



# Positive & Negative Effects of COVID- 19 on Online Business Platform as Per Customer Purchasing Behaviour

Mr. Ankit Verma,

Assistant Professor,

Dept. of Management Studies,

L D C Institute of Technical Studies, Prayagraj (U.P.)

## OBJECTIVE

This is the study undertaken to examine the Positive & negative effects of COVID- 19 on online business platform as per Customer Purchasing Behaviour in India.

## INTRODUCTION

- This paper examines the consequences of COVID19 on Changing Purchasing Behaviour of Customer for the use of online business platform in India. Over the complete year of 2020, COVID-19 developed into an international pandemic affecting people's everyday lives all over the world.
- For the first time, online platform presented a choice channel for preserving enterprise activities, social interactions & consumption in instances of strict preventive measures such as lockdowns. The majority of users from India declared to have been buying online regularly after the outbreak of COVID-19.
- Online Business Platform like E-commerce refers to the shopping for & promoting of products, services, or any different type of items & offerings with the aid of the buyer, retailer, or commercial enterprise over a digital platform. Economies with a smaller share of lively on-line buyers earlier than COVID-19 are gaining a more desirable extend in on-line purchasing activities.

- Across the country, humans with schooling & girl buyers have been the most possibly to have elevated their on-line purchases. The Online Business Platform offer various electronics & ICT products, gardening equipment & pharma & healthcare merchandise products symbolize the classes with the biggest boom of energetic customers due to COVID-19 throughout India. Cosmetics & personal care (fitness) & food & beverages are the classes with the most energetic customers at some point of the pandemic.
- In phrases of verbal exchange platforms, users in India intensifies the use of Microsoft Teams, Google meet & zoom. Due to COVID-19 pandemic, the Online Business Platform strong & steady increase of on-line customers & rising consciousness linked with on-line shopping, improved on-line product launches, low costs due to mass purchases & so on.
- Additionally, the international Online Business is increasing due to a larger variety of unique merchandise on the market, as nicely as cost-effective product pricing due to direct channels & economies of scale. In India, Online Business Platform has modified the business working model. The Online Business Platform presents the potential to grant innovative, sustainable, consistent, & seamless shopping for experiences throughout all channels, with attractive & handy buying choices at the centre of the buyer-facing business.
- COVID-19 has had a notable influence on international e-commerce, each positive & negative, however overall, Online Business Platform is growing unexpectedly by the changing scenario of market by the influence of the virus.
- Several barriers going through stores in e-commerce, such as prolonged shipping time, concern confronted in the course of motion control, social distance, & lockout, drove customers to use the net & make it a dependency in their day-by-day routine. Such a state of affairs is no longer viable due to the fact to e-commerce. Marketing is likely one of the most charming factors of commercial enterprise relationships, due to the fact producers & buyers cannot do commercial enterprise until they can find out every other.
- This is often the motive for how an advertising & marketing approach aids people in attaining their goals. Online Business Platform advertising is a kind of centred advertising that aids web-sites in attracting greater traffic & introducing merchandise or product offerings through the digital Platform.
- India is additionally seeing a better growth in Internet use for getting access to health-related statistics & in the use of tech

devices. Customers from India will prefer on-line in the post-COVID-19 future which is different from frequently visiting store before Covid 19.

- In phrases of future buying channels, shoppers in India categorical a sturdy choice for shopping for greater frequently on-line than in physical stores. Marketing is a storey that targets to appeal to & persuade human beings to trade.
- E-marketing is a phrase that refers to advertising things to do carried out by using the digital/On-line & associated technologies (Krishnamurthy, 2006). E-marketing, on the different hand, is the use of digital technologies & digital media, especially the internet, for the motive of buying & selling or promoting goods. Disputes are pretty huge in the regular market environment, & they are convenient to impact & get to the bottom of thanks to the personality & structure of transaction.
- However, in the on-line context, an equal is tougher to locate due to the fact on-line retailers & digital shoppers make a good buy barring understanding who they're dealing with. People can now take a seat in one spot & purchase any product or gain product offerings from any dealer on-line somewhere in the world due to the fact to technological break throughs & improved internet penetration throughout world.
- Customers are worried that they will not be covered if something goes incorrect with their transaction with the dealer in this case. This paper deals with all positive and negative behaviour responses of Customer regarding purchasing via Online Business Platform.

## **METHODOLOGY**

I conducted significant primary and secondary research as part of this study. Primary research was conducted via on-line questionnaire form and secondary research was used to be carried out to enhance the facts that was already researched.

The use of this paper is examined in the analysing purchaser behaviour of Customer. In addition, the industry's estimated restoration length will be presented, alongside with the best- and worst-case scenarios, to aid Customers in deciding their subsequent steps in the decision-making process.

## **QUESTIONNAIRE DESIGN**

This paper adopts a questionnaire survey approach to acquire information from customers of Online Business Platform (E-Commerce) Commercial Organization.

