



# COVID-19 AND ITS IMPACT ON E-COMMERCE IN INDIA-A CRITICAL STUDY

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## ABSTRACT

*E-Commerce is most considered and chosen way of purchasing different types of products and services. Nowadays E-commerce has to be replaced with traditional purchasing. The only reason behind is a lot of variety is available to customers to choose their own product in fingertips from all over world. Due to this covid19 pandemic, E-Commerce business also facing some challenges which are not expected before. This paper studies about how covid 19 impacts e-commerce business and change in demand and buying behaviour of consumer all of a sudden.*

**KEY WORDS :** *online Business , Covid -19*

## INTRODUCTION

COVID-19 has dramatically changed the current business climate and culture . everything become volatile and very tuff to survive as earlier . as consider the traditional way of business you will find yourself to shut down your business in nearest future . It become so necessary to cope with this pandemic situation i.e. covid 19 This pandemic situation has create fear in business class as well as in consumer mind and their behavior. Government laid down various rules and regulation in this case to protect society from this decease.

E-Commerce has become most popular in the last decade. while considering e-commerce business Amazon and Alibaba have become leaders and continuously growing .as the e commerce companies succession rate is concern , it is very high and with this various new company enter in the same business. Now e Commerce or online business is become so familiar to the individuals and family People are now choosing to shop online to avoid contact with others. Attract new potential customer is being easy and convenient through E- Commerce platform . The term “Just in time ” has quickly wrapping in the last few years. Just in Time was once a walk or quick drive to a local store. It was still a relatively easy and simple process .

However, it did require energy. Just in Time has now morphed into something even more straightforward. Just in Time is now achieved through a click of a button and from the comfort of your couch

Having an online shopping platform provides the reliable form of convenience for your customers. Customers will be able to access all of your products through E- commerce mode y They can aware about your products, compare prices, and make secure purchases from the comfort of their own place . With the help of E Commerce you can do your business without any break Your online store is also open 24/7, meaning people can buy when they want to! With social distancing in effect, it is becoming more difficult for people to shop traditionally. By shopping online, consumers get products shipped right to the door. Shopping has never been so convenient!

## RESEARCH PROBLEM

In Research Problem Definition research has to consider the root problem of the prescribed research subject. In this research, researchers specifically focus on the E=Commerce and its role in covid 19 pandemic situation .

E-commerce provide smooth and simple path to identify and finalize the product for customer . now



a days e commerce websites are so customized to chose better option around the globe . Current situation is very pathetic and critical due to covid -19 . traditional way is not helpful and support business in this pragmatic situation .

### RESEARCH OBJECTIVES

The main purpose of research is to find out the new and unique thing from the universe . Though each study has some specific purpose and objectives, following are the main objective of this research.

- 1) To Identify the role of E-Commerce in Business Enhancement
- 2) To Study the consumer behavior in Covid-19 pandemic Situation

### RESEARCH METHODOLOGY

Research design is a structured framework for caring research ; it constitutes the blueprint for the collection, measurement and analysis of the data. In this research secondary data is consider for research purpose data was collected through internet , journals , newspaper , report , etc . .

### DATA ANALYSIS AND INTERPRETATION

It is observed that 40% increase in E-Commerce since the state of emergency was declared Because of the current climate, there is ever-growing importance for businesses to offer an E-Commerce shopping experience. Apart from being a techniques of generating fund , there are other several advantages to your business in global market like branding , advertising and so on . During this time, it has never been so crucial for your business to have an online shopping platform.

E-commerce was growing slowly up until COVID-19 put it on an speed up trajectory, accelerating the industry's growth by 4-6 years! The pandemic situation of Covid -19 shone the limelight on the many e-commerce benefits , particularly in convenience , safe and hygienic that . During May alone, during the Corona virus lockdown, global e-commerce sales reached \$82.5 billion, a 77% increase over the previous year.

According to a Deloitte report, 85% of retail sales were through block and mortar stores up until 2019. Then along came COVID-19, causing traditional retailers to move quickly to get online and e-commerce numbers soared. The huge shift in the US has been in the grocery shopping market. In March 2020, 42% of US consumers shopped for groceries online at least once a week compared to just 22% in 2018 (GeekWire, 2020).

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### CONCLUSION

Amid rise in e-commerce activities in the country, consumer behavior has also changed a lot. With increasing internet penetration customer are having a tendency to purchase retail products from online store than traditional brick n mortal store. With growing new markets, consumer choice has improved and is posing a big challenge to ensure consumer welfare. E-commerce is also growing and E-commerce consumers are feeling more protected in transacting online without having prior touch and feel experience of the product. As the e-commerce activity is increasing,

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