



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

BUSINESSES WHICH TURNED OUT PARADOX FOR THE QUARANTINE OF COVID-19

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Abstract: We all are addicted to the technological advancements that have made our life easier. The revolution of smartphones have brought us many mobile applications that are handy in use and makes our work easier. This paper comprises of the mobile applications that flourished during the Corona Virus outbreak. Applications such as TikTok, WhatsApp, Zoom, Ludo King have resulted in being the most downloaded apps in India amidst the Lockdown phase. We shall be looking at the user downloads, active users, revenue earned by these application during the quarantine period.

Keywords: Business, Quarantine, COVID-19, Applications, TikTok, Zoom, Ludo King

1. INTRODUCTION

The entire world came to a halt in this pandemic of Covid-19 virus which aimed at gulping in millions of life. The virus was spreading like a forest fire making the innocent lives its victim. It knew no race or age. Governments across the globe were taking necessary reason and India in particular was worried about its people. A country of 1.3 Billion was a threat to the Nation and the outbreak was forecasted to be worse. Looking forward to the consequences the Government of India declared 21 day lockdown on 25th march 2020. While the nation was lockdown it was the right time for some business to gain the edge and win the market share. We shall discuss about some such companies which turned out to be profitable while others were suffering.

Mobile Applications such as Facebook, WhatsApp, Pubg, were popular among the young people of the country. The day since these applications were launched had an impact on the audience and resulted in constant engagement of the users in these apps. These applications were the most downloaded and had the most active users in India and across the globe. Therefore, the revenue generated by these applications were the highest as compared to other apps. After the lockdown, as the people stayed at home, they got bored with these apps. As there was no other source of entertainment, people started downloading TikTok, Ludo King to entertain themselves. TikTok helps you to create a short video related to drama, lip syncing, etc which engaged people. Ludo King was downloaded by many people so as to re-create their childhood memories and feel nostalgic. This game connects people socially with their friends. Ludo King can also be played with other family members to have a fun atmosphere in the house during the quarantine period.

The employed people had to stay and work from home and also on virtual projects. Businesses were facing losses and work had to be continued. Meetings had to be conducted so as to train freshers, create strategies, conduct board meetings, etc. Schools and Colleges were unable to interact with students. Due to the inability of many apps providing to do so, the users shifted towards the Zoom app which allowed 100 people to join a meeting. Therefore, almost all the businesses, schools and colleges downloaded the Zoom app to co-ordinate with the people.

2. LITERATURE REVIEW:

Coronavirus: From entertainment apps to help you get through quarantine because its not easy to stay home 24x7. Especially when you don't know how long it's going to be. And as result, here we chose a bunch of those apps which made this covid-19 lockdown easier and helped people for their entertainment as well as for their betterment. With the coronavirus leading to lockdowns in many parts of the world, people are being forced to stay indoors and look for activities to keep them engaged. As a result, screen time on mobile phones has surged. In recent articles, we studied how these apps which are globally accessed had an increase in their usage and download percentage which helped them generate a handsome revenue. Besides the obvious popularity of video conferencing apps like Zoom and Hangouts, people are also scouting for increased group interactions on social networks, chat, dating apps, live gaming, and entertainment platforms. They are even looking for utility features, guides, and planners to get through quarantine. Here's a list of some interesting apps and tools that could help you overcome the stress, anxiety, loneliness, and boredom. Video social networking app, ludo king ,tiktok, carrom , zoom etc. These applications are available for Android and iOS where all you need is a smartphone. These apps are bringing family members together and helping them spend time with each other. These apps will keep you meaningfully engaged during lockdowns and self-isolation and Social media too is filled with people documenting their 'lockdown cooking' tales. While some are relishing the challenge, many others are admitting to their struggles with low supplies and high demand – considering everyone's at home now, you need to prepare at least three meals per day. So in one way or another people are stuck at home with boredom where they are utilizing their productivity in different ways.

3. OBJECTIVE OF THE STUDY:

- To study the factors influencing people to download the apps.
- To study how the businesses flourished during quarantine.
- To study the growth and revenue earned by these companies during lockdown.

4. LIMITATIONS OF THE STUDY:

- This study was limited within the geographical limits of the country.
- The lockdown can be extended further so the data might change accordingly.
- No exact value is provided by all the sources so an approximate aggregate is taken.

5. RESEARCH METHODOLOGY

A descriptive research was done to understand the pandemic situation and to study the most popular businesses during this period. A structured process of research was done by compiling the data and values obtained from the official sources and some other sources that are mentioned in the references.

6. FINDINGS:

Here, some of those mobile applications and their download statistics are reflected to throw light on how smart phone users are spending their time with these apps during corona outbreak lockdown. We will look upon the data with respect to different apps.

- Zoom – This is a video conference application which allows 100 users to join a meeting at the same time. It was found in 2011 and launched in 2013. Within a year it has got 1 million downloads where its usage also increased during quarantine because people are now working from home where there is need to connect to maybe clients, subordinates, superiors etc. on regular basis. The daily downloads increased from 56,000 in the month of January 2020 to 2.1 million in the month of March. There have been 17.2 million downloads in the lockdown so far. Zoom app shot up to the 3rd rank right from 256th rank from 2019 rankings. The total revenue generated by Zoom in FY 2020 was approximately \$622.7 million. The net revenue was about \$21.7 million.
- Tiktok – Also known as Douyin, in Chinese market was launched in 2016. It is an amazing application to create dance, act and comedy videos with many filter and features where people can lip sync and can perform comedy skits, etc. In India in 2019 the number of this app downloads was 190 million and not only in India but also worldwide it is the most downloaded app. During corona outbreak lockdown in India there were 46million downloads of the same app.
- Ludo king – Ludo King was downloaded by many people so as to re-create their childhood memories and feel nostalgic. This game connects people socially with their friends. Ludo King can also be played with other family members to have a fun atmosphere in the house during the quarantine period. It was developed by Indian Studio Gametion Technologies Pvt Ltd owned by Vikash Jaiswal. It was first released in Feb 2016. It was one of the most downloaded apps with downloads more than 300 million. Ludo King is currently ranked number 1 in top free games.

7. STATISTICS (FY 2020):

Table no. 1

Zoom Application	
Downloads	17.2 million
Most Active Users	13 million
Daily Meeting Participants	Increased from 10 million to 200 million
Revenue	\$21.7 million

Table no. 2

TikTok Application	
Downloads	46 million (in India) & 800 million (Worldwide)
Average time spent	45 minutes
Revenue	\$71 million

Table no. 3

Ludo King Application	
Downloads	17 million (March & April)
Most Active Users	13 million
Revenue	\$8.25 million

8. CONCLUSION

This study comprises of all those entertaining mobile applications which had a drastic download and usage volume during COVID-19 outbreak especially between Feb-March 2020. All such applications are either online gaming platforms or they are video making or conferencing ones but the main aspect we tried to throw light upon is that how humans are moving towards technological advances for their entertainment and betterment purposes.

During the lockdown period as more and more people were in quarantine, they were bored and wanted a source of entertainment. This led to the increase in downloads of applications such as TikTok and Ludo King. Also most of the adults were working professionals who worked from home. It was difficult to organise meetings with large no of people and therefore every organisation, may it be a company, school, college shifted towards the Zoom app. Due to all these circumstances, there was a surge in the downloads of these applications which brought them from a ranking of 100+ to the top 3. The most active users of these applications grew exponentially. The revenue generated by these companies were much higher as compared to the previous quarters.

9. REFERENCES

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