

CHALLENGES FACED BY INDIAN MARKET DUE TO COVID-19

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Abstract-This research paper analysis government initiatives to boost and strengthen national income and security leading to the discouraging of foreign market and encouraging Indian markets, evaluating and scrutinizing the degree of dependence over technology before and after COVID-19, culminated by the ramification of the combined impacts of all these on gross domestic product. The influence of electronic media and digital technology on the commercial world is a burning topic in marketing research. It addresses, expressions such as e-Commerce, technology convergence, networked economy and digital business continuously indicates change. The pandemic left no other choice with people but to tune to various streaming services for entertainment. The paper molds the stencil of a real GDP, it also examines the uncertainty around real time GDP, high lightening the importance of reviewing a wide range of information while estimating current economic conditions. The purpose of this paper is too aware the readers regarding various challenges faced by the INDIAN MARKET due to emerging competitive environment. This research design includes analysis of data through different graphs and charts; it includes current rates and comparisons. Everything is done by conducting a survey via Google form.

Key words: Indian market, technology, GDP (Gross Domestic Product), Ott platform, apps (applications).

1. INTRODUCTION

All along the pandemic, things became quite uncertain and unpredictable, the Indian markets witness major changes, in not

just one area but in more or less every sectors. These difficult times brought major alteration in the demand of technology and its usage people were forcible made to shift to technology for carrying out their daily work ranging from measures like work from home to online teaching modes, however in times of dismal these helped people in improving living standards, widened their options for entertainment etc. Government continuously aimed at improving the economy by boosting Indian goods preferring Indian manufactures over foreign imports but in other aspect it miserably failed in its attempts to sensitively handle the situation, it wasn't able to control the surge in the Corona Virus cases and make couldn't make enough preparation to handle the future coming waves which further lead to the major fall in the country's economic growth further lowering Indian GDP.

1.1. Research Objective

- Showing the vast usage of technology after COVID-19.
- Decline in GDP and its reasons.
- Banning of apps (applications) to support Indian market.
- Lacking in handling/maintaining the GDP by Indian government.

1.2. Scope

This study aims to show the readers about the challenges being faced by our India today. Keeping in mind the various aspects we covered almost everything what it needs to be. The research design covers all urban, rural and suburban regions irrespective of caste, creed, gender, inequality, favourism, etc. Common people of different regions are the

participants/respondents to this project. It took us 15-25 days to fully analyze our research. An opinion poll was conducted to know the perspective of diverse individuals. Thus, leads to the accomplishment of the project.

2.LITERATUREREVIEW

“The Economic growth of any country is depending upon the capacity of producing goods and services of a particular country. Aggregate economic growth of particular country is measured by Gross National Products (GNP) or Gross Domestic products (GDP). Gross Domestic Products, unemployment rate, price indexes, fiscal and monetary policies-these all are the main indicators of economic growth. Foreign exchange rate is also one of the most important indicators of economic growth. This study uses BSE SENSEX Index of last ten years, taken as a supportive variable of GDP. This study shows there is positive or linear or significant relationship between BSE SENSEX Index and GDP Growth Rate in India”.[1]

The capital market plays an essential role in the growth of commerce and industry which ultimately affects the economy of the country to the larger extent. This is the rationale that the industrial bodies, government advisors and even the central bank of the country keep a close eye on the activities of the stock market.[2]

Technology, bringing a new dimension to old school marketing and bringing in a revolution. Going by definition technology means “the making, usage and knowledge of tools, machines, techniques, crafts, systems or methods of organization in order to solve a problem or perform a specific function” whereas the marketing terminologies states technology as a mode or a medium which helps marketer propagate his or her deliverable to the end user. The technology has been dynamic throughout right from television advertisements to internet marketing.[3]

The mobile application field has been receiving astronomical attention from the past few years due to the growing number of mobile apps downloads and withal due to their venues being engendered. With the surge in the number of apps the number

statistics are included in this paper which might avail the developers understand the concern and merits of mobile apps. The authors have made an effort to integrate all the crucial factors that cause apps to fail which include marketing efforts, and high prospects of the users/consumers.[4]

