



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON EFFECTS OF COVID -19 ON E-COMMERCE

KEY WORDS: E-commerce, COVID-19, Pandemic

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ABSTRACT

As news of COVID -19 spread and as it was officially declared a pandemic by WHO, human's response to crises in different ways, when they faced with an uncertain, global spread of covid-19 has been accompanied by a lot of uncertain, these uncertainties give boost to e-commerce. This panic situation realized that buying safe to order online during this covid-19 pandemic give rise to many negative effect to almost all field but e-commerce it's a golden opportunity. This paper has tried to analyze the effectiveness of e-commerce due to covid-19 pandemic. And the result shows that the respondents showed that the e-commerce is more convenient and safe during covid-19. And covid-19 situation has increased the e-commerce.

1. INTRODUCTION

COVID-19 is the element give raised by a new coronavirus described as SARS-CoV-2. WHO first learned of this new virus on 31 December 2019, following a report of a group of patients of 'viral pneumonia' in Wuhan, People's Republic of China.

The worldwide spread of the COVID-19 pandemic has confused how people buy products and services and how they perceive e-commerce. The systematised lockdown rules all over India and the growing vacillation among consumers to go outside and shop tonecessary goods have tilted the territory towards e-commerce.

Consumers have shifted from shops, supermarkets, and shopping malls to online portals to the shopping of products, ranging from basic commodities to branded goods. Consequently, the rules of social distancing have been begun to almost the entirety of 2020, the outlook of online purchases and E-commerce is expected to surge. Most people are accepting the notion of online retail and the surge in FTUs (First Time Users) on e-commerce sites is evident.

E-commerce involves more than just having a brand name and selling products online. Searching accurate audience, product niche, and connecting with your consumers is important because it acknowledged you to cut down non-essential costs and provide products that are most suitable to your customer base. The initial steps taken to develop and launch your store paves pay to the growth of your trading. Since there is no face-to-face contact with the buyer, you have to compete with other online sources in terms of price, products, and offers to remain admissible.

The Indian retail market is greatly divided up between the unorganised sector, which includes about 13.8 million conventional family run neighbourhood stores and the organised retail sector with a share less than 10%. The assembled sector includes all organized brick & mortar stores and e-commerce sites. Even though the boom in B2C online shopping sector in India, greater number of Indians continue to have more faith in the neighbourhood brick & mortar stores to shopping as they prefer pickup and experience the products and bargaining discounts over-the-counter, be toe-purchasing. In India, majority of people B2C ecommerce retailers, draw consumer to shop online by offering negotiates such as free delivery, discounts, buy-one-get-one-free and exchange offers. However, many Indian shoppers known to be cost-conscious and conservative as a part of their value system, are generally not attracted into making quick decisions based on promotions and advertisements. As well, online shoppers, most of the times, come across hurdles concerning product delivery timelines

and customer support services.

On 25th March, 2020, Big Basket - a key online grocery player in India had the following text "We'll be back soon! We are currently experiencing unprecedented demand. In illumination of this, we are limiting access to our website to current consumers only. Please try again in a few hours." So massive was the response that it faced a malfunctioning due to a steep E-commerce (electronic commerce) is the trading of goods and services, or the transmitting of funds or data, over an computerized network, primarily the internet. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business. The terms e-business and e-commerce are often used vice-versa. The term e-tail is also sometimes used in reference to the transactional processes that make up online retail shopping.

Increase in demand amid COVID-19. Gofers' - a rival, had a similar kind of message which said "Due to the sudden rush, we have stopped servicing many locations, but we are working to increase capacity and will be resuming operations shortly." Amazon - one of the leading e-business players in the country, and the world, has announced on its site that the consumers are depending on them like new tom in their social distancing and self-quarantine efforts. Hence Amazon is impermanent prioritizing its available fulfilment and logistics capacity to serve essentials such as household staples, packaged food, health care, hygiene, personal safety and other high priority products. It is impermanent going to stop taking orders to lower-priority products. Worldwide too Amazon has seen an overflow in orders and is elevate overtime pay to associates working in its warehouses, during the corona virus outbreak.

2. METHODOLOGY

"Statement of the Problem :To Study the Effects Of Covid -19 On E-Commerce".

A) Objective

1. To assess the effect of Covid on e-commerce.

B) Hypothesis

- H1- The sample would opt more for e-commerce during Covid-19.
- H2-The sample would accept that Covid-19 has changed the mode of shopping/purchasing.
- H4- The sample would feel that E-commerce has reduced the handling cost of the company.
- H5. The sample would feel that "E-commerce has made a shopping very convenient and safe".

