



---

## A Study on the Growth of E-Commerce during Covid-19 Situation Current Scenario

*Dr M. Karuppanasamy<sup>1</sup>, N. Hariharan<sup>2</sup>*

<sup>1</sup>Assistant Professor, Department Of Commerce, Parvathy's Artrs And Science College, Wisdom City, Dindigul, Tamilnadu, India.  
[drkscommerce@gmail.com](mailto:drkscommerce@gmail.com)

<sup>2</sup>BCOM CS, Final Year, Parvathy's Artrs And Science College, Wisdom City, Dindigul, Tamilnadu, India.  
[hariharan23900@gmail.com](mailto:hariharan23900@gmail.com)

---

### ABSTRACT

The global unfold of the covid-19 pandemic has agitated how human beings purchase commodities and different services and the way they may be worried in e-commerce. That is absolutely primarily based on the current situation and modern records. The patterned lockdown rules across India and the developing unwillingness amongst consumers to head outside and store for essential items have given a much broader view of the kingdom closer to e-commerce. Purchasers have a change from shops, supermarkets, and buying department shops to on line portals and different purchasing apps for the purchase of Product, starting from basic commodities to reputed brands in India.

**Keywords:** E-commerce, covid-19, online shopping, buying, contactless shores, marketing, online payments.

---

### INTRODUCTION

Humans respond to crises in one-of-a-kind approaches. When faced with an uncertain, risky state of activities over which we have no manipulate, we tend to attempt approximately we can to experience like we have some manage. Those psychological factors are the same reasons "retail therapy" is a response to many different varieties of non-public crises; but, at some point of a pandemic, there are introduced layers. "Panic shopping for can be understood as playing to our three fundamental mental needs." These desires are autonomy (or the need to experience on top of things of your movements), relatedness (the want to experience that we are doing approximately to advantage our families), and competence (the need to feel like clever customers making the suitable choice).

---

### E- COMMERCE

E-trade attracts on technologies which include cell commerce, electronic funds switch, deliver chain control, net advertising and marketing, on line transaction processing, electronic records interchange (EDI), inventory control systems, and automatic information collection systems. E-trade is in flip driven through the technological advances of the semiconductor enterprise, and is the most important region of the electronics industry- Commerce commonly makes use of the web for at least part of a transaction's existence cycle although it may additionally use other technology including email.

---

### REVIEW LITREATURE

Gupta (2014) in her paper "e-commerce: role of e-trade in these dais's enterprise", offers a complete definition of e-trade whilst separating it from e-commercial enterprise. The paper enlists the distinct e-commerce models i.e. B2b, b2c, b2g and c2c, narratively analyzing the nitty gritty of each.

Rina (2016) additionally elaborates the special programs of e-trade in "challenges and future scope of e-trade in india", on the equal time, defining the degree to which they are operational within the usa.

Gunasekaran, marry, McCaughey, & nebhvani (2002) supply an extensive outlook of electronic trade within organizational systems in “e-trade and its impact on operations control”, defining it almost about e-trading and elaborating- how it has permeated every area of enterprise. The paper identifies the revolutionary function performed with the aid of in advance internet packages like electronic mail and electronic data interchange and information the revolutionary changes introduced through the net technology in manufacturing, advertising, shopping, layout, production, promoting and distribution.

Mishra & kotak (2015) trace the timeline and development of b2c e-commerce in “a study on modern popularity of e-trade in India: a comparative evaluation of Flipkart and amazon “with its inception inside the mid-1990s thru the appearance of matrimonial and task portals. However, due to restrained net accessibility, susceptible online price structures and lack of understanding, the development turned into very slow. The Indian b2c e-commerce industry were given a prime enhance in mid 2000s with the growth of online offerings to tour and lodge bookings which remain important individuals even today.

das & are(2015) take a look at in “boom of e-commerce in india ”that even though on line travel and lodge bookings still control the lion’s proportion of e-trade marketplace, their share has comparatively fallen through the years because of the recent augmentation and consequent rise of e-tailing offerings. The discern of Indian e-trailer Paytm, by means of making an investment \$680 million, in 2015 (au lakh, 2015).

Aggarwal, 2014). through “problems and possibilities of e-commerce”, raghunatha & pang (2013) present a complete evaluation of diverse nuances of e-commerce at the same time as accentuating that, in gift time every enterprise hobby, be it advertising, ordering, price and so on, may be done within the digital ecosystem. The paper also enlists numerous factors at the significance of e-commerce which can be responsible for its improvement as the brand new conference.