Access to information, higher levels of education and technological progress have also made it possible for consumers to become more aware of the products and services available throughout the world. As a result, the significances of product’s country of origin (COO) in influencing consumer behavior is increasing rapidly; this calls for the formulation of better marketing plans, strategies and policies by companies of both domestic and international origin (Kaynak et al 2000). Important factors that affect consumer’s purchasing intension on the basis of COO include “consumer ethnocentrism”, a term coined by Shimp and Sharma (1987) and “knowledge of foreign products”.[5]

3.Technology

Technology affects the most in communication, learning and thinking. It helps society and people in interacting with each other on a daily basis. It plays a vitalrole in today’s world. We are living in an era where our surrounding is full of gadgets that might not work withouttechnology.Most common examples are mobile phones and data (internet).

Due to the outgrowth of technology different fields can make better use of it. As the pandemic called Corona Virus (COVID-19) taught us that how much technology is useful for us, to complete our work, to communicate with others and most importantly to survive in this life-threatening situation.

So, from our survey we ask people different questions that how they are affected by technology before COVID-19 and after COVID-19. We found various answers from urban, rural and suburban areas according to their preferences. Most of them or I conclude that almost every person is in the favor of it; because everyone knew its essentiality and

essentialness. Nobody can imagine their lives without it as they are so much involved in it.

3.1. Education

Technology has impacted education in nowadays life. After this COVID-19 pandemic all the students, teachers and professors are rely on technology. From 1st to 12th class student or if I broadly analyze students who are perusing graduations are all using this technology thing. Different apps (applications) are used to take education or knowledge nowadays. Some apps are- meet, zoom, classroom, etc.If we talk about the past days where teachers and students exert traditional method of teaching. Where the education was delivered through recitation and memorization, which seems much boring to student and they all end up with degree of no use.

If we move further technology is also helpful in improving our living standard. The main goal of technology is to improve our standard of living for the developing world without complications and environmental damages.From our survey 32.5% people are strongly agreeing and 48% people are agreeing that technology is helpful in improving the living standard of citizens.

If we look around ourselves, we found that we are too much necessitating with technology. From a basic thing to a complicated thing, we are reliable only on technology to operate them. From cell phones to our watches; from televisions to refrigerators all are technology based.

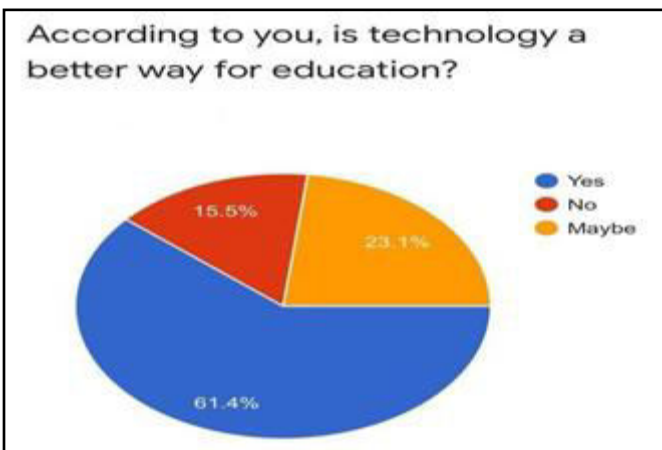


Fig-3.1: Even 61.4% people agreeing that technology is a better way for education.

This modern way of educating generation not bound them to books only but also gaining practical knowledge as well. Technology adds interactive method in new generation’s learning techniques. After this COVID-19, professors and teachers can take quizzes in their online classes to boost up the student’s confidence and on the other hand they get updated with one’s progress.

