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IMPACT OF COVID 19 ON E-COMMERCE

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IMPACT OF COVID 19 ON E-COMMERCE

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ABSTRACT

E-Commerce is highly regarded and is the preferred way to purchase a variety of products and services. Nowadays E-trading should be replaced with traditional purchases. The reason behind the wide variety is available to customers to choose their product easily available worldwide. As a result of this covid19 epidemic, the E-Commerce business is also facing some unexpected challenges. This paper learns how covid 19 affects e-commerce business and changes in the sudden demand and purchase of consumer behavior.

Keywords: E-Commerce, Pandemic, Customer, Covid-19

INTRODUCTION

On March 24, 2020, the Government of India under Prime Minister Narendra Modi ordered a nationwide 21-day shutdown, reducing the 1.3 billion migration of India's population as a precautionary measure against the COVID-19 epidemic in India. It was followed by a 14-hour public law deadline on March 22, after enforcing a series of laws in the affected COVID-19 regions of the country. Since then, HIV cases have been increasing rapidly which is why locks are also being expanded. E-commerce business occurs when the buyer and seller conduct their business with the help of the internet. The term electronic commerce or e-commerce refers to any type of business transaction involving the transfer of information via the Internet. E-commerce businesses follow major such types

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Business-to-Government (B2G)
- Consumer-to-Consumer (C2C)
- Mobile Commerce (M-Commerce).

E-commerce and online shopping are often used differently but at its core e-commerce is much broader than this - it includes the idea of doing business online, including a wide range of services e.g. making online payments, booking flights etc. E-commerce has experienced rapid growth since its small start with e-commerce sales expected to grow to 599.2 billion USD by 2024. alone. The power of e-commerce should not be underestimated as it continues to thrive in everyday life and offers significant opportunities for small, medium and large businesses and online investors. Amazon, for example, sets the standard for customer-oriented websites and a series of trusted feeds, selling more than 4000 items per minute to SMBs alone.

OBJECTIVES

The objectives of present study are:

- To understand the present status and trends of E-Commerce
- To reveal the key variables influencing the increased usage of E-Commerce.
- To analyse the impact of Covid 19 on E-commerce

BENEFITS FOR PEOPLE BUYING ONLINE

- Lower Prices

Managing an online storefront is far cheaper than an offline, brick and mortar store. Typically less staff are required to manage an online shop as web-based management systems enable owners to automate inventory management and warehousing is not necessarily required (as we discuss later). As such, e-commerce business owners can afford to pass operational cost savings on to consumers (in the form of product or service discounts) whilst protecting their overall margin. Furthermore,

This spike in B2C ecommerce in India is due in part to online consumers who keep the essentials provided for the outbreak of the corona virus and the closure imposed by the Government (to monitor its spread). But it also contains two other components - besides the one that buys online, always. The part that did not buy online, given the blocking features described at the beginning of this article and the other part so far, was not known to make online purchases or did not have a device or data plan. It can be interesting to see - how many buyers from these two categories switch to online shopping, even after the corona virus problems are over.

CONCLUSION

In this article, we have reviewed and deliberately discredited the COVID-19 outbreak. We are very interested in how the corona virus spreads and how it affects commerce around the world. Awareness of this topic may also signify better knowledge for people and to think about how ecommerce, business, and international economies are made by the corona virus. How e-commerce offers another way for people to meet their needs. E-commerce developed by COVID-19. How it has impacted e-commerce will encourage other researchers to investigate in depth in this area as ecommerce trends how it has been changed by corona and future trends.

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