## E-COMMERCE BUSINESSES ALSO EMPLOY

- ✓ Online looking for retail income direct to purchasers thru net sites and cell apps, and conversational commerce via stay chat, chatbots, and voice assistants.
- ✓ Offering or taking part in on-line marketplaces, which method 0.33-party commercial enterprise-to-customer (b2c) or client-to-client (c2c) sales.
- ✓ Business-to-commercial enterprise (b2b) shopping for and promoting.
- ✓ amassing and the use of demographic information thru internet contacts and social media;
- ✓ B2b electronic information interchange.
- ✓ marketing to prospective and set up clients by using email or fax (for instance, with newsletters)
- ✓ Conducting pretail for launching new products and services.
- ✓ Online financial exchanges for currency exchanges or trading purposes.

## UNDERSTANDING FEAR SHOPPING FOR AND CORONAVIRUS

As information of covid-19 spread and because it changed into officially declared a pandemic by using the field fitness world health organization, people answered by using stocking up. They offered out scientific materials like hand sanitizer and masks and household basics like bathroom paper and bread. Soon, each brick-and-mortar and online shops were suffering to preserve up with call for, and price gouging aimed at materials have become rampant. Higvarious e- commerce web sites at some stage in the pandemic.

## EXAMPLES OF E- COMMERCE

- ✓ Amazon.
- ✓ Flipkart.
- ✓ EBay.
- ✓ Fiverr.
- ✓ Up work.
- ✓ Olx.
- ✓ Quikr.



**ESTIMATED NUMBER OF MONTHLY VISITORS IN E- COMMERCE**

Sl. No	Retail website	Millions
1	Amazon	322.54
2	Flipkart	242.62
3	Alibaba	175.95
4	Snap deal	56.41
5	Myntra	48.03
6	Indiamart	47.23
7	Book My Show	43.25
8	Nykaa	20.84
9	First Cry	16.94
10	1mg	14.62

**OBJECTIVES OF THE RESEARCH**

- To observe how coronavirus has affected the Customers online shopping.
- To study whether or not online purchasing is fantastic even after the pandemic.
- To understand factors that impact the maximum to Purchase online.
- To become aware of whether continuity of online buying prevails even after the outbreak.

**RESEARCH METHOD****Primary Data**

The research is conducted to obtain statistics on "A research on the development of e-commerce during covid-19 situation in india". A sample size of a 233 changed into gathered the use of the increase sampling method. The sample includes each literate and illiterate as their reaction determines the reliability of the survey. Google forms platform became used for gathering records. The responses from the respondents were accumulated and analyzed the usage of the easy percentage approach.

**Secondary Data**

The secondary Data are collected via data, articles, survey reports, journals, studies statistics, and website site information.

**E- COMMERCE STATUS IN 2021**

- ✓ 18% of customers have tried curbside pickup for the primary time over the covid-19 era
- ✓ 36% of customers have skilled massive shipping delays because of covid-19
- ✓ E-Commerce income are forecasted to have speeded through 32.4% in 2020
- ✓ Quality buy noticed the most important yoye e- commerce sales development in 2020 (105.5%), observed by means of goal (103.5%) and Kroger (79.2%)

## ONLINE MARKETPLACE ELEMENTS NEED TO COME TOGETHER

### Best collection and produce

Brands will want to tailor their collection to fit online desires (e.g., bigger packs, bundles, ease of shipping, and so forth.). For instance, some main FMCGs have redesigned packaging and decreased the quantity of plastic and water to make it lighter and more cost-green to deliver those product.

### E-commerce-ready supply chain

Brand want to make certain that their deliver chains are relatively agile, to manage sharp demands (e.g. Diwali season) that are characteristic of online companies and build the associated call for forecasting and inventory planning skills as properly.

### Digital Marketing

Brands want to decide their most helpful break up of spending throughout digital channels and digital properties. Depending at the goal, they have to optimize spending among diverse digital properties including banner commercials, seek listings, social media, etc.

### Adjusting advanced online conversion

Optimizing the trifecta of product display page (PDP), pricing/promotions and visibility, can appreciably enhance conversion charges online.

### Digital implementation quality

The capability to create and always refresh content, test and examine, refine at scale, song and tweak online pricing/promotions in actual-time, hastily respond to customer critiques, and so on. Is what differentiates fundamental champions from the relaxation?

### E-trade enablers

The returned stop additionally needs to be strong and agile for prevailing online. Assisting structures, information, and reporting infrastructure, automated actual-time decision-making enablement are all essential to a success online business.

## E- COMMERCE AN THE NEW NORMAL

E-commerce is the manner model that shall the firm and individuals purchase matters over the internet in which it operates in all four of the following major market segments that is a commercial enterprise to commercial enterprise customer to customer business to customer, consumer to commercial enterprise. Due to this pandemic e-commerce has performed a main position in the economy. Every e-commerce involves concentrated on the audience, product area of interest, and staining a crucial location in connecting customers online.