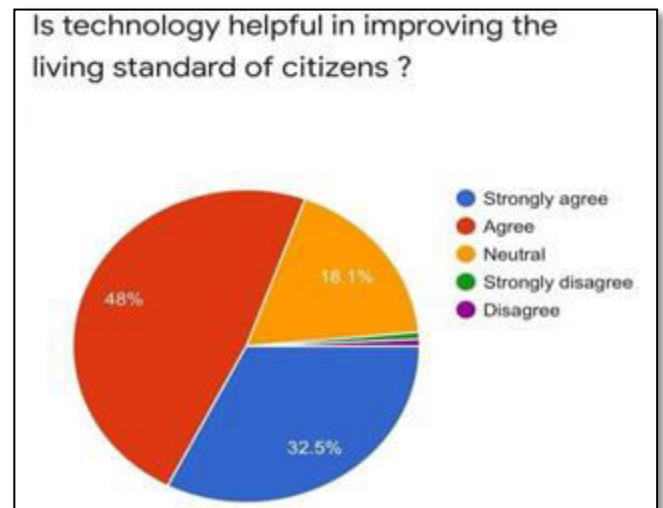


Fig-3.2: View point of different people regarding technology

We see that cell phones are so advanced that they are not less than a mini laptop, which is more portable and handier at the same time; including all the apps (applications) that are essential in this span. Watches are also not less than mobile phones, as they can make phone calls and can do much more extra work than an ordinary watch does. Also nowadays televisions are convertible into computers and in build mic in their remote controls which make them easy to access. Same with the refrigerators as they can do much more things than cooling only.

In health sector technology plays a vital role. We can receive

awareness alert about HIV, AIDS, Tuberculosis and other diseases as well, providing health information to a patient for their better treatment. Banking is now shifted to mobile banking where one can make transactions without visiting to the bank with mobile phones only. It is also saving the time plus one's shoe leathercost.

3.3. Importance (positiveaspects)

Over past few years, technology has put a great impact on development in the modern era.

3.3.1. Easy tocommunicate

One of the major advantages of technology that we are enjoying nowadays is communication services. One can make phone calls to interact with another person that might live in different part of the world. Not only audio calls but video calls are also possible where person can see each other while communicating this might be possible through apps (applications) like Skype. Even today's students take theirclasses with being connected through acall with theirmentors.

3.3.2. Helpful in businessmanagement

One can commence their business with the help of technology. They can promote the business on the web, media and other platforms as well. Businessman contact different branches of their business and enhances them through technology. They also can contact virtually to their clients, employees and business partners.

Technology is providing interactive ways to establish and even grow one's business on top by making few efforts. It also reduces business load and its costs.

3.3.3. Keep us up to date

Technology has invented different platforms or apps (applications) where one can receive latest news throughout the world; therefore one can be up to date on hot and latest topics. Things proceed rapid in the tech world. That's why news feed

or any important information reaches to us swiftly. A person is not only updated with news whereas he/she also updated with the new trends that are going in the past days; so that one can keep themselves trendy and attractive on the same time.

3.3.4. Raiseawareness

We are almost getting linked to technology in each coming day. It also influences us on different topics. Everyone is conscious of COVID-19 situation, so technology is providing or making us aware that not to interact with people physically. It is also aware us on distinct topics as well. In this modern world, every person has to be aware of everything that is happening in their surroundings. Technology is aware person from a spotlighted topic to a minimal topic so that one can get or achieve knowledge through it.

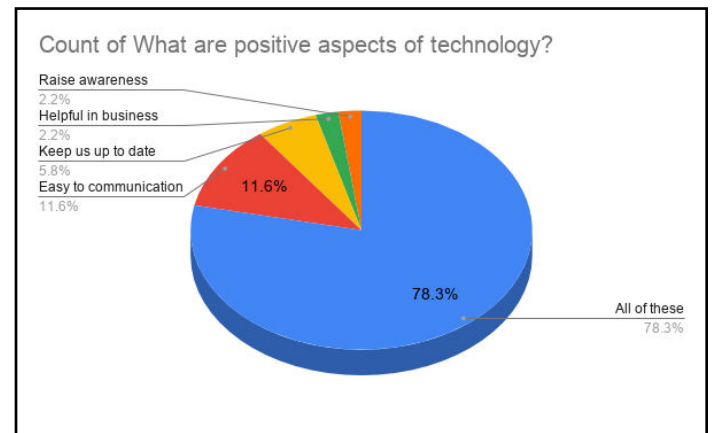


Fig-3.3: 78.3% people are agreeing with the positive aspects of technology discussed/mentioned above.

3.4. Issue and problems related to technology

As of now, we are only discussing the positive aspects of technology. It's common that if a thing is good that might not be bad on the other things; same with the technology. Withthe vast use of it people are forgetting their personal touch. It is helping in getting the things done butdependency on it takes person's personal creativity away which is not good. It is also affecting the mental and physical health of the people and also

making children lazier day by day. Due to this COVID-19 children are not allowed to go outside and play with their friends, so they engage themselves in playing mobile games which are way too bad for their eyes. From 24 hours in a day people are devoting 16-18 hours on mobile phones, laptops and computers only which cause poor sleep and tiring on the same time.

