

# Examining the Surge in E-Commerce Adoption for Clothing Purchases in Haryana during and Post-Covid-19

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## ABSTRACT

*Online shopping rose during the COVID-19 pandemic as a result of legislative limitations and consumer worry about the potential health risk linked with in-store purchases. Global fashion trends were greatly altered by the Covid. These kinds accounted for a significant portion of the unplanned and unconnected expenses associated with this condition. This article examines how Covid aided the growth of e-commerce. E-commerce has become a significant source of alternative information in this situation, and e-retailers provide products that clients frequently buy from superstores. Covid-19 has an influence on several e-commerce businesses. For e-commerce, the COVID-19 emergency is expected to have a lasting impact. E-commerce is a business concept that allows individuals and businesses to do business online. The covid-19 epidemic, according to IBM's analysis, gave the sector a five-year boost. After the COVID-19, it is also projected that social isolation and internet buying will push people to do so. This study examines how e-commerce changed in reaction to the COVID-19 epidemic and further assesses whether it replaced traditional marketing or not using secondary data acquired from reliable sources.*

**Keywords:** E-Commerce, Adoption, Clothing Purchases, Haryana, Post-Covid-19

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## INTRODUCTION

Customers have been attracted to online businesses due to the COVID-19 outbreak, social factors, and the convenience of home shopping. This has had an impact on demand in the e-commerce sector and unreliable store networks. COVID-19, which is resulting in a decrease in casual shopping, disruptions to store networks, and an increase in the purchase of necessities like groceries and toiletries, may also have an effect on older shops like Walmart.

E-commerce refers to any kind of business transaction involving the transfer of data via the internet. E-commerce is the use of transactions that may be commercial in nature and entail the exchange of value for goods or services.

According to the World Trade Association, it is time for e-commerce to save the global economy and it is important to act quickly and decisively to show the importance and effectiveness of e-commerce in the global economy. online commerce and retail.

The market share of traditional commerce has decreased significantly and has become unstable due to the spread of COVID-19. The willingness of each of these traders to switch to trading over the Internet to protect the remaining stocks, keep up with their trading niche and keep them afloat in the market, would be a huge asset.

The unpredictable nature of global consumer demand and production networks has had a significant impact on these industries, according to studies on the global e-commerce industry. The e-commerce supply chain in general is stressful. In addition to closing businesses in the United States, China and other countries. With China being the world's largest manufacturer of electronic devices and components, and also the origin country of the majority of COVID-19 infections, electronics is the industry that has been hardest hit. from the COVID-19 pandemic. Thereafter, a significant portion of China's imports of electronic components used to assemble finished products,

such as consumer electronics and computers, were also included. However, due to the factory shutdown, the electronic inventory network is about to have an impact on the e-commerce industry.

Studies on online shopping related to the COVID-19 pandemic have been published in the literature. While internet shopping has been evaluated in previous studies, there is no information yet on the variables that will drive consumers to do so after the COVID-19 pandemic is over. . By focusing on the continuum of online shopping and matching pre-pandemic online behaviors with those expected post-pandemic, our research aims to purpose of filling this gap in the document.

As people begin to resume in-store shopping, it's important for practitioners to understand what's driving customers to keep e-commerce activity as high as during the outbreak. sick. Therefore, we pose the following research question:

What is the reason for the persistent online purchase intention of genuine goods after the pandemic? Since user interactions with retail websites act as entry points, we suggest that website quality affects the sustainability of online shopping. We then enhanced our model by including the components of perceived convenience and usefulness while considering the context of post-pandemic internet shopping goals. Hedonic inspiration, social shopping, and health sensitivities are added as additional mediating factors.

#### **Objective of The Study**

- To investigate the expansion of E-COMMERCE as a result of COVID-19.
- To determine whether or not e-commerce has evolved into a substitute source and is the best option at this time.

#### **LITERATURE REVIEW**

Bhatti et al. (2020) examine the role Covid played in the development of e-commerce. Customers commonly purchase at superstores, and e-commerce has become a significant alternative source in this case. The effects of Covid on all e-commerce. In the interim, we need to comprehend their reliability with regard to cost and value, as well as any subsequent measures.