## LIMITATIONS OF THE STUDY

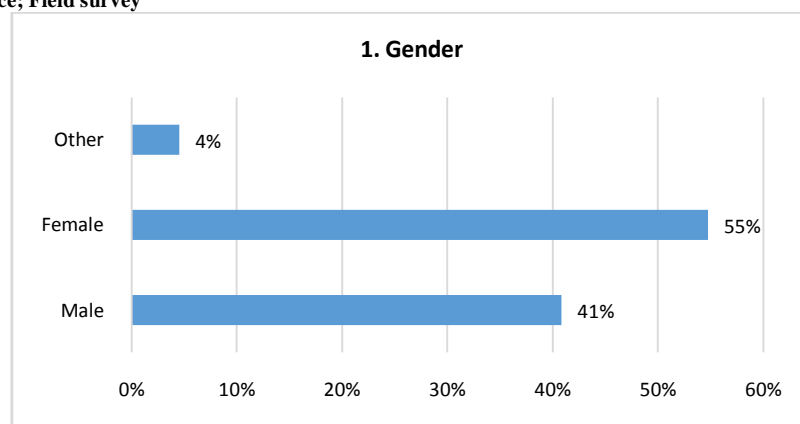
- ✓ The study is only for secondary data.
- ✓ Time constraints when collecting secondary data.
- ✓ Study is not desirable to generalize all the data from this study.

## DATA ANALYSIS AND INTERPRETATION

Table -1 Gender Respondents

Sl. No	Gender	Respondents	Percentage
1	Male	91	41%
2	Female	122	55%
3	Other	10	4%
4	<b>Total</b>	<b>223</b>	<b>100</b>

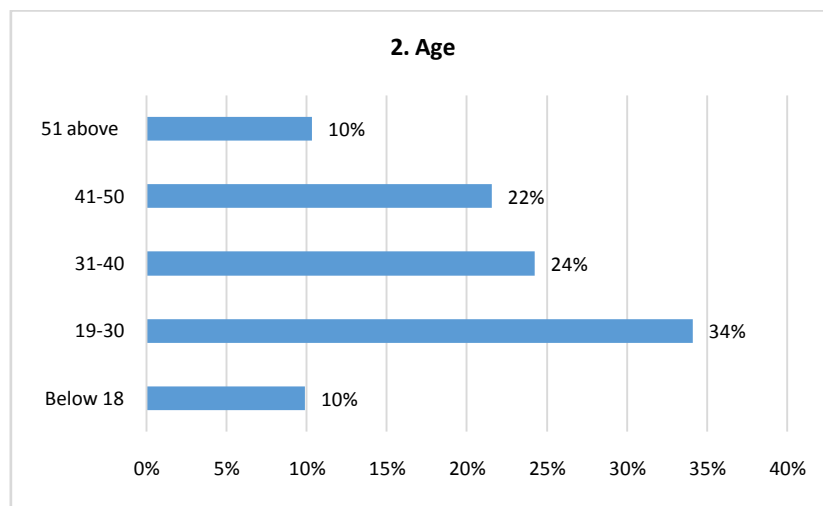
Source; Field survey



The table -1 is gender total resonance is 223 male 41%, female is 55% and other gender is 4%. Finally female is increased in development of e-commerce in covid-19 situation.

**Table 2 Age Respondents**

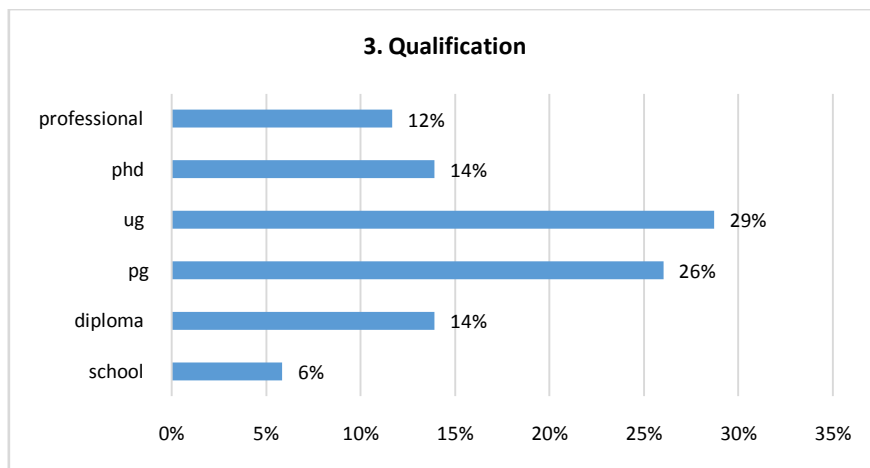
SI. No	Age	Respondents	Percentage
1	Below 18	22	10%
2	19-30	76	34%
3	31-40	54	24%
4	41-50	48	22%
5	51 above	23	10%
6	<b>total</b>	<b>223</b>	<b>100%</b>



The table 2 it is age responses below 18 to above 50 ages, then 19-30 is 34% and 31-40 is 24% it increase in 37 percentages. It is use fullto development of E- Commerce.

