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Impact of COVID-19 on the business operations of Flipkart in NCR

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Abstract

E-commerce is a market to deal on product and services with the help of internet. Many business get affected even online shopping in this pandemic period of COVID-19. To recover from the impact of COVID-19 on the business operation E-commerce giant; Flipkart is buckling down and working hard. This exploration research adopt the strategy towards getting its finding. This study is restricted to the NCR region (National Capital Region) only. This research help to measure this impact of COVID-19 on the business operations.

Keywords: COVID –19, E-Commerce, Flipkart

1. Introduction

The huge number of people are kicking the bucket each and every day due this contamination. Organizations of a wide range of areas are confronting their troublesome occasions; shoppers on the other hand, have gotten more mindful of the wellbeing related issues, they are taking most extreme careful steps to protect themselves from this deadly disease. From commercial centre buying, people are changing in their purchasing cycle. Out of the apparent multitude of enduring areas, the E-trade area can be seen ending up in the great books. Based on the market of a statistical surveying before the COVID - 19 outbreaks, it anticipate that the development in the e-commerce in India would be at 200 billion US dollars by the year 2026. Post episode, late patterns that the objective of 200 Billion U.S. Dollars might be reached at a great deal sooner than initial anticipate jump by the bounce in buyer picking up for online deliveries in the midst of fears of possible infection on the off chance that they venture out of their homes.

2. Literature Review

Tech Desk (May 19, 2020) [6] Lockdown 4.0 help Flipkart welcome non -Essential deliveries in red zones

Flipkart Till lockdown 3.0, the Flipkart are permitted to convey the fundamental items just as non-essential items to just Orange and green zones yet with lockdown 4.0 E-commerce organizations have invited the rules of the public authority to convey basics and non-essential items on the whole the three zones.

Avatar.P (May 05, 2020) [3] lockdown 3.0: Flipkart, sees heavy traffic for non-essential items

Similarly as with the continuous lockdown time frame, FMCG items are on high demand, yet once the lockdown gets over, the shopper conduct will change is an unavoidable issue. With the lockdown 3.0, online business stages have been allowed to sell non-essential things in the orange and green zones and with this Flipkart has expressed that the most looked has a place with the individual consideration, Flipkart guaranteed that they have gotten a tremendous extent of 85% of the complete requests from these orange and green zones in the country.

Khetarpal.S (May 13, 2020) [5] lockdown advantages; online vendor recover 30% order volume in a week

Everybody, particularly organizations are interested to know how it will change post lockdown period.

As to full fill the needs, there has moved to the online Industry, have seen an ascent of 100% when contrasted with the pre lockdown time frame in FMCG items. Nonetheless, these organizations are permitted to do their tasks according to the red, orange, and green zones in the country.

Bansal,S, (April 02, 2020) [4] Opinion will see move post-Coronavirus

Shuchi said that, as a result of COVID-19 lockdown, there would be a significant move in the production network and an expanded utilization of web based business entries through the web. It has been assessed that the online stores occupied with deals of food supplies and other FMCG items could see an enormous shifts in demand sought after to try not to go out to crowded shops and commercial centres and market places.

Rao and Moorthy (2020) [1] in the study "Effect of COVID – 19

Will the old propensities return or pass on", researchers gave a point by point clarification about what COVID - 19 is meaning for the shopping propensities for the purchasers.

3. Research Objectives

Following are the research objectives:

- a) To analyse the conversion, payments modes of order, No. of fake orders, the ratings given to company by customers during this pandemic period.
- b) To know the complacency on Flipkart online shopping.
- c) To study the strategies that Flipkart use and to maintain the delivery during this pandemic.
- d) To analyse the impact on the company and also there power to satisfaction during the pandemic lockdown.

4. Research Problem

Impact of covid-19 on the business operations of Flipkart in

NCR.

5. Delimitation of the Study

- a) Study was limited to the data provided by the Flipkart. The data shared by Flipkart is related to conversion of orders, number of delivery attempts and real deliveries, number of fake orders and customer ratings.
- b) Data shared by Flipkart is not available in public domain and they were (Flipkart) hesitant in sharing the data related to their internal business operations.
- c) Since the data of other E-Commerce players was not available hence comparison was not possible.
- d) Data was not available product category wise but whole data was shared where product categorisation was not possible.

