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**ESTABLISHING THE RISE AND CONSOLIDATION OF E-COMMERCE  
PLATFORMS IN THE AFTERMATH OF COVID-19 THROUGH A CASE  
STUDY OF VRIDDHY APP**

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**ABSTRACT**

The accompanying paper is a joint investigation of the co-option of electronic business and traditional commerce and the impact of COVID-19 on e-commerce. The year 2020 will go down in history, because of the CoronaVirus pandemic (COVID-19) which influenced our lives in every possible aspect. The economy will never go back to being the same as it was before COVID-19. Our country went into complete lockdown starting in March 2020. On March 23, the first day of the lockdown, almost all services and industries were suspended. Offline shopping and physical proximity have turned risky and in some cases, even proved fatal. This attracted shoppers to take advantage of internet technology and e-commerce ventures by shopping online. Therefore, there is a need to understand the influence of the pandemic on the online buying behaviour of customers. The objectives of this study are to explore the drivers behind E-shopping in the scenario of the still ongoing COVID-19 pandemic as well as to understand customers' preferred products online after the pandemic.

**Keywords:** E-commerce, Traditional, Comparison, Survey, COVID, communication, web pages, social media, emergence, online shopping, customers, businesses, technology, electronics, transactions, store, products, goods & services.

**Introduction**

Traditional business refers to the face-to-face process of buying and selling goods in a physical store space, by exchanging goods for monetary gains. E-commerce means electronic business, and it broadly refers to transactions conducted via the internet.

In e-commerce, the buyer and seller have a type of communication that is different from traditional businesses because they do not look alike. In E-Commerce, the buyer can't merely rely on the product photos and experience its quality and material, making it a different

experience from traditional shopping where you can feel the products first-hand. In this new environment, the communication between the company and the customer is different, it is through the comments and reviews made in marketplaces, e-shops, web pages, blogs or most commonly, through interaction on social media platforms. Due to the boom in social media usage, it has become one of the most important tools in order to sell goods online. During the duration of the pandemic, people prefer to shop from E-commerce platforms such as Amazon, Flipkart and Myntra as they get a wide variety of products on one platform and can shop from the comfort of their homes.

The enforcement of social distancing norms, lockdowns and other measures in response to the COVID-19 pandemic have led consumers to choose online shopping, social media businesses, internet telephony, teleconferencing, and streaming of videos and films. This has resulted in spikes in business-to-consumer (B2C) sales and an increase in business-to-business (B2B) e-commerce. The increase in B2C sales is especially evident in online sales of medical supplies, household essentials and food products.

The pandemic has highlighted the glaring need to bridge the digital divide, both within and across countries, given the central role the digital economy has played during the crisis. Many traditional obstacles have been accentuated and have continued to hamper greater participation in e-commerce activities by small producers, sellers and consumers in developing countries, particularly in least-developed countries (LDCs). This has underscored the necessity for efficient and affordable information and technology (ICT) services, like telecommunication, computer and other IT services and emerging technologies.

The pandemic has highlighted the importance of digital technologies in general, but also several vulnerabilities across the country. In a city like Delhi where Online Shopping is in its prime, there are people suffering from its ill effects. Up to 20% of the population faces problems like the mismatched quality of products, delay in delivery and defective items. Though it saves time and offers a wider range of things on a consolidated platform, at the same time you have to wait for days even after making the payment and it is less reliable as the things we see on screen may be different in reality. Although we cannot discredit the fact that the pandemic has made clear, that e-commerce can be an important tool for consumers. E-commerce can also support small businesses and, by making economies more competitive, be an economic driver for both domestic growth and international trade.

## **Background**

In 1979, Electronic business was introduced by Micheal Aldrich who was an English inventor. He introduced electronic shopping by connecting a modified TV to a transaction-processing

computer with the help of a telephone line. This technology became the foundation for the E-commerce business as it made it possible for closed information systems to be opened and shared by outside parties for secure transaction and data transmission.

After that in 1994 Netscape Navigator was launched by Marc Andreessen and Jim Clark as a web browsing tool. It became the primary web browser on the Windows operating system. In 1995, Jeff Bezos introduced Amazon as the first online shopping platform for books. Amazon was the first marketplace model where there were no physical store limitations and a large variety of books on one platform. Book stores had limitations with regard to book varieties whereas Amazon was able to offer exponentially more products to the shopper.

In 1998, Paypal was launched as an e-commerce payment gateway by Max Levchin, Peter Thiel, Luke Nosek and Ken Howery. It made an appearance on the e-commerce stage as a money transfer tool. Later in 2000, it gained popularity after its merger with Elon Musk's

online banking company. In 1999, Alibaba was launched as an online marketplace for a variety of products and became a major B2B, C2C and B2C platform.