**Table 3 Qualification Respondents**

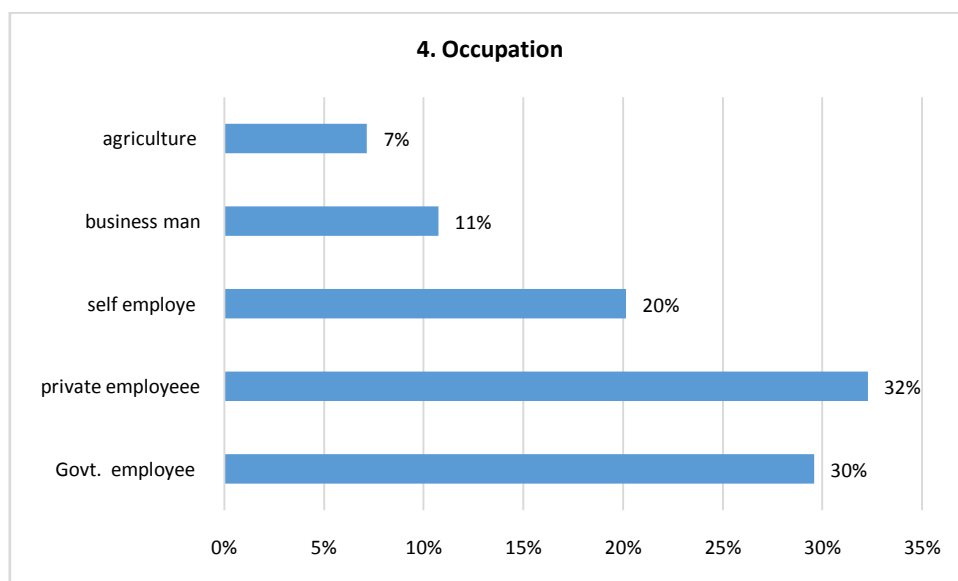
SI NO	Qualification	Respondents	Percentage
1	School	13	6%
2	Diploma	31	14%
3	PG	58	26%
4	UG	64	29%
5	PHD	31	14%
6	Professional	26	12%
7	<b>Total</b>	<b>223</b>	<b>100%</b>



The table 3 is qualification total responses is 223 different qualifications school, college. Diploma students and PHD staffs. Then UG is 29% responses is 64 this is high level in development of e-commerce useful to UG and PG students.

**Table 4 Occupation Respondents**

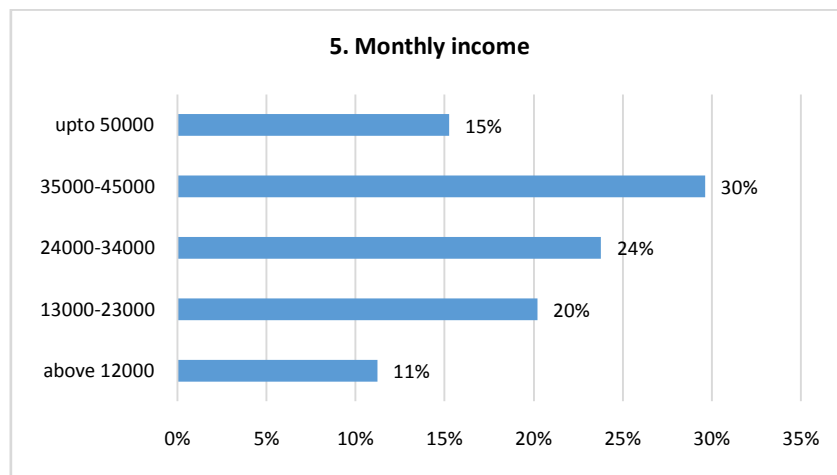
SINO	Occupation	Respondents	Percentage
1	Govt. employee	66	30%
2	Private Employee	72	32%
3	Self-Employee	45	20%
4	Business Man	24	11%
5	Agriculture	16	7%
6	<b>Total</b>	<b>223</b>	<b>100%</b>



Then table 4 is occupation in Govt employee 30%, private employee 32%, business persons and agriculture responses total in 223, very low level is business man and agriculture.