6. Research Methodology

We carried out our research using exploratory technique. The focus was to explore the company situation in the pandemic period. The study is to understand the impact of COVID-19 on the business operation in NCR region. Secondary data is used for this research where we collected the data from the company as it is the company’s official internal data and the method used in the process of analysis is average of data. The months of January to March were taken as ‘before lockdown’ and May to November as ‘after lockdown’. The research is carried out for Delhi NCR and the analysis was done on the following factors of the data:

- a) Conversion.
- b) No. of Attempt & No. of Deliveries.
- c) No. of Fake Orders
- d) Customers Rating

7. Analysis

a) Conversion

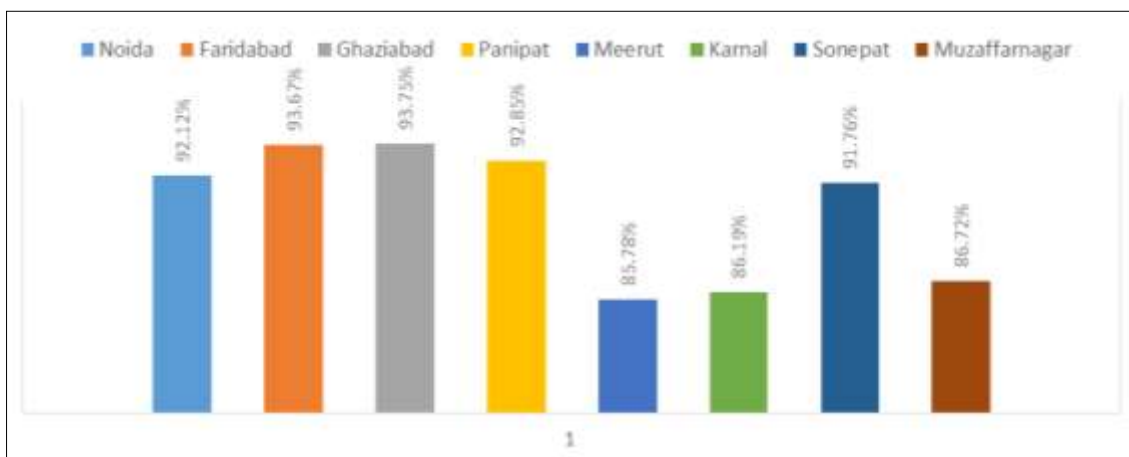


Fig 1: Conversion

- From this analysis it show that Faridabad has highest conversion in all the 8 cities in Delhi NCR and Meerut has the lowest conversion.

b) No. of attempt & no. of deliveries

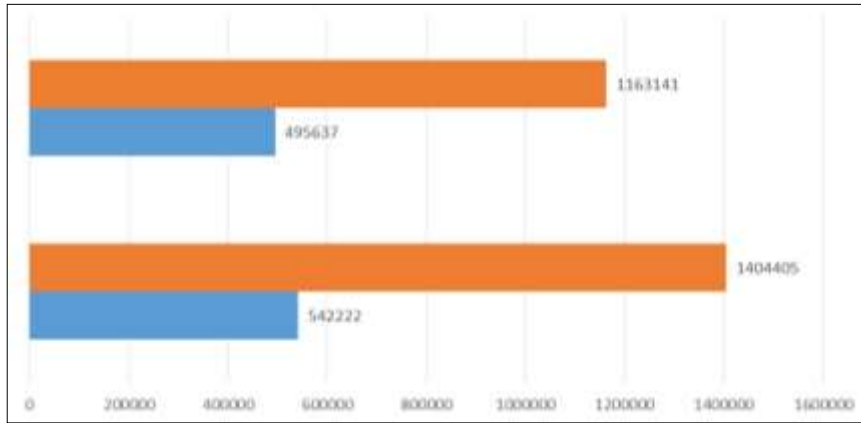


Fig 2: Attempt & Deliveries

- This shows number of Delivery attempts as prepaid packets and as COD packets the orange one is the prepaid packets and blue one is the COD packets.