- Online quantitative research
- Target - 600 respondents (Online users of more than 15 years)
- Methodology sample- Convenience
- Coverage – National (India Prayagraj)

I empirically measure the paradigm by using surveying clients who have shopped with the aid of stay streaming purchasing structures such as amazon.com, flipkart.com, myntra.com and nykaa.com. I have confidence on purchasing on-line in the course of covid. I framed questionnaire which consists of what age crew primarily likes to save online and do on-line purchasing assisting them in the course of covid. We found what is actual intention of purchaser how a lot they do have confidence on line buying why they are trusting and if no longer what are reasons. and our survey indicates majorly age crew from 15-35 preferring on-line purchasing and they believe the amenities on-line purchasing giving and they are going on portals with proper buy intention.

### IMPACT OF COVID-19 ON ONLINE BUSINESS

The time period of Online Business Platform has received a lot reputation in the remaining 10 years. The idea of Online Business Platform varies in accordance to the stakeholder who are the use of this platform for extraordinary purposes.

From Business Perspective: The e-commerce refers any shape of commercial enterprise transactions. It consists of shopping for and selling of items and offerings over the Internet which is alternative of typical brick and mortar shops used in procurement and promoting of appropriate and services.

From the provider Perspective: The e-commerce is a device that helps the agencies and the clients to supply their merchandise or the statistics on the Internet. It gives quicker access, higher offerings that radically assist in the companies to continue to exist in this aggressive environment. It enhances the carrier shipping that in flip expand the patron satisfaction.

From the exchange perspective: The e-commerce consists of all tools, software's, and repayments paradigm that are used on the web to deliver the product or services offerings to the customer.

But all the standpoint defines on-line/ digital commerce as a new endeavour that has the functionality that do or enhance the transactions over the internet.

There are additionally many varieties of e-commerce relying upon the type of Customer concerned it can be commercial enterprise to business to business (B2B), business to customers/consumers (B2C), consumers to consumers (C2C) etc.

Though the e-commerce is properly practiced in many developed countries, however in India the e-commerce adoption is very gradual as the adoption of e-commerce entails alternate in the customer behaviour. So, the on-line/ digital divide properly familiar amongst the Indian populace slows the adoption of e-commerce in India.

But, all throughout the globe the COVID-19, has led to essential alternate in enterprise circumstance for B2B and B2C businesses and comparable is the prerequisites in India. There is vast trade in the promoting and shopping for behaviour of businesses and clients respectively. This alternate is now not solely drastically seen throughout this pandemic time however would possibly proceed after the pandemic also. COVID 19 is a novel and difficult state of affairs for the whole world international locations and it is affecting the e-commerce traits significantly.

### **CHANGE IN THE ONLINE BUSINESS DURING COVID-19**

The corona virus has impacted nearly all commercial enterprise and in a similar way the Online Business Platform of the complete world. The human beings are strongly adopting no longer going to shopping/physical purchasing till they get the corona virus vaccine. Even the late adopters of science and e-commerce are compelled to undertake the online commerce in the prevailing situation of COVID-19. As the pandemic has reshaped existence and additionally accelerated many tendencies – however the largest of these traits is the vogue in the E-commerce. According the document of IBM, the pandemic has accelerated Customer's shift towards e-commerce by way of five years.

The pinnacle classes of items advantages with this increase are alcohol, domestic furnishing and enhancement materials, family products and family groceries, however at the identical time the clothing and apparel are seeing the giant decline. This in flip has appreciably extended the income in the on-line business.

Some of the key categories that has considerably proven the amplify in income at some points of pandemic are:

Grocery e-commerce: There is large spike in grocery associated E-commerce at some point of pandemic. The buying of family objects and grocery product has printed the enlarge of more than two hundred

percentage. On-line grocery has viewed persevered increase in the course of the pandemic.

People are averting going out and additionally needs to maintaining the social distance consequently they are ordering the households productson-line. Also, the needs of a range of family merchandise have extended a lot. Utilizing this chance many new agencies have referred to providing the product in this area such as amazon beginning amazon pantry for family product and groceries. Similarly, JIO Mart presenting aggressive charge for the purchaser to do on-line buying of groceries.

Though the pandemic has delivered a surge in the income on the on-line platform, however it has additionally contributed in the moving to exclusive product classes in the course of this COVID 19 pandemic:

To keep away from going out and doing purchasing in crowded market, the new area is additionally delivered in the on-line advertising and marketing i.e., BOIPS (Buy On-line Pick Up in Stores)

Purchasing of preventive fitness and well-being merchandise have multiplied a lot. The On-line income of drug treatments for frequent flu, cough and bloodless has elevated through two hundred fifty-eight percentage. This has additionally brought on many offline medicinal suppliers to shift their focal point on on-line E-commerce.