As there are different sites, media and web platforms, so stealing of one's information is very common these days, people misuse the private information and later on blackmail them. Cybercrime is also increasing day by day as data is not that much secured. No doubt that technology is providing comfort but exercising, interacting with people physically is also important for our health. It also distracts student from studying as they are fonder of playing games and chatting with their friend and family.

As of now technology is not free in our country, people have to pay much to access internet; therefore who cannot afford the cost are unaware from its multiple usage and also unable to use the technology. The most common problem is internet connection as the online studies are going on, so sometimes there are issues in network; mostly this issue is faced by students living in rural area with poor internet.

100% of accuracy is also not there, rumors get viral faster than the actual news which is also a bad thing. But the major concern is for the new generation who get addicted to it easily and spoiling their health and career as well. Everything seems good in limit but excess of it will leave a poor impact on everyone.

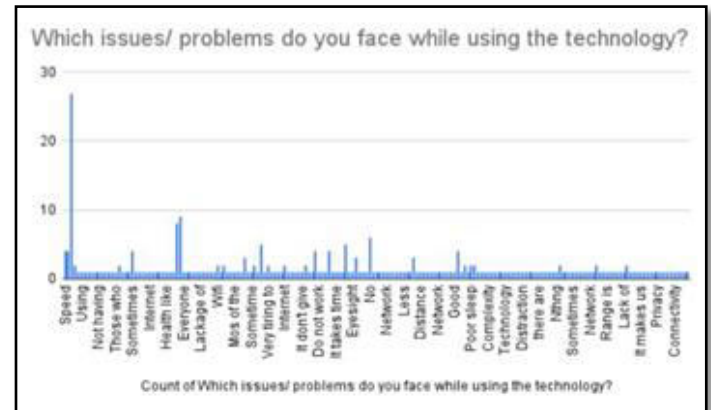


Fig-3.4: There is a bar graph which is showing different answers of people related to the issue and problem of technology.

4. Mismanagement by Government

India is fighting a battle against an invisible enemy named corona virus. The Year 2020 will always be remain a 'crucial phase' not only for the layman but also for the world leaders, more so situation became even more acute than it already was, with a record number of 2.57 lakhs cases per day. Among the many ways in which the COVID-19 has affected the economy, the one that affects each and every person is the impact of Inflation. **New Delhi:** India's retail inflation based on Consumer Price Index (CPI) has consistently registered above 6 percent in the last few months, hitting a nearly six-and-a-half-year high of 7.6 percent in October. [6]

The onset of COVID-19 pandemic saw unemployment climb to a highest rate due to a total lockdown. This was possibly a result of reduction in demand as well as disruption of workforce faced by the companies. The unemployment rate declined to 6.5 per cent in January 2021 from 9.1 per cent in December 2020, while employment rate surged to 37.9 per cent as compared to 36.9 percent, says Centre for Monitoring Indian Economy (CMIE).

Impact on household income due to the coronavirus (COVID-19) in India from February to April 2020

Characteristic	No change	Fall in income	Rise in income
April 12	43.7%	45.7%	10.6%
April 5	46%	43.5%	10.6%
March 29	45.8%	37.9%	16.3%
March 22	58%	14%	37.9%
March 15	60.1%	11.3%	28.7%
March 8	60.7%	10.3%	29%
March 1	63.4%	8.4%	26.8%
February 23	60.2%	8.8%	31.1%

Table: 1 Further, household income in India took a nosedive due to COVID-19.[7]

Due to emerging Corona Virus crises, our Indian economy has been facing stagnated demand. Today, lack of demand seems to be the biggest challenge for the economy. Demand for essential commodities such as food, cloth, fuel, electricity has fallen to a great extent. Sever circumstances forced lockdown to implement which further leads to major job losses due to closures of factories and business. This tends to decline in the household incomes.

Crises has already transformed into an economic and labor market shock which not only impact supply but also the demand. Lockdown has impacted the economy in two-fold ways – While on the one hand it has maintained social distancing lowering the Corona Virus cases, on the other hand it causes sharp decline in the demand of goods and services thus leading to a collapse in economic activity.