**Table 5 Monthly income Respondents**

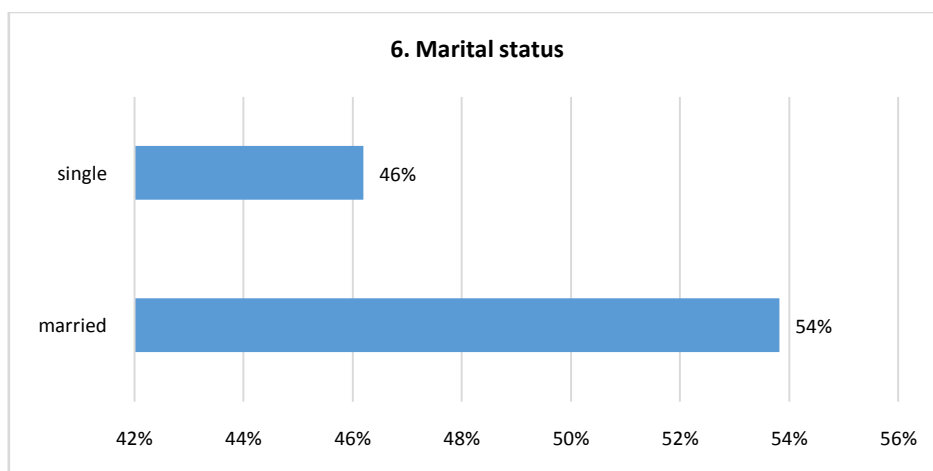
SI NO	Income	Respondents	Percentage
1	Above 12000	25	11%
2	13000-23000	45	20%
3	24000-34000	53	24%
4	35000-45000	66	30%
5	Up to 50000	34	15%
6	<b>Total</b>	<b>223</b>	<b>100%</b>



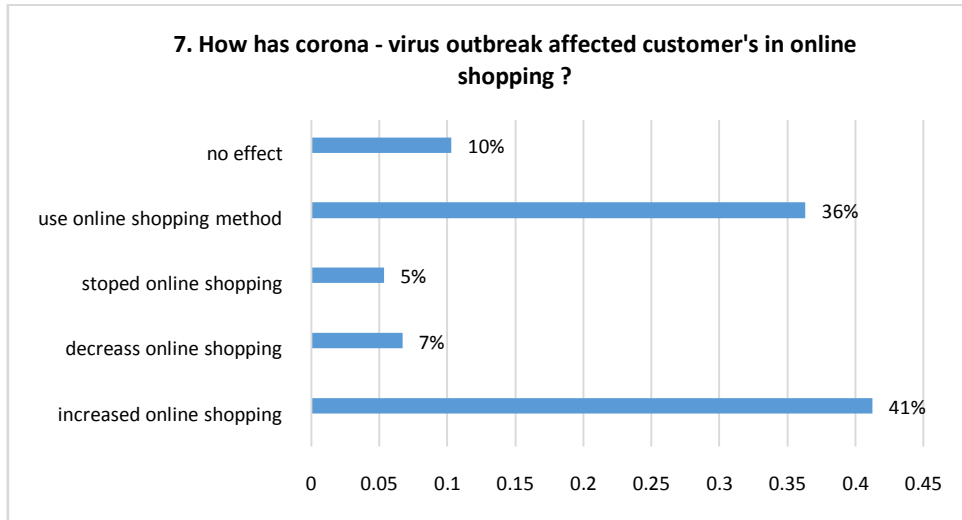
The table 5 is monthly income respondents in above 12000 and up-to 50000 it is low level of monthly income, 35000-40000 it is 30 % and 24000 - 34000 24%. The monthly income is maximum level.

**Table 6 Marital status Respondents**

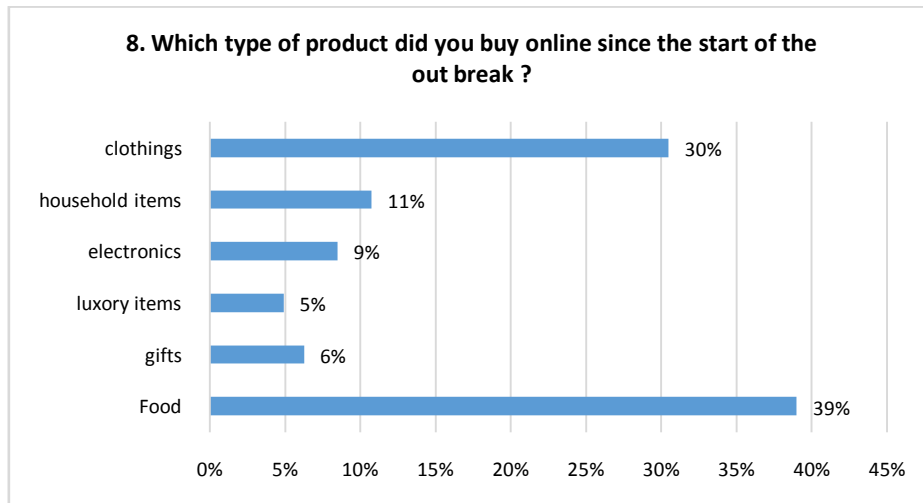
SI NO	Marital status	Respondents	Percentage
1	Married	120	54%
2	Single	103	46%
3	<b>Total</b>	<b>223</b>	<b>100%</b>