Though there is typical enlarge in the e-commerce at some point of pandemic. But the purchasing of luxurious items, trend and apparels are seeing massive losses. People all through this pandemic have concern of lockdown and quarantine consequently stockpiling of groceries and different family necessities is carried out ensuing in the scarcity of objects on the bodily stores. This has additionally brought on humans' mindset to do on line buying of family objects on special websites. The income of non-perishable items, lengthy shelf-life merchandise has extended a lot for the duration of the pandemic on the on-line platform.

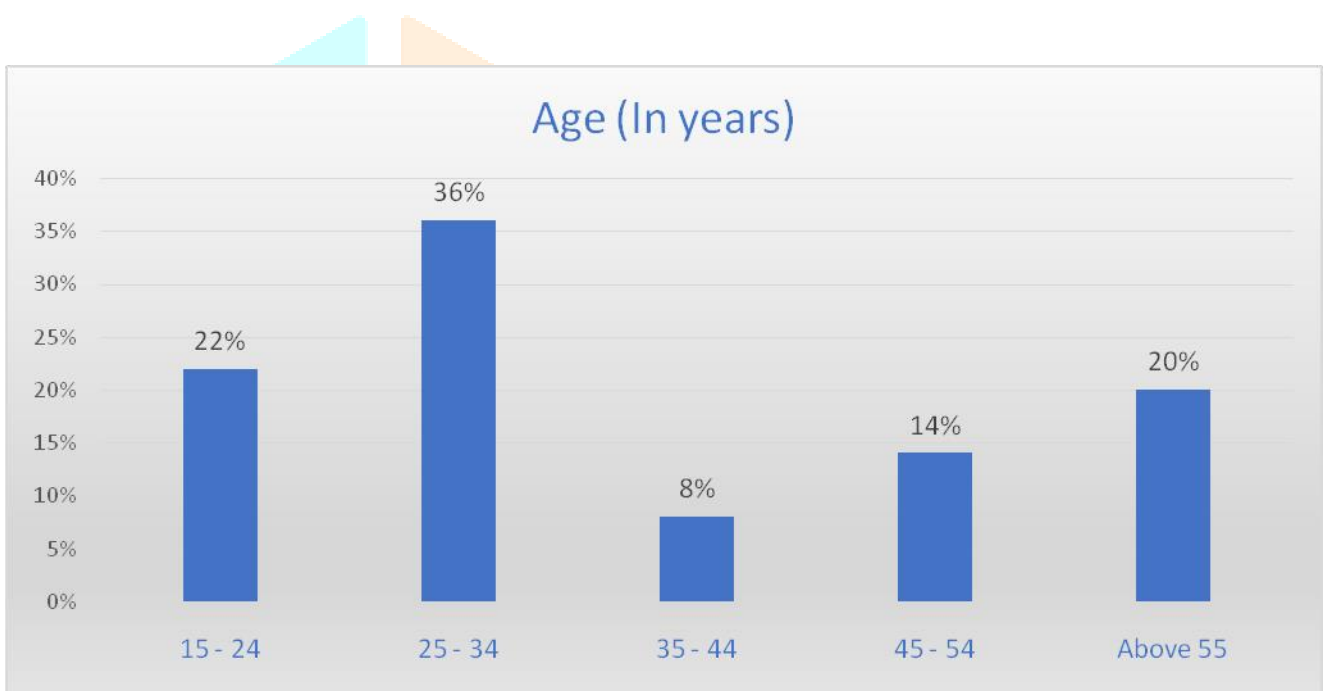
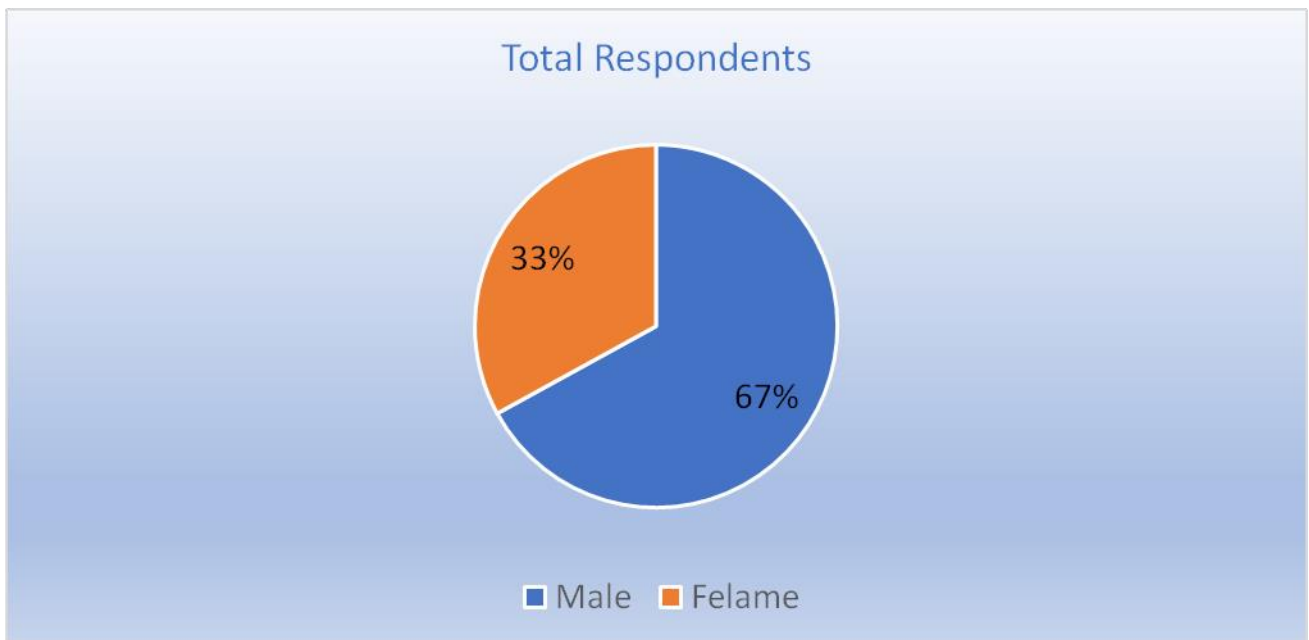
So, the Pandemic has initiated the "On-line Movement". With many groups are closing their offline stores, it has turn out to be vital for the clients and agencies to pass toward the on-line solutions. COVID 19 has hit challenging on physical retail outlets and Online Business Platformis performing as the saviour in this challenging time. The success of e-commerce relies upon fairly on the tightly closed and profitable implementation of on-line/ digital transaction consequently it turns into critical to find out about the influence of COVID-19 on the on-line/ digital transactions.