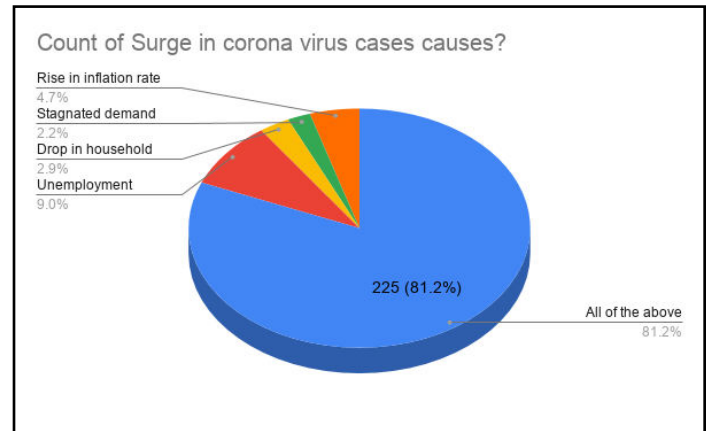


Fig-4.1: Preferences of the people in our survey

To know the public perspective, we conducted an opinion poll in which we got to know that 81.2% out of 100 per cent were in the favor of all the causes that we perhaps held responsible for the hike in corona virus cases. A few people i.e. nearly 9% voiced unemployment- The only affected element.

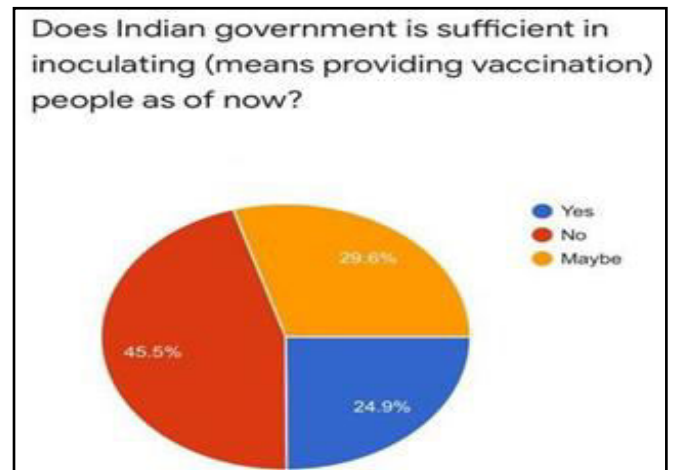


Fig-4.2: Sufficiency of government in providing vaccination to people- people’s view point.

Another aspect that comes into our mind- ‘Whether Indian Government was self- sufficient in providing vaccination or not? Here we can see the public viewpoints regarding the same. 45.5% out of 277 responses totally disagree with the statement. This figure would surely make us think that government must take some relevant measures to this issue, whereas 29.6% people felt that government could achieve

this milestone (where each and every citizen of our country will get immunize) in the coming months.

5.GDP

Gross Domestic Product (GDP), one of the pressing question in the days of the pandemic, legitimate concerns of the hour!GDP is the total market value of all the finished goods and services produced within a country's geographical borders in a specific period of time, it estimates the country's economic output in a year. GDPcomputes private and public sector, government spending, investments, additions to private inventories, paid-in construction costs, and the foreign balanceof trade.

The GDP growth rate is a significant index of economic health. It fluctuates during the four period of the business cycle — peak, contraction, trough, and expansion.The economy sinks and sails with the GDP. If the GDP's growth rate is positive, the economy is expanding and so do businesses, jobs and personal income. Butif it contracts, then businesses get stagnant, investments slow down,unemploymentrises, reducing the people's purchasing power, further depressing the economy, negatively turning the growth rate. This is when the country's economy is said to be in a state of recession.

The economic impact of the 2020 Corona Virus pandemic in India has been magnificently troublesome. India's growth within the fourth quarter of the financial period 2020 went rightdownto 3.1% consistent with the Ministry of Statistics. According to the Chief Economic Advisor the drop is mainly due to the Corona Virus pandemic effect on the Indian economy.