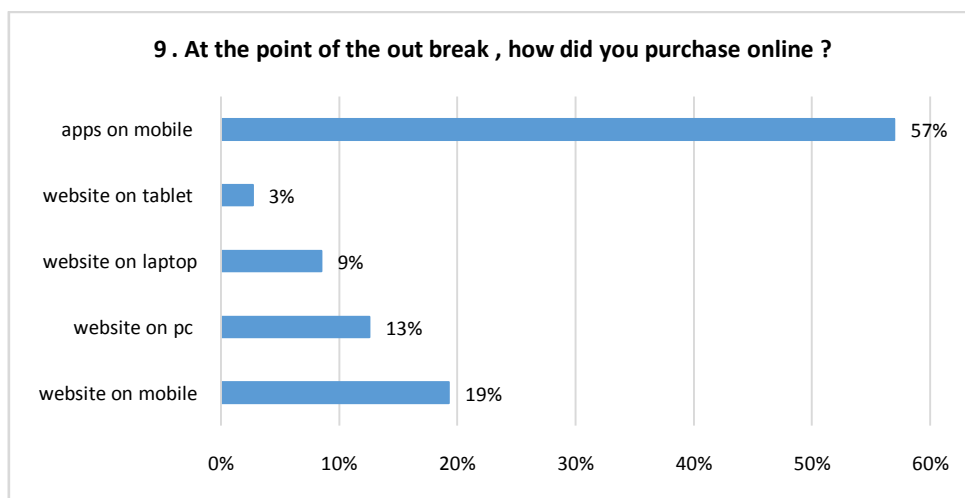
Then table 6 is marital status single 46% is decreased and married respondents is 54% it is highly useful to development of E0 commerce and useful to Indian economy.



The chart 7 is corona - virus outbreak affected customers in online shopping it is increased online shopping 41%, use online shopping method is 36% out of total response is 223.

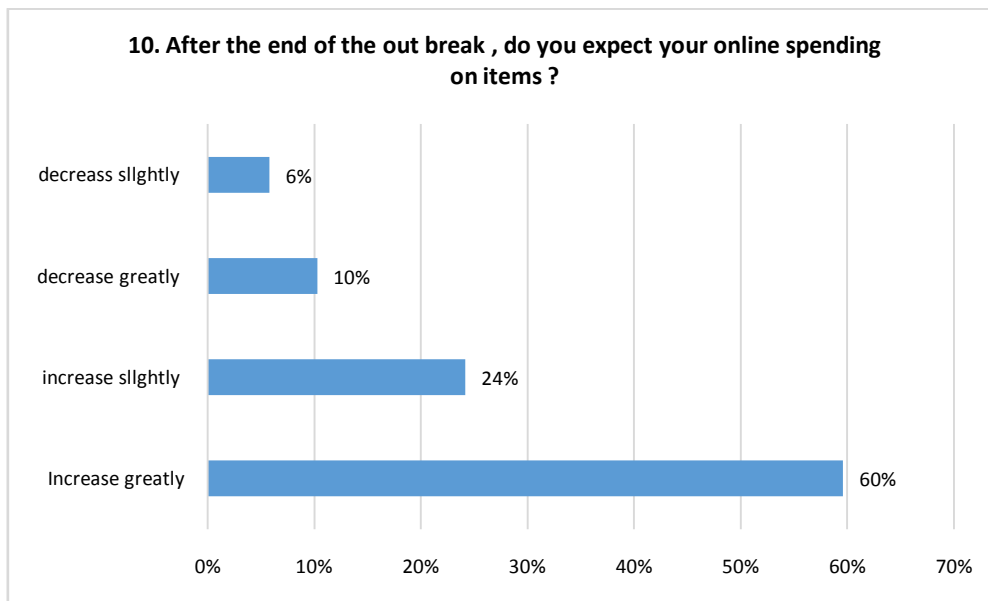


The chart 8 is type of product did you buy online since the start of the outbreak is buying type of product food is 39 % and second increase percentage is 30%. Then household item, electronic product, gifts and luxury goods it is all maximum level of percentage.