## **RESULTS & ANALYSIS**

Total 470 actual and correct respondents are considered in this study. As human beings alter to their living arrangements, their buying habits have modified to meet their demands. While panic purchasing has slowed in positive nations, shoppers are nevertheless stocking up on supplies, regularly recognised as "pandemic pantry staples." Many clients are additionally taking benefit of their newfound free time to centre of attention on their health, with seventy-seven percentage of clients attractive in some shape of exercising whilst in social isolation, and forty-two percentage intending to proceed as soon as barriers are relaxed. As a complete result of these moving behaviours, a quantity of product classes has considered an increase in demand, and whilst many of them are useful, others are delightfully bizarre. With everyone's eyes skilled on the CDC data, the widely wide-spread public expects large adjustments to the way they used to stay and eat the items and offerings they desire and need. As a result, companies are turning into conscious that these trends will have an effect on their complete corporation administration systems, from furnish chain to E-commerce acceptance and expansion. And they want to seem at information to continue to be beforehand of the sport and make knowledgeable judgments. As a result, we have assembled the most updated data on E-commerce trends, Customer behaviour, and demand to aid agencies as they navigate thru what may also be the most challenging length in their records the corona virus pandemic.

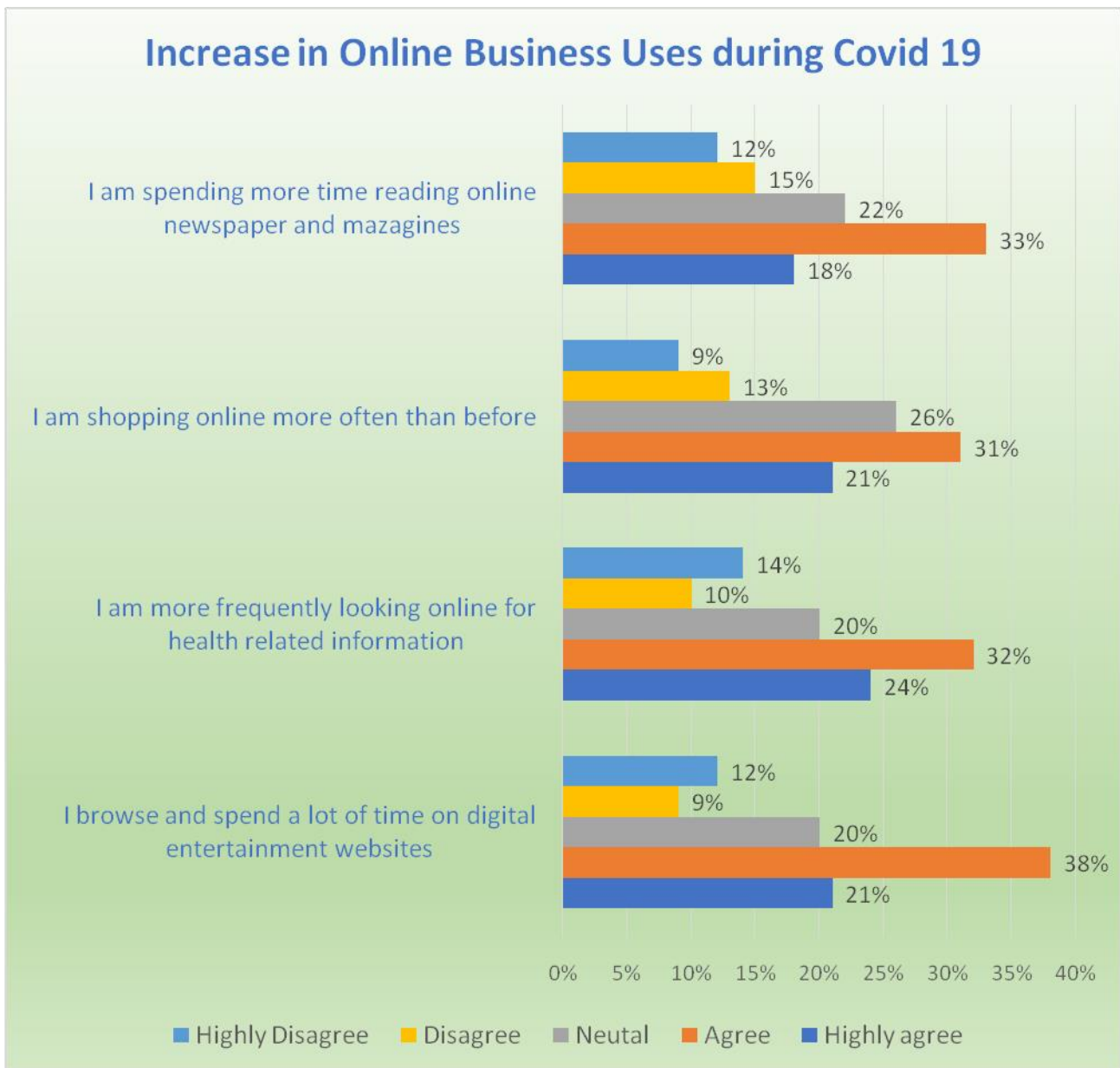
According to our research, people's attitudes on on-line buying have shifted, and they are more and more trusting of E-commerce shopping. It has a shiny future due to the fact virtually everything, which includes food, groceries, and medicine, is now handy online.