With the addition of a pandemic fear limit state, Tran and L.L.T. (2020) focus on the adopted uses and joys theory as the conceptual model's foundation. The quantitative survey and inquiry are the primary research methods used in this study. using PLS insightful approach with a sample size of 617 internet users. This study looks at how pandemic fear positively modifies the links between PEEP, economic gains, and sustainable utilization.

The major objective of this study, according to Hasanat et al. (2020), is to determine how Covid will impact Malaysia's online marketplace. The results showed that no goods are imported or exported because just a small number of products are created in China and only a small number of industries are shut down. It is also anticipated that this deadly epidemic will negatively affect Malaysian online shops, particularly those selling Chinese items.

Hasanat et al.'s 2020 study sought to determine how Covid (Covid-19) affected internet commerce in Malaysia. To obtain a better outcome, this search has been cleared and a fundamental search has been conducted. The findings indicated that there is no import or export of the item because the vast majority of goods come from China and the largest industries are shut down.

Nakhate and Jain's 2020 project sought to determine the impact of Covid One commerce. Since China produces the vast majority of the packs, dependability is exceptional. Every shipment process is hampered as a result of Covid, which has slowed down national and state e-commerce development. The impact of Covid on India's online business is the subject of this research report. It has been noted that this pandemic disease has a significant negative impact on online enterprises.

Alber, 2020 aimed to validate the COVID-19 spread's effects on stock exchanges. Since the prevalence of Covid was calculated by adding together all existing cases, all newly reported cases, all fatalities, and all total deaths. Between April 10, 2020 and March 1, 2020, the researcher utilized the program on the six worst countries (as indicated by the total number of events). The prevalence of Covid was recorded in cases per million of the population, whereas the financial exchange evaluated the return in the stock exchange index. The results of the study demonstrated that the return on investment seemed to be more responsive to COVID-19 cases than deaths and to accumulating COVID infection symptoms than to fresh markers. The solidity check further reveals that the COVID-19 spread has a negative effect on returns for securities traded in China, France, Germany, and Spain but not in Italy or the US.

Pandey and Parmar's 2019 study aimed to investigate the factors that influence customers' online shopping behavior. Assessment results reveal many factors, such as demographics, social factors, consumers' online shopping experience, computer and internet literacy, website design, web entertainment, condition management, item features, time-limited sales programs, payment options, delivery and after-sales services have a great impact on consumer behavior when shopping online.

### **E-COMMERCE TRENDS IN HARYANA POST-COVID-19**

The Covid-19 outbreak has had a tremendous impact on Haryana's e-commerce ecosystem, as well as the rest of the world. The pandemic acted as a catalyst, accelerating the uptake of new e-commerce trends and impacting altered customer expectations and behavior. These developments have altered how companies run, interact with clients, and meet the problems of a post-pandemic environment.

The rise of online buying is one of the most noticeable developments. With lockdowns and social exclusionary measures in place, Haryana shoppers flocked to online shopping platforms to fulfill their purchasing needs. This change provided a big opportunity for nearby firms to launch or grow their web presence. Small and medium-sized businesses (SMEs) in Haryana adjusted by launching their own e-commerce websites or forging alliances with already established organizations, allowing them to reach a wider client base outside of their immediate geographic areas.

The pandemic has also propelled Haryana's advanced payment ecosystem. Consumers are currently more at ease carrying out transactions using computerized payment methods, such as mobile wallets and online payment gateways. This has accelerated the growth of e-commerce and provided avenues for financial technology firms to innovate and offer seamless payment solutions suited to the demands of Haryana's consumers.

Additionally, personalized shopping has becoming more popular. E-commerce platforms can provide specialized product recommendations and niche marketing campaigns as they collect data on customer interests and habits. This trend increases customer satisfaction and engagement because Haryana consumers value a personalised purchasing experience that caters to their own preferences and requirements.