India's economy has fallen by a whopping 23.9% in the first three months of the 2021 fiscal year, which is the most recent sign of the toll that the COVID-19 lockdown has taken on economicactivity.

According to data emancipated by the statistics ministry, real

GDP for the April- June 2021 quarter fell by 23.9% in comparison to the same quarter 2020.Notably India had also been withstanding a pre-pandemic recession; the current surge in Corona Virus cases has “amplified the pre-existing risks to India's economy.”

In accordance to our survey, we were able to do a detailed analysis depending onpeople's preference on some general concerning questions like 79.4% people feel that a sharp decline in GDP is an aftermath of the pandemic, however 15.2% of them are not very certain about the same and the remaining are indifferent to the subject matter.

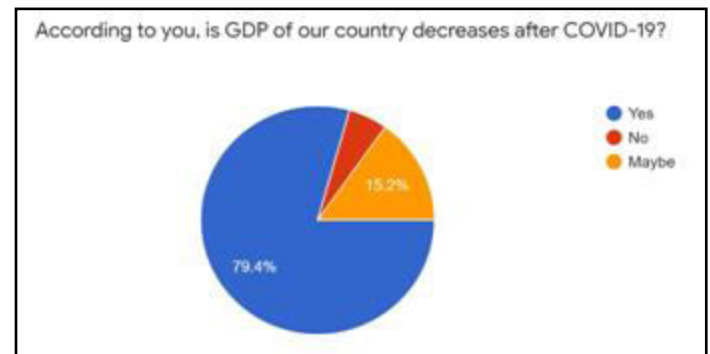


Fig-5.1: GDP of country.

In lieu of the deteriorating situation the government introduced a revised budget for the fiscal year to neutralize the impact of the Corona Virus but according to reportsmost of it was inefficiently used, government failed to help the migrant worker, a lot of slum areas were recruited with even the basic necessities, thus 57% of which think that miss management on the part of the government is a major cause ofthis sharp fall, 11.9% think to the contrary whereas 31% don't have a say on that.

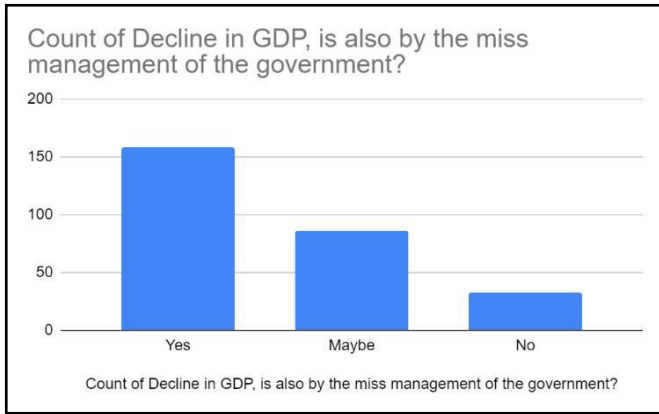


Fig-5.2: Miss management of government in decline in GDP.

However when people were made to choose from few options as to how can they contribute to the GDP growth 14.4% choose to help develop small enterprises, 17.7% choose to promote Indian brands, choose banning foreign goods but the major portion of the masses suggested to adopt all the above measures.

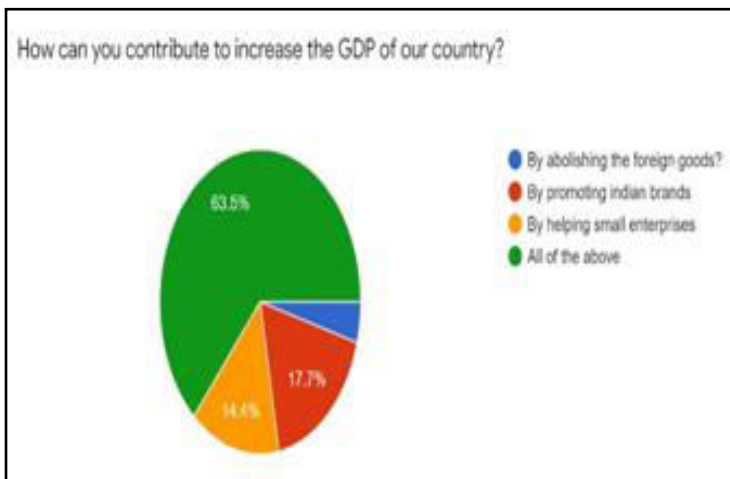


Fig-5.3: Contribution in increase in GDP.

