost any brand can be found on the most recent international trends. Instead of being restricted to your own geographic area, we can shop from retailers in other parts of the state, country, or even the world that offer a wide range of colors and sizes. Online shopping is expected to continue growing until the situation improves because the elderly population is told to stay in self-imposed quarantine for longer.

No pressure. When we go shopping outside, we sometimes buy things that we don't really need because shopkeepers try to sell us something.

### **V. E-COMMERCE TRENDS**

The COVID-19 pandemic has completely disrupted the lives of consumers and forced major retailers to become more creative in order to meet their needs. Due to mandated lockdowns and safety concerns, the crisis brought digital innovation and altered E-commerce strategies to serve customers who were shopping online. Since its inception, e-commerce has experienced rapid expansion, with E-commerce sales expected to reach 599.2 billion USD by 2024. The Coronavirus flare-up saw Web based business deals spike 25% in Walk 2020 alone.

As it continues to permeate everyday life and presents significant opportunities for online investors and small, medium, and large businesses, the power of e-commerce should not be underestimated. We can see the potential of e-commerce businesses like Amazon, which set the standard for customer-focused websites and a lean supply chain and sells over 4000 items a minute from small and medium-sized businesses alone[3]. The growth of the internet over the past two decades worldwide is shown in the following table. Due to having the second highest number of internet users, India was ranked as the second largest online market worldwide. In January 2020, India had 687.6 million internet users. Between 2019 and 2020, India's internet users increased by 128 million (+23%). In January 2020, 50% of Indians had access to the internet. This study relies on secondary data obtained from a variety of online sources, including research papers, www.statista, <https://datareportal.com/reports/digital-2021-india>, and [www.internetworldstats.com](http://www.internetworldstats.com).

Source: In 2018, India had about 224 million digital buyers. By 2020, that number will rise to 329 million, a very rapid increase. Because of this, we can anticipate that it will reach between 273 million and 280 million customers in 2019. The trend toward online shopping exploded during the Covid-19 crisis because it is now possible to easily obtain products worldwide with just a single click. During Covid-19, there were numerous restrictions and lockdowns, making online shopping even more appealing. The coronavirus has had an effect on all of global e-commerce; It has altered how businesses operate. 52% of consumers, according to research, avoid shopping in stores and crowded areas. In addition, 36% avoid shopping in person until they receive the coronavirus vaccine. Existing patterns of behavior and structures are being questioned as a result of the COVID-19 pandemic. Companies need to know how customers behave right now because crises can bring about fundamental shifts in society and the economy. Due to a rapid rise in e-commerce, the trends established during this crisis may continue into the future, causing serious consequences for physical stores. The rapid growth of online shopping trends in India is evident by stats.

### **VI. CONCLUSION**

During COVID-19, the number of digital buyers increased, and this trend is expected to continue. By increasing daily E-Commerce trading, COVID-19 has a significant impact on global e-commerce. Our shopping habits and online business practices will forever change as a result of the COVID-19 crisis. In the future, COVID-19 will permanently alter the E-Commerce market. By 2021, India will have 829 million internet users, or roughly 61% of the population, thanks to increasing internet penetration. It is anticipated that the number of people using the internet will continue to rise, as more than 65% of the country's population is under the age of 35. India has the second-most internet users in the world, and data costs are dropping. As a result, there is room for expansion in the sector. Because more people are using smartphones: India's smartphone sales increased by 8% year-over-year to 152.5 million units in 2019, making it the world's fastest-growing smartphone market. With such gigantic development, the Web based business area has a splendid future in the country. Mobile phone-based online shopping is currently growing in India. Mobile phones account for between 70 and 75 percent of the online traffic to e-commerce websites. As a result, E-Commerce businesses will eventually see an increase in traffic as a result of an increase in smartphone use.

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