



Impact of COVID-19 on E-commerce

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ABSTRACT

E-Commerce is the most considered and chosen way of purchasing different types of products and services. Nowadays, traditional purchasing must take the role of e-commerce. The only reason behind is that a lot of variety is available to customers to choose their own product at fingertips from all over the world. Due to this COVID-19 pandemic, the E-Commerce business is also facing some challenges which were not expected before.

Keywords: COVID-19, E-commerce

1. Introduction

COVID-19 has dramatically changed the current business climate and culture. Everything became volatile and very tough to survive as earlier. As you consider the traditional way of business, you will find yourself shutting down your business in the nearest future. It has become so necessary to cope with this pandemic situation i.e. COVID-19 this pandemic situation has created fear in business class as well as in consumer mind and their behavior. In the recent decade, e-commerce has grown in popularity. The e-commerce company's succession rate is concerned, it is very high and with this various new companies enter in the same business

People are increasingly opting to shop online in order to avoid having to interact with others. Having an online shopping platform provides a reliable form of convenience for your customers. Customers will be able to access all of your products through E-commerce mode. Your online store is also open 24 hours a day, seven days a week, allowing customers to shop whenever they choose! People are finding it more difficult to purchase conventionally as a result of social distance.

2. Literature Reviews

Amogh Siddhiurane- 2016, their study indicated that E-commerce is the use of internet and web to transact business, also includes digitally commercial transactions in between organizations and individuals. E-commerce helps eradicate rural poverty by networking the rural poor and ensuring their active participation public affairs using the updating technologies. Due to adoption of e-commerce in life, consumers have started expecting more which can impact on their buying behavior is very high [1]. According to (Farha Sultana & Amina Akter, 2021), the result revealed that the covid-19 the growth of e-commerce increases mostly due to the young population, particularly among girls and women because they buy a variety of make-up accessories and other necessary items [2]. Dr. Prafullkumar Nanasahab Tayade- 2020, Due to the lockdown, the growth of e-commerce in covid-19 increased for electronic

items, medicines, and sanitizer. The result shows the traditional business started to go online quickly so that it did not lose [3]. MuhammedAnisur, Rahman, et.al- 2018 Consumers shop online to save time and to access a wider range of items and services, according to the report. Most of the purchase information was obtained from Social media websites and the preferred mode of payment was cash on delivery[4].

3. Research Methodology and Data Analysis

Research Type: We have used descriptive research design. Primary data collected through structured questionnaire and secondary data is collected through online database, journals and surveys. The total responses are 159.

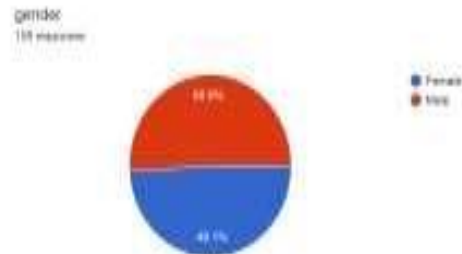
Objective of the Study:

- i To understand the present status of e-commerce.
- ii To know the trend in growth of the e-commerce business
- iii To analyze the importance of e-commerce.
- iv To reveal the key variable influencing the increased usage of e-commerce

Analysis:

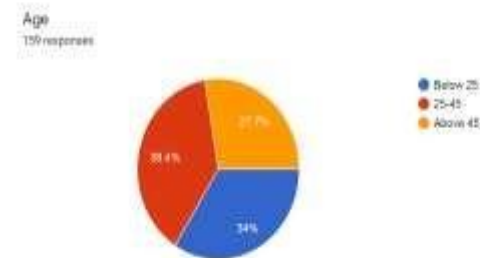
1 Gender

	Frequency	Percentage
Male	81	50.9%
Female	78	49.1%



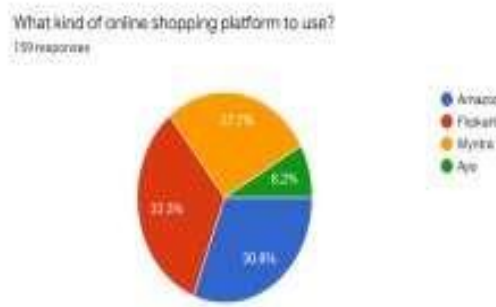
2 Age

	Frequency	Percentage
Below 25	54	34%
25-24	61	38.4%
Above 45	44	27.7%



3 Online Shopping Platform to use

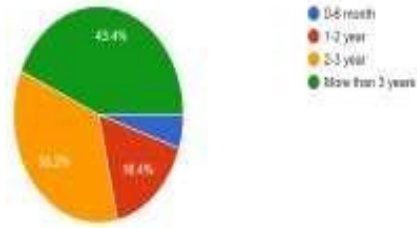
	Frequency	Percentage
Amazon	49	30.8%
Flipkart	53	33.3%
Myntra	44	27.7%
Ajio	13	8.2%