When evaluating the two kinds of marketing, Online/digital Marketing is greater low-budget and swifter considering the fact that it approves corporations to attain out to achievable clients directly, and it is the fine choice for corporations to promote domestically or internationally.

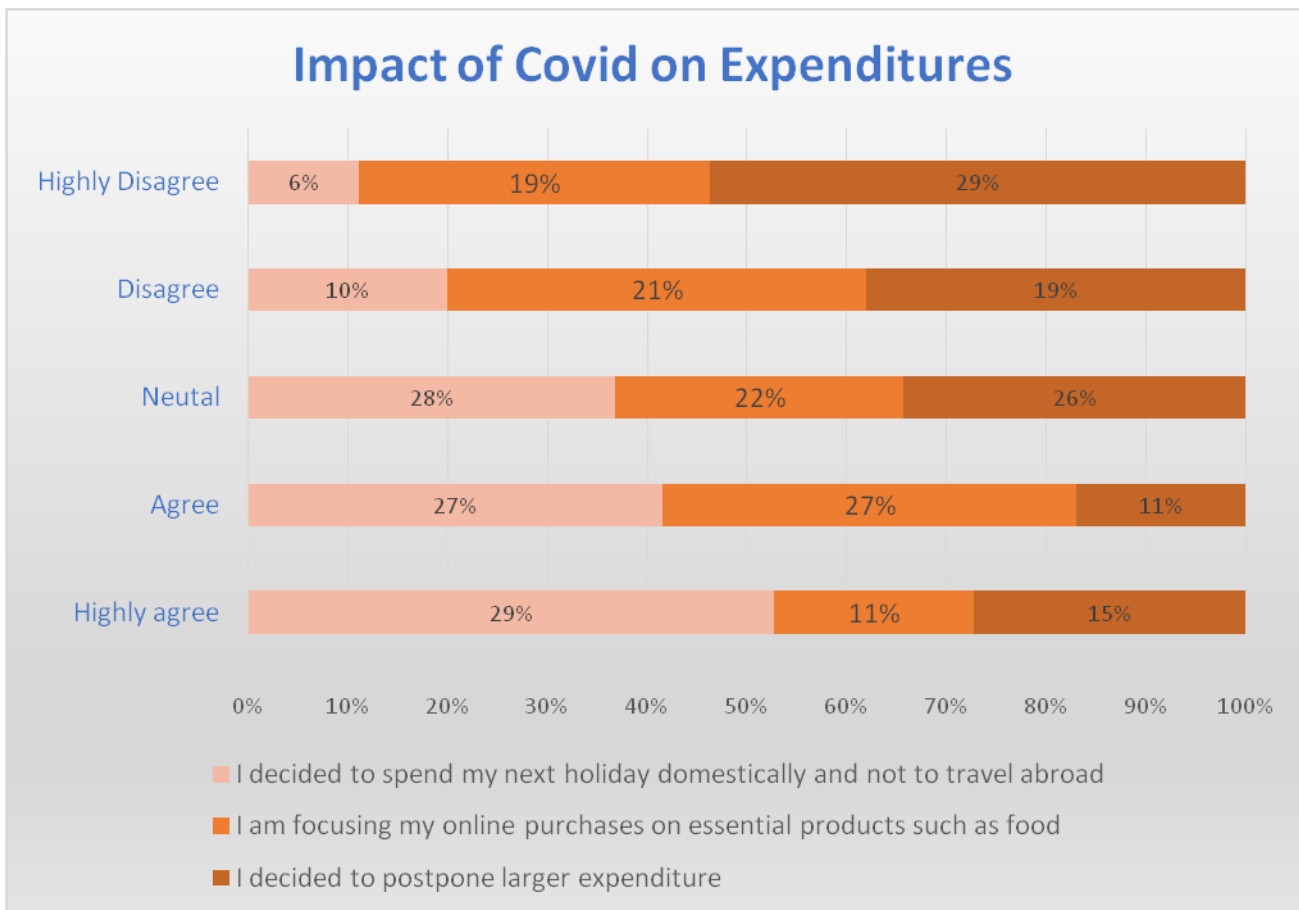


According to data analysis, 67% of the respondents are male and majority belongs to the age group of 25-34.