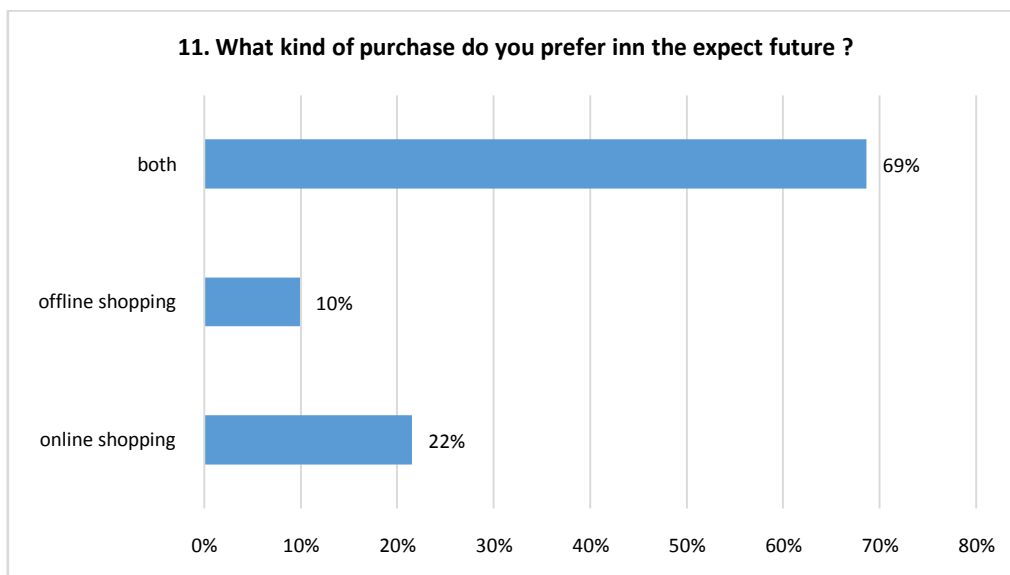


The chart 9 is point of the outbreak, how did you purchase online it highly increased shopping mobile applications 57%, another options website on pc, website on tablet, website on lap top, website on mobile 19%. It is online purchase in covid 19 situation.

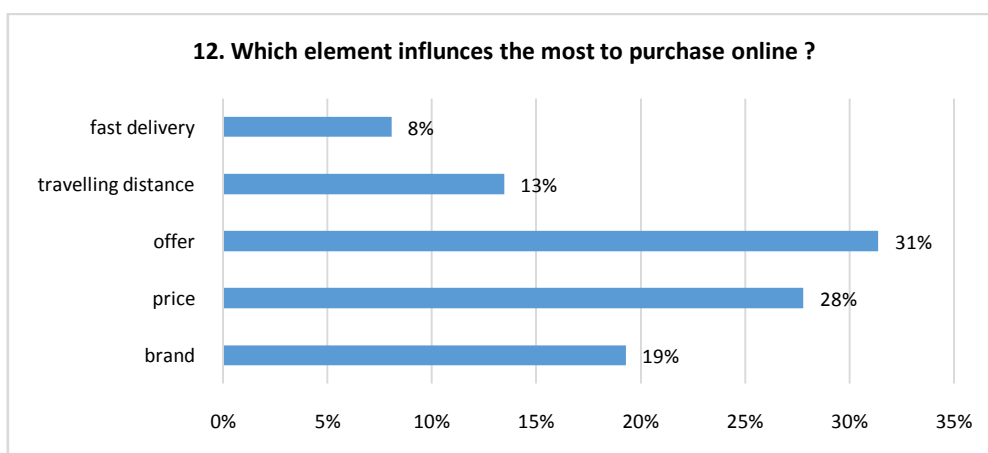




The chart 10 is after the end of the outbreak, do you expect your online spending on items in increase greatly it is 60%. Increase slightly 24%, Decrease slightly 6% and Decrease greatly 10%. Then best is 60% increase generally.



The table 11 is kind of purchase do you prefer in they expect future online shopping is 22%, Offline shopping is 10% and both online and offline shopping is highly increased 69 % out of 100.



12. Which element influences the most to purchase online is the respondents Offer is 31%, price is 28%, and brand is 19%. Liked one of offer of online shopping it is best way for increasing purchasers.



Table 13 is while shopping for product in an online store, will you click and advertisement showing as similar product at lower price from a completing store is maybe is 65%.

