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POST-COVID ECOMMERCE TRENDS IN INDIA

Article from [Revalsys Technologies](#)

This article explains about the post-COVID
ecommerce trends in India

The ongoing global coronavirus pandemic has had its biggest impact on the eCommerce industry. Lockdowns, social distancing norms, and home quarantine norms were imposed and shops were shut globally to control the transmission of the virus. This changed the way people shop.

In the new normal people are shopping for their daily needs online. eCommerce apps and websites have always been in use, but they are now experiencing a never-before-seen surge in demand. From daily needs like groceries and medicines to food, jewelry, clothes, and makeup, people are buying everything online now in order to avoid coming into contact with other people.

Given below are some of the eCommerce trends that are being followed in India now and will continue to be even after the pandemic ends for hygiene and convenience. Following these trends can help the growth and success of businesses post-pandemic:

Enhanced Shopping And Customer Service Experience With AI, AR, And VR

Before the pandemic people were able to shop for clothes, shoes, jewelry, etc. from brick-and-mortar stores and try them on the spot. In the new normal, AR (augmented reality) enabled people to try them on virtually using mobile devices. AR also enabled people to virtually see how furniture and other household items fit into their houses.

With VR (virtual reality) people are getting a closer look at products and specifications along with tours of showrooms from the comfort of their homes.

AI (artificial intelligence) chatbots are replacing human customer service executives for efficient handling of the unprecedented surge in customer concerns and speedily resolving them. These technologies will continue to be in demand post-COVID because of the convenience that they offer to both customers and customer service executives.

Preference For Contactless Deliveries

Delivery agents have also been taking precautions to avoid contact with customers while delivering products. They are opting to drop products off at customers' doors and leave instead of handing them over personally. Contactless delivery can be helpful after the pandemic to prevent other infections caused through contact with people.

Increase In Online Transactions

Making payments online also eliminates the need for customers and delivery agents to come face to face. In addition to cash on delivery and credit/debit cards eCommerce businesses are now including online payment options like net banking and e-wallets.

As online transactions are paperless, they can be used post-pandemic as well to ensure a greener environment.

Rising Demand For Home Automation Products

Indians largely depend on domestic help for chores like cleaning their house, doing dishes, and cooking. But now they are apprehensive about allowing outsiders into their homes. Also, working from home has made it difficult for people to juggle work with household chores. This has increased their dependence on smart appliances.

The demand has increased for automatic appliances like floor cleaners, dishwashers, food processors, blenders, water purifiers, and washing machines. Wireless and handsfree devices like smart fans, air conditioners, coffee machines, etc. which can be operated using mobile applications and Bluetooth are also in demand. They will be great for people with hectic lifestyles post-pandemic as they can also be operated on the go.

Brands Go Omnichannel

With people shopping online now more than ever the need for brands to have an online presence in addition to their physical stores has increased. Brands are now getting mobile apps along with websites. They are also leveraging the popularity of social media and selling on Facebook Shops, Instagram Shops, etc. apart from using the sites for marketing and customer service.

Conclusion

eCommerce has turned out to have more benefits for people than just enabling them to order from the comfort of their homes. With social distancing expected to continue even after the coronavirus pandemic ends, the above-mentioned trends are here to stay.



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