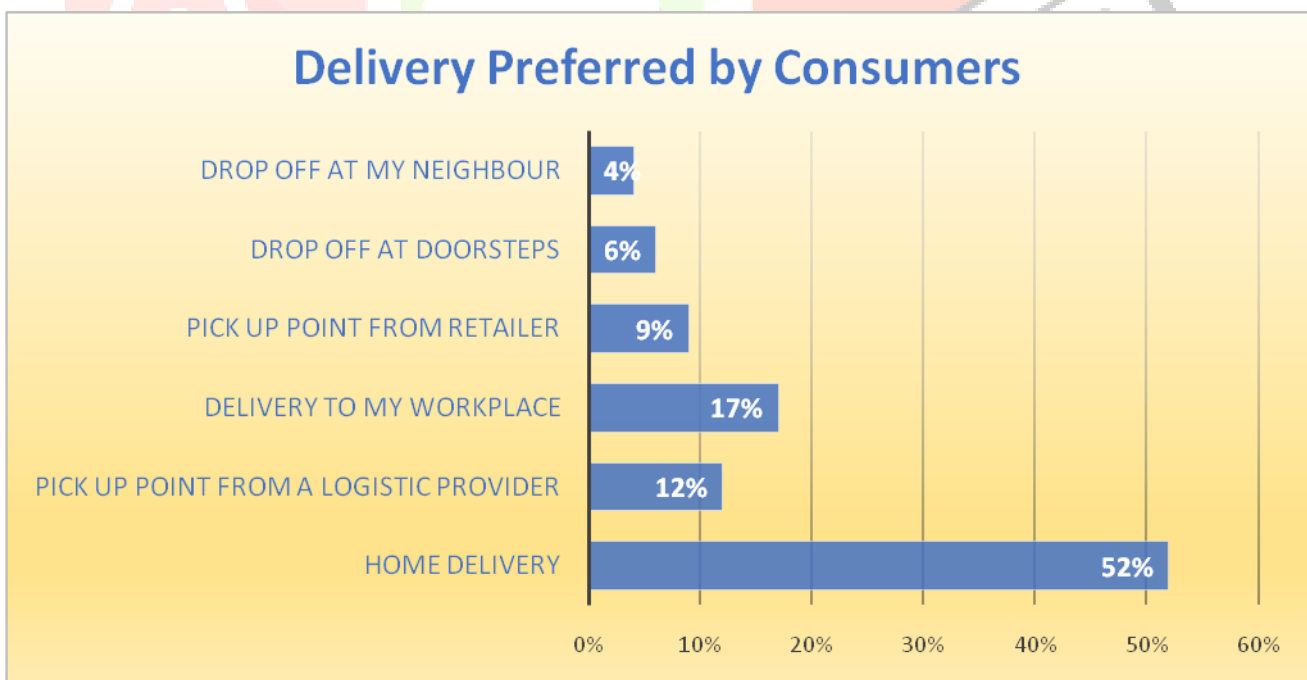




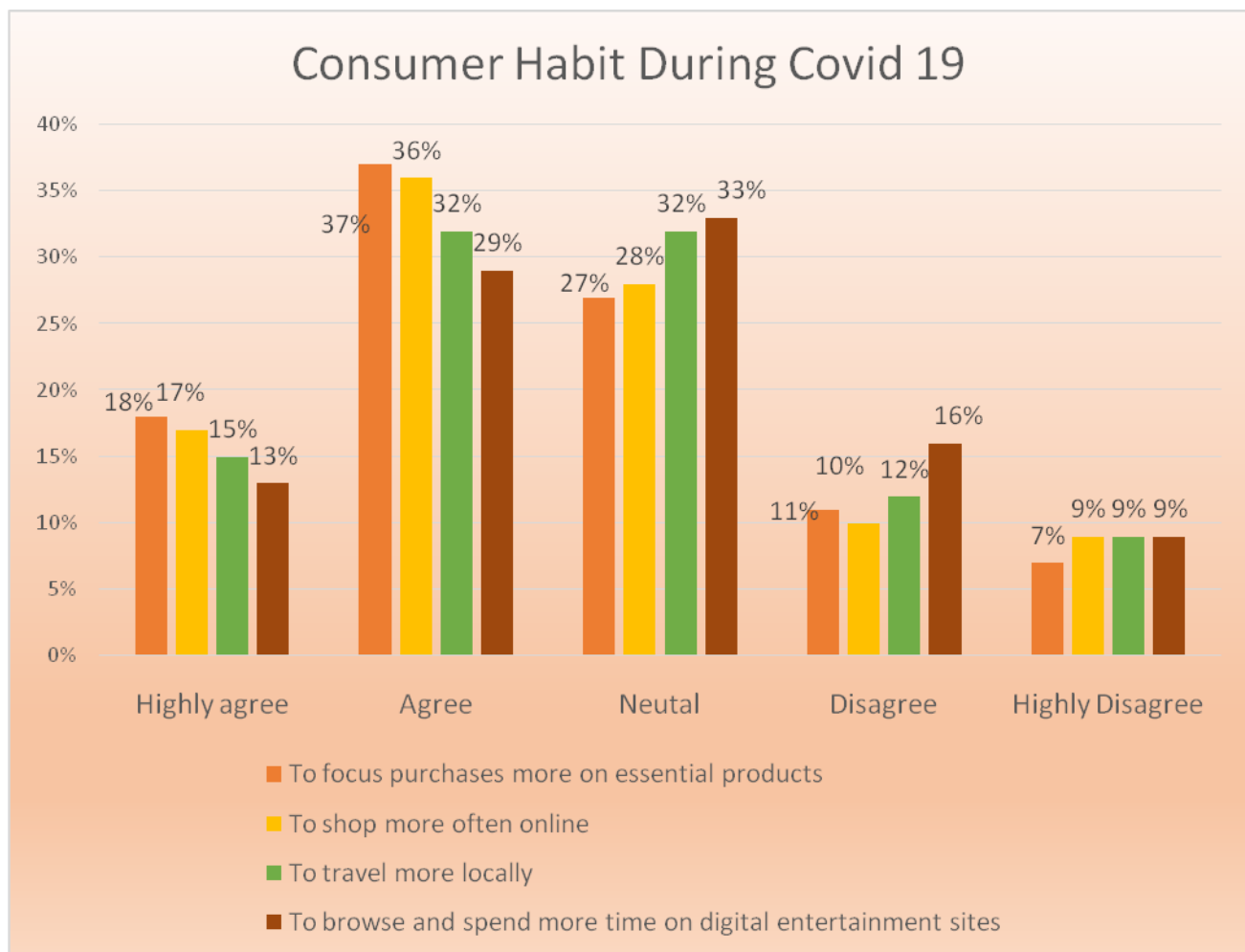
According to data analysis, 33% of the respondents are agree that they increase spending more time reading online after COVID 19, 31% agree that they increase shopping online frequently, 32% agree that they increase looking health related information frequently & 38% agree that they increase spending a lot of time on digital entertainment.



According to data analysis, 29% of the respondents are highly agree that they decided to spend holiday domestically instead of travelling abroad after COVID 19 and 27% agree that they are focused on online shopping of essential products such as food.



According to data analysis, 52% of the respondents are preferred to take home delivery after COVID 19.



According to data analysis, 37% of the respondents are agree that they increase focusing purchasing on essential products, 36% agree that they increase shopping online frequently and 32% agree that they increase travelling locally.

Through correlation & descriptive analysis, the following conclusions are obtained:

Customers are joyful and fulfil in their on-line shopping.

Old ordinary entrepreneurs are involved in opening their personal on-line business.

Trust is positively related with buy intention. People intend to purchase on-line instead than from markets due to covid

Mostly young's below 34 years areinvolved greater into on-line purchasing nevertheless age above 35 human beings are involved and have confidence in typical shopping

Finally, based totally on the lookup conclusions, we put ahead tips for pleasant find out about of E-commerce and on-line enterprise model to everyone, to have higher and honest market for Customers.

## CONCLUSION

Both kinds of advertising can aid merchants and entrepreneurs in their efforts to do business. Each has its personal set of merits and demerits.

Customers can see and contact extensive products or offerings in usual marketing; however, the area of impact is limited; on the different hand, employing E-marketing will push the boundaries and provide items and offerings to a demographic of digital users.