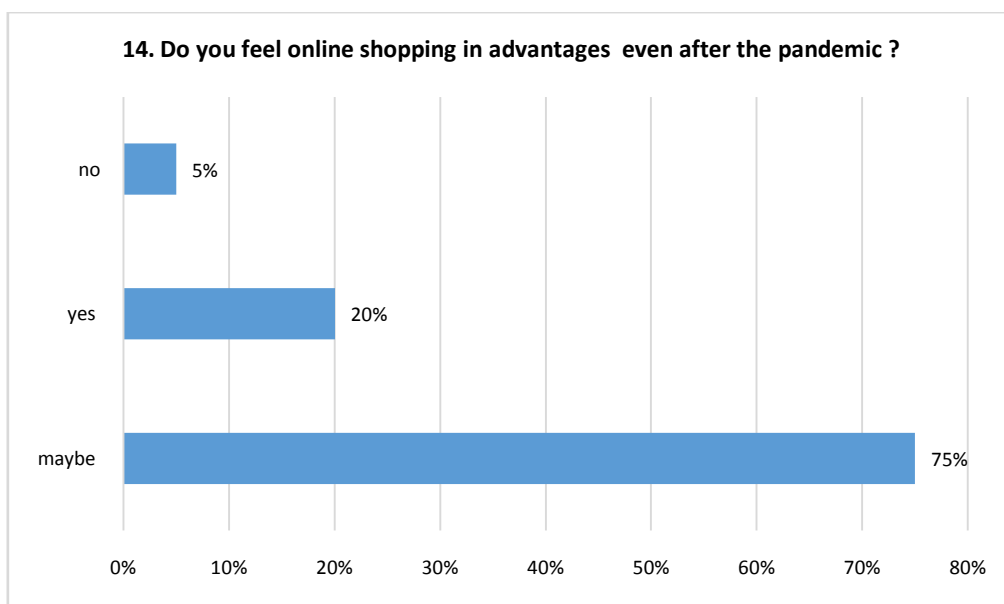


Table 14 is feel online shopping in advantages even after the pandemic the 223 total respondents. Maybe is 75%, yes is 20% and no is 5%. Only advantage of development of e-commerce.

## SUGGESTIONS

- ✓ Most of the respondents feel that some loss of production has brought about shipping delays on particular products because of factory shutdowns. I cautioned that to reap greater effectiveness and efficiency, firms should try and integrate each part of the bodily cost chain with the implicit one.
- ✓ This studies states that corporations can track consumer's data and come to be privy to their preferences and therefore, make focused efforts in meeting their demand earlier than their competitors. However this form of fashion is making customers sense hazardous approximately their privacy norms.
- ✓ 66% of the customers feel on-line buying is high-quality even after the pandemic. So, e-commerce stores can get remarks from the customers and this could decorate the exceptional of consumer relationships inside the approaching destiny.

- ✓ Respondents emphasized that due to the payment modifications, the e-commerce firms have found out that their customers had been more at ease making more orders which has in go back elevated the organization's income and client needs.

---

## CONCLUSION

On this studies, our number one interest is to know how coronavirus spread has affected e-commerce globally. Cognizance approximately this topic can countersign better statistics in humans and deliberation to how e-commerce business, and economies of nations tormented by a coronavirus. And how e-commerce presents opportunity methods for humans to fulfill their needs. The way it impacted e-trade might be encouraging other researchers to observe extra deeply on this region inclusive of e-trade traits, the way it modified by using corona, and destiny tendencies revolving round it. To finish, the respondent stated they have made new routines for the reason that pandemic outbreak, by means of being more informative to their customer and sending extra links to replace approximately the delivery delays to their customers more than earlier than. In preferred, the respondent said that covid-19 had impacted the firm negatively in addition to arbitrarily.

## REFERENCES

- 1) Hashanah, m. W., house, a., shisha, f. A., Anwar, m., Hamid, a. B. A., & tat, h. H. (2020). The impact of coronavirus (covid-19) on e-commercial enterprise in Malaysia. Asian journal of multidisciplinary studies, three (1), 85-90. This preprint studies paper has not been peer reviewed. Digital reproduction to be had at: <https://ssrn.com/summary=3828398>
- 2) Keen, p. And Ronald w. (2013). Value architectures for digital business: beyond the business model. Miss quarterly, 37(2), pp.643-647.
- 3) <https://www.bigcommerce.com>
- 4) covid-19-ecommerce/#understanding-panic-buying-an d-coronavirus
- 5) [https://www.ey.com/en\\_in/covid-19/ecommerce-during-covid-19-preparing-for-now-next-a nd-beyond](https://www.ey.com/en_in/covid-19/ecommerce-during-covid-19-preparing-for-now-next-a nd-beyond)