After COVID-19, inventory network resilience and efficiency have taken front stage. E-commerce companies in Haryana are concentrating on enhancing their shop network procedures to guarantee prompt deliveries and reduce disruptions. For precise demand forecasting and efficient inventory management, this entails investments in storage and strategy infrastructure, as well as the implementation of technology like artificial intelligence and information analysis. Social commerce, which combines e-commerce with online entertainment, has also advanced. In Haryana, social media platforms like Instagram and Facebook have developed into channels for companies to advertise their goods and interact with clients. In order to build trust and engage with their target audience more personally, firms can now do so through live streaming, virtual shopping events, and influencer-coordinated activities.

But along with these good improvements, new difficulties have appeared. Businesses in Haryana must continually innovate and differentiate themselves to stand out in the face of increased internet competition. Additionally, it is now crucial to ensure information security and protection because the digitization of transactions and personal data exposes consumers to risk.

The rapid digitalization, increasing online buying, tailored experiences, improved payment options, and incorporation of social commerce are characteristics of Haryana's post-Covid-19 e-commerce environment. Businesses are likely to succeed in this changing ecosystem if they can adapt to these developments while addressing issues like competition and security concerns. For e-commerce enterprises in Haryana, remaining adaptable and customer-focused will be crucial as technology develops and consumer preferences change.

### **RESEARCH METHODOLOGY**

#### **Data Source**

Our survey is built on secondary data. Stats are available from several reputable sources including IBEF (Indian Trademark Fairness Authority), UNCTAD and Netcom Suisse E-Commerce Affiliate, Uni Commerce E-Commerce Report, statistics of the United States Department of Commerce, etc.

#### **Covid-19 Pandemic and Online Shopping**

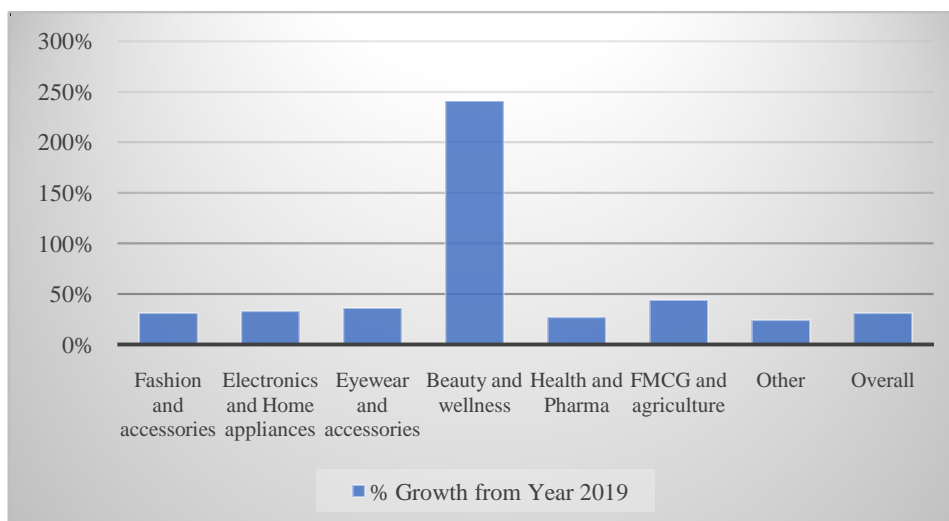
Global e-commerce has been significantly impacted by Covid, which has also changed how business is conducted. India's e-commerce sector experienced a vertical trend following the lockdown, with a 17% gain in total volume as of June 2020 compared to the pre-secure era, despite the Covid-19 emergency and the global economic crisis.

**Table 1: Year 2019 vs year 2020**

Factor	Users (Millions)	% Growth from Previous Year
Population	1.251	+2.1%
Mobile phone connections	1.151	-1.5%
Internet users	578.7	+25%
Active Social media users	581.1	+37%

**Table 2: Growth in the E-Commerce Category-Volume**

Category	% Growth from Year 2019
Fashion and accessories	31%
Electronics and Home appliances	33%
Eyewear and accessories	36%
Beauty and wellness	241%
Health and Pharma	27%
FMCG and agriculture	44%
Other	24%
Overall	31%