C) Tools Used:

Self Constructed Questionnaire was Used for data collection.

D) Interpretation Of Data:

on the basis of frequency and percentage the data was interpreted.

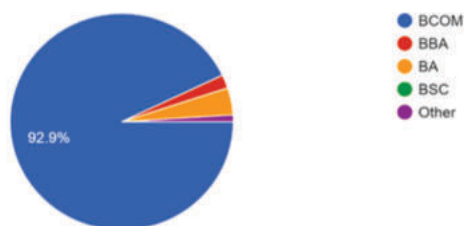
E) Sampling:

1. Sample size -100
2. Average age – 19-21
3. Mode of data collection – Online through Google form

3.Results And Discussion:

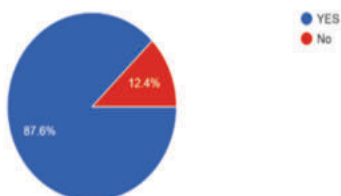
On the basis of data collected through Google form the below charts shows the results of the respondents. Majority of respondents replied that they can purchase items from the comfort of their own homes or work place, No pressure shopping, Online shopping saves time. ...Comparisons, Availability of online shop, Online tracking and even Online shopping saves money.

1. Streams for study.



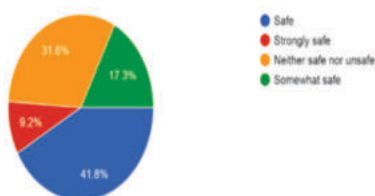
The above chart shows the stream range of respondents. On the above chart it shows that maximum sample Stream is BCom that is 92.9% and remaining 7.1 % are BBA, BA and others.

2) Chart no-01 Shows the percentage of respondents reply on of statement “Covid-19 has changed the mode of shopping/purchasing.”.



Above Chart no-01 shows the percentage of respondents reply on of statement of “Covid-19 has changed the mode of shopping/purchasing”. 87.6% of sample replied YES for Covid -19 has changed the mode of shopping. Remaining 12.4% of respondents replied NO. Hence The sample would accept that Covid-19 has changed the mode of shopping/purchasing is accepted.

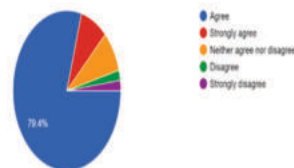
3. Chart no-02 shows the percentage of respondents reply on of statement “What do you think about online shopping”.



Above Chart no-02 shows the percentage of respondents reply on of statement of “What do you think about online shopping”. 9.2% replied as STRONGLY SAFE, 41.8% of sample replied as SAFE, 31.6% replied as NEITHER SAFE NOR UNSAFE and remaining 17.3% replied as SOMEWHAT SAFE about online shopping. Hence the formulated the sample

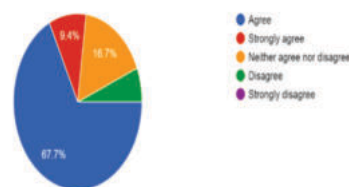
would feel e-commerce is safe during Covid-19 is accepted.

4.Chart no-03shows the percentage of respondents reply on of statement “ Covid-19 has changed the Perspective towards E-commerce”.



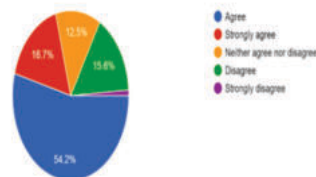
Above Chart no-03 shows the percentage of respondents reply on of statement of “Covid-19 has changed the Perspective towards E-commerce”. 79.4% of sample replied as AGREE 8.2% respondents replied as STRONGLY AGREE, 8.2% respondents as NEITHER AGREE NOR DISAGREE. Remaining respondents replied as strongly disagree.

5. Chart no-04 shows the percentage of respondents reply on of statement “E-commerce has made a shopping very convenient and safe”.



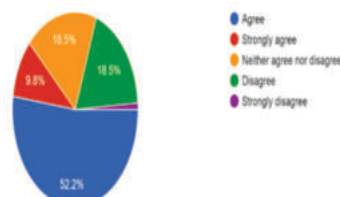
Above Chart no-04 shows the percentage of respondents reply on of statement of “E-Commerce has made shopping very convenient and safe. 67.7% of sample replied AGREE, 9.4% respondents replied as STRONGLY AGREE, 16.7% NEITHER AGREE NOR AGREE Remaining 6.2 % of respondents replied DISAGREE. Hence the formulated hypothesis that statement “E-commerce has made a shopping very convenient and safe” is accepted.