When the audiences were given an option to choose between: would they prefer leveling GDP irrespective of the surge in Corona Virus cases or would they like ensuring safety ignoring the GDP growth for the time being, 81.9% wanted to safety from COVID-19 but 18.1% showed more concern about the falling economy.

Fig-5.4: Opinion of people

The lockdown brought a major change in the purchasing power of the public, people were seen to altering their consumption pattern. A major clutch of the population i.e. 48.7% believe fall in GDP is the reason for the decline in the living standards of people, however 13% think it is not and the rest were uncertain about the question in concern.

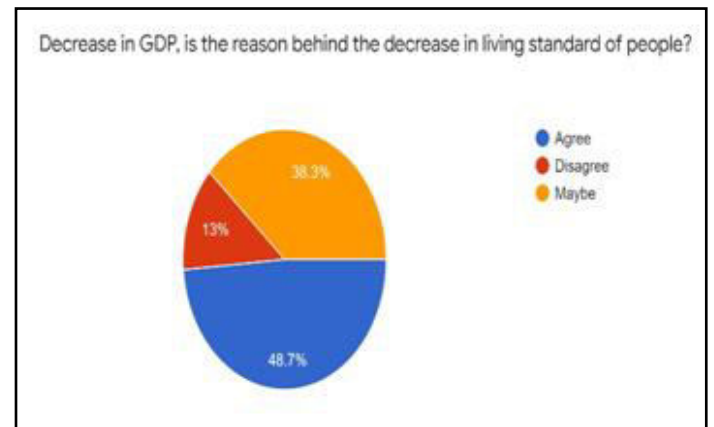
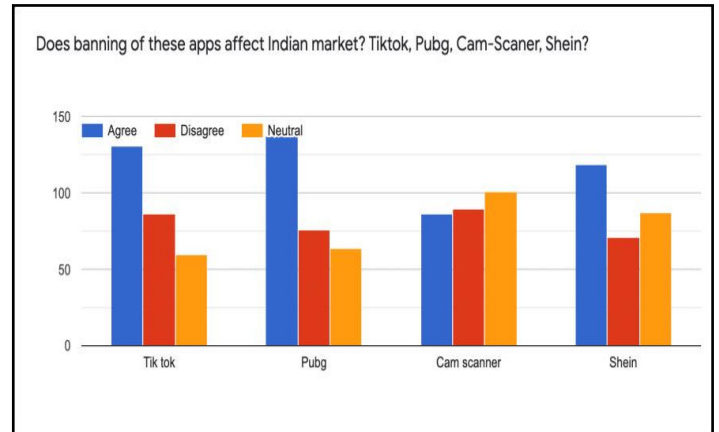
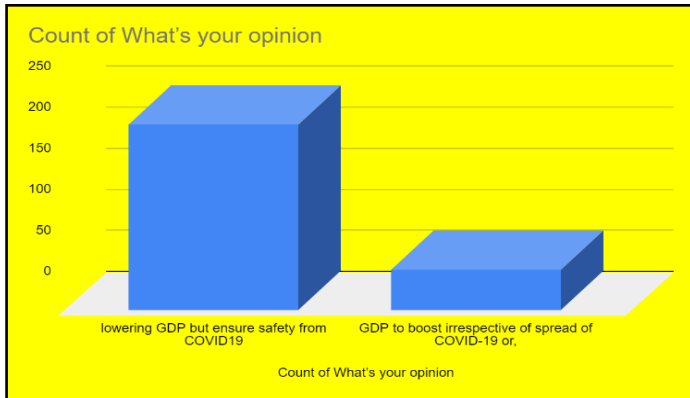


Fig-5.5: Decline in GDP is the reason for decrease in living standard.

