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**Impact of Covid – 19 on E - Commerce**

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**Abstract:**

*COVID-19 has created an adverse impact on the lives of the people all around the world. Due to the outbreak of pandemic, many business sectors and economies are affected in a drastic manner. Due to its extensive spread, people are advised to maintain the social distancing in the market or are asked to stay at home. This had led the business houses to opt out for E-Commerce in this pandemic situation. Nowadays, since people are accessing the Smartphones or Tablets with Internet connection, which enables them to buy products from online.*

Keywords: COVID-19, E – Commerce, shopping, purchasing behaviors.

**Introduction:**

E-Commerce has been prevalent for many years. It is mostly done on B2B or B2C basis. E-Commerce is a business model through which an individual consumer and a seller will buy and sell the product through the Internet. It is useful as it creates an efficient supply, through wide and mass channels. Most of the countries have restricted the people to stay at home due to the virus outbreak, which lets the business house to sell the products through the digital platforms. E-commerce like Grocery, Food, and Medicines have been increased by 52% due to this Covid-19. The main difficulty faced by the sellers is delivering the products

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to the customers due to the restrictions imposed in the country. Now the people are adapting to new purchasing behaviors by shopping through online and avoiding in-store shopping due to the spread of virus. Peoples are motivated to stay at home and shop through online mode, which creates ideal market condition for the launch of mobile apps and touch point for the accessing the platform.

In this situation, online shopping has surged than the offline shopping. India has about 504 million active internet users with low data cost. 90% of the retails is controlled by 6.6 million stores, but due to COVID-19 shops has been closed for indefinite period, which has laid the way for the E-Commerce players.

There are a lot of benefits and hindrances at E-Commerce platforms just like two faces of a coin. During a global pandemic it is not possible for sellers to acquire stocks on their inventories in-time. Government has laid restrictions for transport and services allowing for ‘essentials only.’ There is also Logistics problem on delivering products to customer’s locations due to imposing of nation-wide lockdown. Buying online is safe for the consumer but, these problems must be kept in mind as services come from any part.

#### **Objective of the Study:**

1. To study the current trend of E-commerce in this pandemic situation.
2. To analyze the various challenges faced by the customers in the digital shopping.
3. To identify necessary steps taken by the enterprise to provide safe and secured shopping in the digital platform.

#### **Review of Literature:**

Rust and Chung, (2006) suggests to know not just what customers do in any particular ecommerce contact but also what they do (and how they perceive and feel) across multiple contacts. The work also suggests to investigate the kinds of online services that promote growth of the customer relationship, and the most effective ways to combine the online relationship with the offline relationship, with the idea that the full relationship with the customer is not complete without considering both online and offline, as well as how they interact.

Chanana Nisha and Goele Sangeeta (2012) propose that the future of E-Commerce is difficult to predict. There are various segments that would grow in the future like: Travel and

Tourism, electronic appliances, hardware products and apparel. There are also some essential factors which will significantly contribute to the boom of the E-Commerce industry in India i.e. replacement guarantee, M-Commerce services, location based services, multiple payment option, right content, shipment option, legal requirement of generating invoices for online transactions, quick Service, T & C should be clear & realistic, the product quality should be same as shown on the portal, dedicated 24/7 customer care center should be there.

Dr. Anukrati Sharma (2013) The article entitled “A study on E-commerce and Online Shopping: Issues and Influences”. In this article an attempt is made to study the recent trends, influences, preferences of customers towards E-commerce and online shopping and to give the suggestions for the improvement in online shopping websites. The study found that, most of the people who are engaged in making the decision of purchasing are in the age of 21-30 years. While making the websites for online shopping it must be designed in a very planned and strategic way.

### Research Methodology:

The study is conducted to study the current usage trend, analyze the various challenges faced by the customers of E-Commerce in this pandemic situation. For this, the Primary Data of 105 Respondents was collected. The collected data was analyzed using Statistical Tools.

### Data Analysis & Interpretation:

#### Test 1– Annova

**H0:** There is no significant difference between Satisfaction Level of E-Commerce Shopping on the basis of Gender.

**H1:** There is significant difference between Satisfaction Level of E-Commerce Shopping on the basis of Gender.

Test 1 - ANNOVA					
	Sum of Squares	df	Mean Square	F	Sig .
Between Groups	.467	1	.467	.770	.382
Within Groups	63.090	104	.607		
Total	63.557	105			

**Interpretation:** Accept H<sub>0</sub> (<0.05), that there is no significant difference between Satisfaction Level of E-Commerce Shopping on the basis of Gender.

### Test 2 - Correlation

**H<sub>0</sub>:** There is no significant relationship between Usage of E-Commerce application has increased in the COVID -19 pandemic situation & Doing business at the e-Commerce platforms will be more advantageous than the traditional offline mode of business

**H<sub>1</sub>:** There is a significant relationship between Usage of E-Commerce application has increased in the COVID -19 pandemic situation & Doing business at the e-Commerce platforms will be more advantageous.

Test 2 - CORRELATION			
		Usage of E-Commerce application has increased in the COVID -19 pandemic situation	Doing business at the e-Commerce platforms will be more advantageous than the traditional offline mode of business.
Usage of E-Commerce application has increased in the COVID -19 pandemic situation	Pearson Correlation	1	.213
	Sig. (2-tailed)		.029
	N	106	106
Doing business at the e-Commerce platforms will be more advantageous than the traditional offline mode of business.	Pearson Correlation	.213*	1
	Sig. (2-tailed)	.029	
	N	106	106

**Interpretation:** Accept  $H_1 (<0.05)$ , there is a significant relationship between Usage of E-Commerce application has increased in the Covid – 19 pandemic & Doing business at E-Commerce platforms will be more advantageous.

**Findings:**

From the collected Primary Data, we could find that,

- There is no significant difference between Satisfaction Level of E-Commerce Shopping on the basis of Gender.
- That the usage of E-Commerce applications and platforms has increased in the COVID -19 pandemic situation.
- People tend to prefer buying Electronic products like Mobiles, Computers, Computer and Mobile Accessories and Components from E-Commerce platforms, the most.
- While making a purchase transaction, Customers tend to use Debit Card/Credit Card Payment method as the most preferable mode of payment.
- Due to the outbreak of the global pandemic, Customers have reduced using ‘CASH,’ as their preferred payment mode and have adapted to using more fintech services like Mobile Wallets, Digital Payments, Bhim – UPI etc.
- Even many companies have facilitated DIGITAL PAYMENT infrastructures to their business and even some of have made that, as their only mode to accept payments.
- New Users/Customers have had a smooth digital purchase experience even during the pandemic. They are also satisfied with the Price, Product Information, Safety measures undertaken during the Logistics processes.

**Conclusion:**

E-Commerce Shopping has been prevalent for many years. But it has never been the same after Coronavirus outbreak. People prefer buying groceries, medicines also nowadays from these E-Commerce platforms, considering safety and convenience. New users have started using these services also but there are a lot of logistical and inventory acquirement issues faced by the E-Commerce Vendors. The Government should look upon this and must do the needful, to facilitate a smooth shopping experience for the citizens.

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