c) No. of fake orders

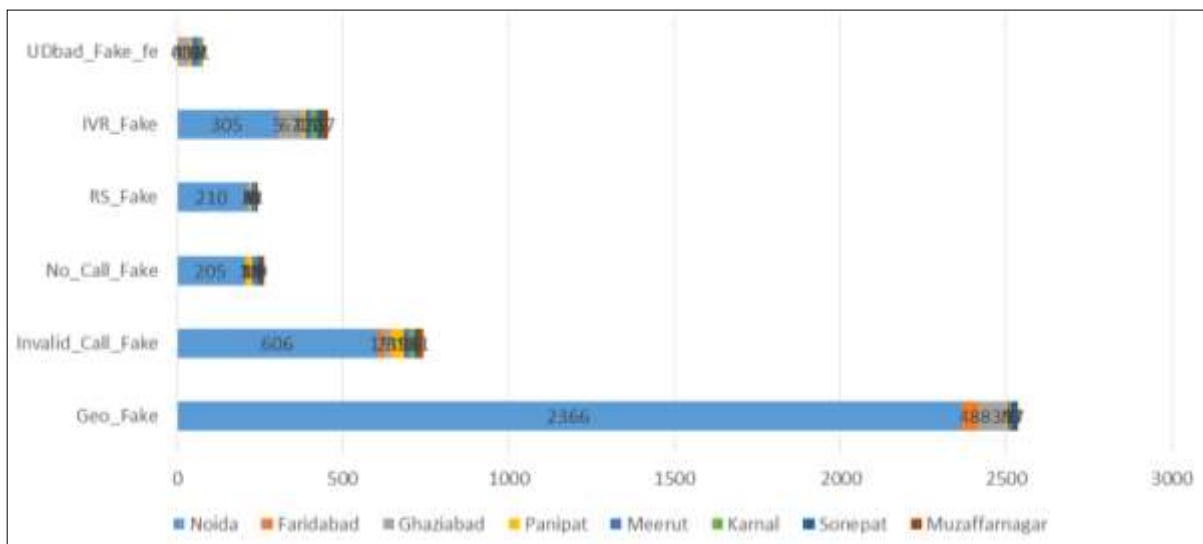


Fig 3: Fake orders

- This shows that how much fake orders are on the time of pandemic due to the zones red, orange and green, and at this time Noida has highest fake orders due to restricted in entering in societies.

d) Customers rating

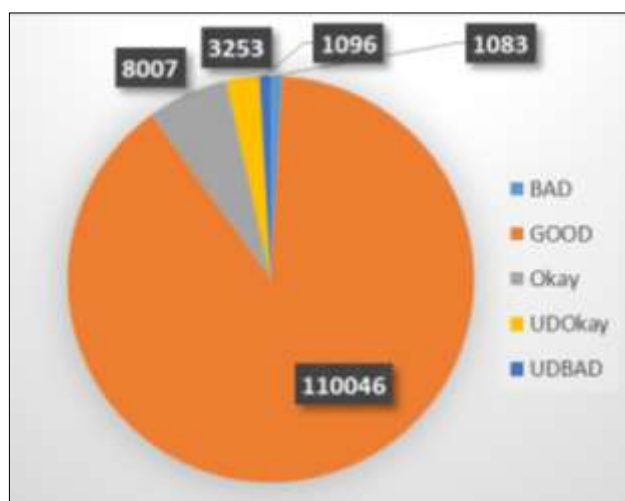


Fig 4: Rating

- This show how much customer like this flipkart delivery and what the rating has given by then to the company, and this show that maximum number are satisfy with the flipkart delivery at the time of pandemic that way highest ratings are GOOD.

5. Khetarpal S. Lockdown advantages; online vendor recover 30% order volume in a week Journal of SSRN Research 2020. doi:10.2139/ssrn
6. Tech Desk. Lockdown 4.0 help Flipkart welcome non - Essential deliveries in red zones. Journal of Management and Business Research E-marketing 2020.

8. Findings

1. From this study we found that out of all cities in NCR Region the highest conversion is of Faridabad before lockdown and even after the lockdown the conversion is highest, conversion means how much the company is able to deliver, its packets to the customers.
2. It seems that before lockdown the lowest conversion is of Panipat and after lockdown the lowest conversion is of Meerut.
3. During COVID-19 period customer are more focus on safety that's way there is increase in the prepaid packets then COD packets.
4. It seems that during COVID pandemic period there is increase in the Fake Orders because delivery boys are not allowed in many of the sectors due to red zones. Fakes order increase when delivery boys are not able to deliver the packet to its accurate address or within the 500m near the address.
5. Customer satisfaction is most important for any company and it seems that company is able to satisfy more customer during pandemic period because they are getting more GOOD Customer ratings before the lockdown period and there is a decrease in the BAD ratings from the customers for the company and ordering has increase before the lockdown.

9. Conclusion

From this research it was found that Flipkart performance of its operation was good during pandemic period even at the peak time of COVID-19.

Company was able to deliver the products to its customers even after facing logistics issues and challenges.

Even at 50% employee capacity Flipkart has satisfied its customer and increase the orders. This research showed that Flipkart's business operation performance has improved after lockdown i.e. during the period of May- November and had better conversion as compare to what it was before the COVID-19.

There was also decrease in the fake orders during the period of May- November So, from this research it has been found that Flipkart initially suffered due to lockdown but at a later stage i.e. the period of May- November were able to scale up the business in almost all aspects.

10. References

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