6. Indian Goods Over Foreign Goods

Recently our country started a revolution and that revolution was known as “make in India”. Although this concept was introduced back in 2014 it took a shoot in 2020 when the government banned Chinese products in India the reason is still not clear to many whether it was to promote Indian products or privacy issues or whether it was simply to blame China for COVID-19, there could be a number of possibilities. This decision impacted the Indian economy to greater extends,



soon after banning Chinese apps, small Indian startups started to come up with apps which were a replacement of the banned apps, though it didn't took much long for these startups to grow but none of them majorly captured the market as the Indian customers were not on board with the idea of replacements they thought that these apps weren't good enough, if we do a side by side comparison tiktok was one of the apps that was banned the revenue collected from India in 2019 by tiktok was Rs.43.7crore.And the replacements of tiktok such as moj and Mxtakatak merely collected revenue of Rs.7.70crore.The next question that comes into our mind is that did these apps really affected the Indian economy from over survey we concluded that most of the people strongly agree that it did while some think it did not well this was the overall opinion if we look at a particular app we'll see that the opinions are quite different for exampleCamscanner was an app to scan documents people think that for them it wasn't a big deal as there were many other app that can do the job while on the other hand people think that Pubg banning, impacted a lot as there was not a good replacement for the same.So we can clearly see that what people are looking for is a good alternative they don't mind that whether it is a foreign app or an Indian app.

Fig-6.1: Banning of apps affect Indian Market.

The next question that will come in our mind is why did the government banned foreign products?There can be many possibilities but the one we think can be, to boost national security or to cut down money flow to foreign nations or to increase inflow of cash within the nation.By our survey we can clearly see that most of the people think that it was to increase flow of the cash within the nation, it can be true to some extent.

Teenagers in India are always looking for options to binge watch though they havemany the streaming platforms are limited and Indian streaming platforms are even lesser Hotstar Sony Liv and Zee5 are the handful of Indian streaming platforms that provide good content that not only teenagers but also young adults find entertaining to watch, on the other hand American based streaming platform Netflix is the most popular among everyone as the reason for that is they provide not only Indian tv shows but shows and movies from different countries people often enjoy consuming content from different countries. The next in the line is Amazon Prime and Disney Hotstar though Amazon Prime is an American based ott platforms Hotstar is an Indian based ott platform performing the best as they provide live streaming of not only IPL but other matches too which the Indian audience love.Revenue collected by Netflix in India in the year 2020 was Rs.923.7 crores while Hotstar collected Rs.1628 crores.

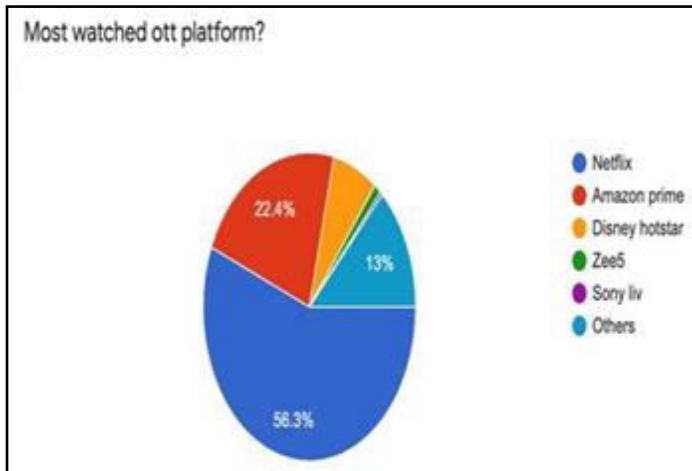


Fig-6.2: Ott platforms

7.CONCLUSION

The Indian market has been through varied fluctuation all this while, technology helped comforting people in these difficult times, improved efficiency at every horizon of life, enhanced communication helped managing business enterprises and assist us to be in pace in the worlds trend, it has boosted the level of awareness between people but along with this technology hasn't been made free for all, it hasn't reached the lower and backward classes of the society. Likewise, is the management of the government justified in some fields but not in others but people are seen to be mostly unsatisfied with the government initiatives. If we talk about the foreign goods, thought poses a great problem to the general public but on the other hand it made us understand the pros and cons of banning those products/apps. Moreover, this a good opportunity for the Indian market to launch their apps. Due to COVID-19 our economy faces the negative growth rate which brings down the level of income, lower consumption, job cuts etc. There may be a situation if recession sometimes. However, this

situation could be improve by having sufficient funds with the companies, tax cuts, improved technology. All of these will increase productivity further boost the economy.

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