6.Chart no-06shows the percentage of respondents reply on of statement “E-commerce has reduced the handling cost of the company”.

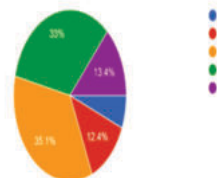


Above Chart no-06 shows the percentage of respondents reply on of statement of “E-commerce has reduced the handling cost of the company”. 54.2% of sample replied AGREE, 16.7% sample replied STRONGLY AGREE, 12.5% sample replied NEITHER AGREE NOR DISAGREE, 15.6 % sample replied DIS AGREE. Remaining 1% of respondents replied STRONGLY DISAGREE. Hence the formulated hypothesis that E-commerce has reduced the handling cost of the company is accepted.

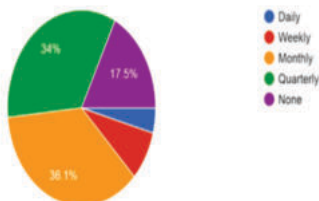
7. Chart no-07shows the percentage of respondents reply on of statement “E- commerce has reduced the logistic cost”.



Above Chart no-07 shows the percentage of respondents reply on of statement of " E-commerce has reduced the logistic cost". 52.2% of sample replied AGREE, 9.8 % sample replied STRONGLY AGREE, 18.5% sample replied NEITHER AGREE NOR DISGREE, 18.5 % sample replied DISAGREE. Remaining 1% of respondents replied STRONGLY DISAGREE.

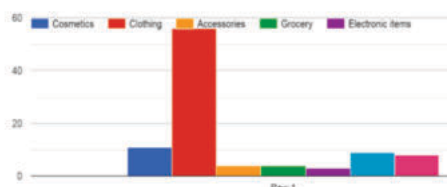


7. Chart no-08 shows the percentage of respondents reply on of statement "How frequently you carry out the online shopping".



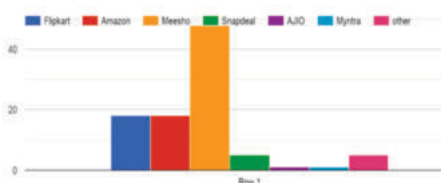
Above Chart no-08 shows the percentage of respondents reply on of statement of " How frequently you carry out the online shopping". 4.1 % of sample replied DAILY, 9.2% sample replied WEEKLY, 36.1% sample replied MONTHLY, 34% sample replied QUARTERLY. Remaining 17.5% of respondents replied NONE.

9. Chart no-09 shows the percentage of respondents reply on of statement "What type of product you buy through online".



Above Chart no-09 shows the percentage of respondents reply on of statement of "What type of product you buy through online". 57% of sample replied clothing, 11% sample replied Cosmetics, 9% sample replied Household, 4% sample replied Accessories and Grocery respectively. Remaining 8% of respondents replied others.

10. Chart no-10 shows the percentage of respondents reply on of statement "Which E- commerce website you use for shopping".



Above Chart no-10 shows the percentage of respondents reply on of statement of "Which E- commerce website you use for shopping". 49% of sample replied Meesho, 18% sample replied Amazon and Flipkart respectively, 5% sample replied Snapdeal, 1 % sample replied Myntra and Ajo respectively. Remaining 4% of respondents replied others.

11. Chart no-11 shows the percentage of respondents reply on of statement " How would you like to rate a overall experience of E- commerce of 1-5".

Above Chart no-11 shows the percentage of respondents reply on of statement of "How would you like to rate an overall experience of E- commerce of 1-5". 6.1 % of sample replied ONE, 12.4% sample replied TWO, 35.1% sample replied THREE, 33% sample replied FOUR. Remaining 13.4 % of respondents replied FIVE.

CONCLUSION:

To conclude this attempt E- COMMERCE has launch a new light impact during the pandemic due to time of uncertainty, it is difficult to make predictions about change of the crisis, overall E-commerce has served as a lifeline in this unpredictable pandemic situation and saved many lives, it also taught us a new way of leading life. So, nothing can stop a life but we should be strong enough to adopt and switch to an advanced move of life, this situation has given a golden meansto e-commerce business.Ease of use is the prime reason that drives the success of e-commerce. But very few respondents these views also though internet provides a quick and easy way to purchase a product, some reported that theyprefer to use this technology only in a limited way. They regard internet as a means for gathering more information about a product before buying it in a shop. Some respondents also fear that they might get addicted to online shopping.

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