4 Experience of online shopping

	Frequency	Percentage
0-6 month	8	5%
1-2 year	26	16.4%
2-3 year	56	35.2%
More than 3 years	69	43.4%

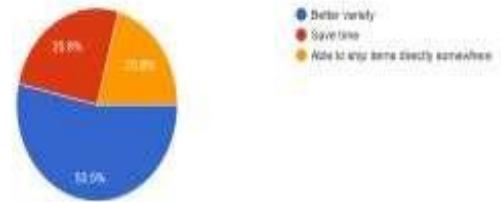
What is the Experience of your online shopping?
159 responses



5 Motivate factor for before covid-19

	Frequency	Percentage
Better variety	85	53.5%
Save time	41	25.8%
Able to ship item directly somewhere	33	20.8%

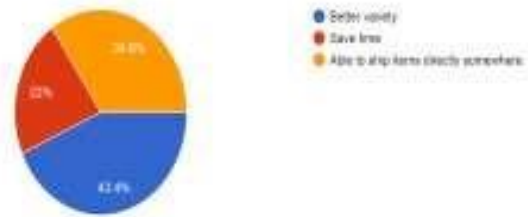
What motivate you go for online shopping before covid-19?
159 responses



6 Motivate factor for post covid-19

	Frequency	Percentage
Better variety	69	43.4%
Save time	35	22%
Able to ship item directly somewhere	55	34.6%

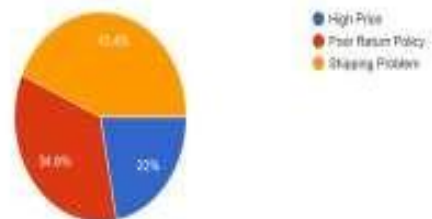
What motivate you go for online shopping post covid-19?
159 responses



7 Dislike factor for before covid-19

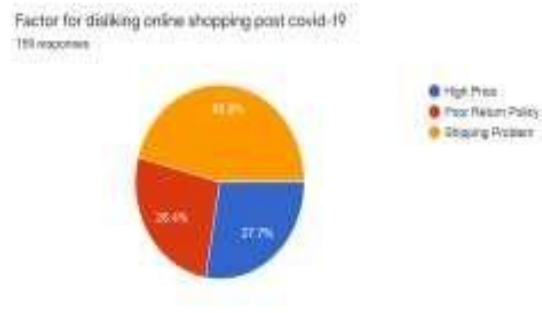
	Frequency	Percentage
High Price	35	22%
Poor return policy	55	34.6%
Shipping Problem	69	43.4%

Factor for disliking online shopping before Covid-19
159 responses



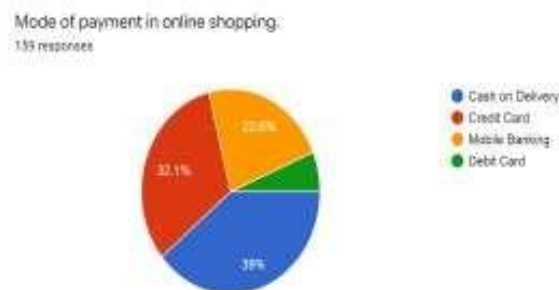
8 Dislike factor for post covid-19

	Frequency	Percentage
High Price	44	27.7%
Poor return policy	42	26.4%
Shipping Problem	73	45.9%



9 Mode of Payment in online shopping

	Frequency	Percentage
Cash on Delivery	62	39%
Credit card	51	32.1%
Mobile banking	36	22.6%
Debit card	10	6.3%



4. Findings and Conclusion

Findings:

- Many of the respondents are used online shopping for post COVID-19. Most of the respondent are platform Amazon used for online shopping.
- The most users experience of online shopping are more than 3 years.
- Many of the respondents are order online shopping for electronic, cloths, medical items, home & furniture, books & stationary.
- Majority of the respondents are payment for the online shopping used cash on delivery.

Conclusions:

As a result of the findings, we may conclude that E-commerce growth accelerated after COVID-19, as people practiced social distance and sought to spend less time outside the home. Also, be aware of the many E-commerce platforms. Food and consumables, personal hygiene goods, and domestic cleaning supplies were the most frequently purchased items.

REFERENCES

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