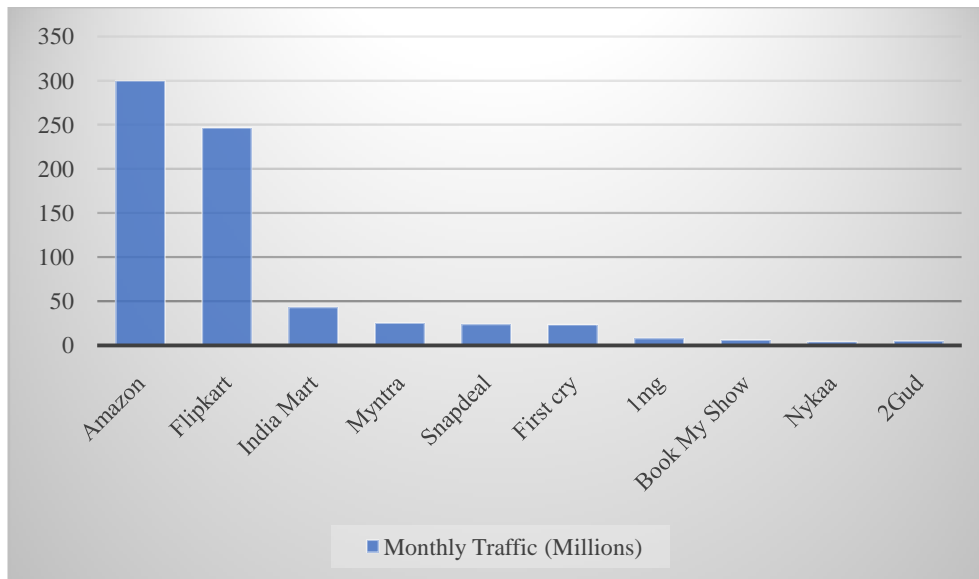
**Figure 1: Growth in the E-Commerce Category-Volume**

**Table 3: Total Returns**

Metric	2019	2020	Absolute Increase/Decrease
Total return per forward order	31%	26%	-4%
Return on COD	36%	31%	-8%
Return on Pre-paid	23%	33%	+12%

**Table 4: Monthly Traffic of the Top 10 Indian E-Commerce Websites**

Website	Monthly Traffic (Millions)
Amazon	300.0
Flipkart	246.6
IndiaMart	43.3
Myntra	25.3
Snapdeal	23.8
Firstcry	23.44
1mg	8.14
BookMyShow	6.3
Nykaa	4.24
2Gud	5.14



**Figure 2: Top 10 Indian E-Commerce Websites' Monthly Traffic**

### FINDINGS

The popularity of Internet retailing increased 17% in 2019 compared to 2018 due to the CoVid-19 outbreak and this trend is expected to continue. Sectors such as Electronics & Home Appliances, Design & Accessories, Healthcare & Pharmaceuticals and Fast-Moving Consumer Goods (FMCG) performed very well, with an average revenue increase of 133%. Together, these states account for 65% of the nation's overall consumer demand, which has been severely impaired. The survey found that by limiting their delivery locations to nearby grocery stores, online delivery companies like Jiomart, Swiggy, and Zomato can respond to customer needs faster. The assessment covers the periods before COVID-19 (February 2019 to February 2020) and post-COVID-19 (February to June 2020). The survey indicated that the sector that contributed the most to the post-closure growth of the Indian e-commerce market was the consumer electronics sector. The most extreme revenue was made by smartphones, followed by television and other white goods. Following the lockdown, limited accessibility and a fear of infection have changed consumer behaviour and resulted in an increase in online sales, according to the research.

### CONCLUSION

In conclusion, the focus on the explosion of e-commerce adoption for garment purchases in Haryana during and after COVID-19 highlights a fundamental shift in consumer behavior and retail components. The interaction of convenience-driven tastes, societal values, and technology improvements has sped up the transition from offline to online buying. The Covid-19 outbreak served as a catalyst for this transformation, hastening it as lockdown procedures and safety concerns forced customers to utilize electronic channels. While the social and communal aspects of traditional shopping continue to be important, the growth of e-commerce illustrates Haryana's consumers' adaptability and the growing significance of virtual stages in shaping the state's retail landscape, ushering in a new era of varied shopping experiences.

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