Retailers are increasingly selling goods and services through online platforms. This is not just limited to the USA and other developed countries, but online shopping is fast becoming popular all over the globe amongst all communities. The Australian e-commerce market has grown at a rate of 21% in the past 3 years with online retail sales estimated to be valued at over AUD 32 billion. Growth has been witnessed across all sectors, but the most significant surge is seen in variety stores, fashion, health and beauty. In China, e-commerce sales account for about 20 percent of all retail sales. In the UK, it is 19 percent and in Belgium, it stands at around 18 percent.

## **Discussion**

Tejoo Fashions, "A leading manufacturer, exporter & a multi-channel wholesaler" is a renowned name in women's ethnic fashion for over five decades. It was established in the year 1965 on the philosophy of providing quality fashionable garments at the most affordable rates. This is what they have to say about their brand.

"Over the years we have emerged as the leading manufacturer and wholesaler of Ladies Salwar Suits. With our expertise and experience we have expanded our horizons into Kurtis, Leggings, Readymade Salwar Suits, Sarees, lehengas and Gowns. At Tejoo Fashions, we have stayed true to our roots and aligned all our processes to deliver fashionable yet qualitative assortment of products to our customers at best prices. We regularly make efforts to know our customers and

what they want, and indulge in careful research and development to keep updated with the latest trends and market demand. We also have an exclusive collection designed in-house, of unique, classic pieces that range from sophisticated evening to casual day wear with a combination of feminine styling and exotic colors, beautiful fabrics with detailed finishing. Tejoo Fashion's ethnic wear collection has a range of casual wear to special occasion dresses for the perfect finish.”

Tejoo Fashion's products are all about wearing exclusive designs with a unique style quotient which over time has transformed into a cherished legacy and a trusted assurance matched by none.

COVID had an adverse impact on the business. Due to the lockdown, the store was closed and we were not able to do sales which caused a major impact on the turnover and profits. A lot of inventory was kept in the stores and it became outdated and subsequently became dead stock for the company. Debtors were not in a position to repay the outstandings. Wanting to bring together the best practices and techniques of the B2B industry, introduce efficiency in the distribution system, and streamline it to small and medium retailers for them to get more variety at their doorsteps, we devised an innovative plan for an application.

The efficiency of supply, distribution and secure product delivery -- these aims characterise Vriddhy. With the use of either the website and/or mobile app, wholesalers and retailers can purchase quality products in bulk for their retail outlets and franchises and get them delivered swiftly and safely. Vriddhy is the intermediary that takes care of the entire order. We facilitate secure and fast payments for your orders and provide rewarding benefits for the same. The final dream is to become an all-inclusive global women's ethnic fashion brand that provides 100% customer satisfaction and is able to build a strong, reliable network of retailers and suppliers. Featuring an exclusive range of women's ethnic wear, meeting the demands of a customer base limited to not just India but the world, we aim to build a process-driven culture through a B2B platform in order to optimize productivity and cost efficiencies. Additionally, we wish to be an empathetic and well-managed organisation for our business partners, customers and employees and become a responsible corporate citizen body for our society.

## **Conclusion**

One can deduce that E-commerce will have a great future in India. This is because compared to traditional commerce, e-commerce platforms are more preferred by customers. In certain cases, the future of e-commerce is not certain, but the delivery time will definitely improve in the near future. Since the inception of the internet and e-commerce, an endless number of possibilities

have emerged for both businesses and consumers. This will lead to greater profits for businesses and increase choices for customers.

The present study has brought to light new dimensions and ideas to understand online consumer behaviour and increase the market potential of online shopping in India. Online shopping is a novel experience and has greatly impacted the lives of consumers even with its short time of existence. It is expected to grow constantly in the years to come with advancements in technology. Online shopping has made purchasing goods a simpler and efficient process, aiding consumers in their shopping and has driven offline businesses to replacement level, forcing many to implement required adjustments and changes to succeed in a new market of knowledgeable consumers.

Despite the rapid growth witnessed in the global e-commerce market and transforming consumer behaviours, some businesses have been resistant to change. Companies that have been slow to make the requisite changes have suffered and seen their brand position weaken. However, since these have been tumultuous and uncertain times, businesses have quickly pivoted to meet the demands of their customers, both old and new.

The rapid growth of e-commerce has resulted in an e-transformation in the global retail infrastructure. The Internet has emerged as a cost-effective means of doing business. Brick-and-mortar sellers are placed at a sort of disadvantage in contemporary times. Online sellers who have been able to recognise a gap in the market and have successfully taken advantage of it, by providing online goods and services at competitive prices with more convenience, have gained popularity.

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