Also, the use of the internet for advertising would be extra pleasant, faster, and convenient. Approximately, the offers and services of E-marketing outnumber these of regular marketing. The internet performs an essential phase in our everyday lives. Every day, we use the internet for nearly all of our tasks. Prior to e-commerce, purchasing and promoting have been dealt with bodily interior commercial enterprise sectors barring the use of the internet; nevertheless, the appearance of online-based commercial enterprise in our lives has grown increasingly more beneficial due to its several benefits.

## References

1. Akar, P., & Mathur, N. (2021). Influence of E-Commerce Growth on Retail Market along with Covid Impact. *International Journal of Modern Agriculture*, 10(2), 4311-4318.
2. GANDHI, M. P., & MADAN, M. S. IMPACT OF COVID-10 ON BUSINESS MANAGEMENT: RETAIL, E-COMMERCE AND DIGITAL TRANSACTIONS.
3. UNCTAD Covid 19 And E Commerce
4. Dissimilarity of E-marketing VS traditional marketing M, *International Journal of Academic Research in Business and Social Sciences* January 2012, Vol. 2, No. 1 ISSN: 2222-6990, Mehrdad Salehi, Hanieh Mirzaei, Mohammadreza Aghaei,
5. Kalakota, R., & Whinston, A. B. (1997). *Electronic commerce: a manager's guide*. Addison-Wesley Professional.
6. Nakhate, S. B., & Jain, N. (2020). The Effect of Coronavirus on E Commerce. *Studies in Indian Place Names*, 40(68), 516-518.
7. Whiteford, A. (2020). Symptoms of coronavirus in e-commerce.
8. KPMG Report to assess the Impact of COVID-19
9. The growth of ecommerce in India 2015 continues its bound with triple digit growth - Chitragana Source: Chitragana.com -India's No.1 eCommerce Consultant Dated: Jul. 23, 2015 Received 18 December 2006; received in revised form 5 April 2007; accepted 5 April 2007.
10. A Study on Customer On-Line Returns Aruna Desai, Dr. M. Sreenivasa Rao *International Journal of Management (IJM)* Volume 11, Issue 9, September 2020, pp. 1218-1222, Article ID: IJM\_11\_09\_117 Available

- online: <http://www.iaeme.com/IJM/issues.asp?JType=IJM&VType=11&IType=9>.
11. Gruene Wiese. Was die Corona-Krise für Gruene Wiese bedeutet. Available online: <https://gruenewieseshop.de/blog> (accessed on 2 May 2020).
  12. Zalando, S.E. Zalando beschleunigt Ausbau der Plattform nach herausragendem Wachstum. Available online: <https://corporate.zalando.com/de/investorrelations/news-stories/zalando-beschleunigt-ausbau-derplattform-nach-herausragendem> (accessed on 9 November 2020).
  13. Van der Heijden, H. User Acceptance of Hedonic Information Systems. *MIS Q.* 2004, 28, 695–704.
  14. Batra, R.; Ahtola, O.T. Measuring the hedonic and utilitarian sources of Customer attitudes. *Mark. Lett.* 1990, 2, 159–170.]
  15. Hirschman, E.C.; Holbrook, M.B. Hedonic Consumption: Emerging Concepts, Methods and Propositions. *J. Mark.* 1982, 46, 92–101.]
  16. Loxton, M.; Truskett, R.; Scarf, B.; Sindone, L.; Baldry, G.; Zhao, Y. Customer Behaviour during Crises: Preliminary Research on How Coronavirus Has Manifested Customer Panic Buying, Herd Mentality, Changing Discretionary Spending and the Role of the Media in Influencing Behaviour. *JRFM* 2020, 13, 166.]
  17. Pantano, E.; Pizzi, G.; Scarpi, D.; Dennis, C. Competing during a pandemic? Retailers' ups and downs during the COVID-19 outbreak. *J. Bus. Res.* 2020, 116, 209–213. [CrossRef]
  18. Sheth, J. Impact of Covid-19 on Customer behavior: Will the old habits return or die? *J. Bus. Res.* 2020, 117, 280–283. [CrossRef] [PubMed]
  19. BEVH. Interaktiver Handel in Deutschland. Ergebnisse 2018. 2019. Available online: [https://www.bevh.org/fileadmin/content/05\\_presse/Auszuege\\_Studien\\_Interaktiver\\_Handel/Inhaltsverzeichnis\\_fu\\_r\\_bevh\\_Gesamtbericht\\_Interaktiver\\_Handel\\_in\\_Deutschland\\_2018.pdf](https://www.bevh.org/fileadmin/content/05_presse/Auszuege_Studien_Interaktiver_Handel/Inhaltsverzeichnis_fu_r_bevh_Gesamtbericht_Interaktiver_Handel_in_Deutschland_2018.pdf) (accessed on 12 May 2020).
  20. BTE. Anteil am Umsatz von Bekleidung und Wohntextilien nach Vertriebsformen 2018. 2019. Available online: <https://www.bte.de/zahlen-und-daten/> (accessed on 15 May 2020).