

IMPACT OF E-COMMERCE DURING PANDEMIC PERIOD – THE OPPORTUNITIES AND CHALLENGES

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ABSTRACT:

COVID-19 made everyone to follow social distancing it's been initiated for just about the entire thing of 2020, the scope of on-line purchases and on-line businesses is predicted to surge. In many areas' unit clench the thought of on-line retail and therefore the surge in FTUs (First Time Users) on e-commerce sites is visible. Analysing the first impact on e-commerce throughout COVID-19 has been exceptionally totally different from what we've ever witnessed. Because the planet was forced into complete closedown, it's safe to say that e-commerce was the state, serving to countless individuals keep home and procure what they needed at their convenient. "Customers got to avoid stepping out unless it's terribly essential. This study has been taken to know impact of e-commerce during pandemic period and its opportunities and challenges. this research may be a descriptive study, primary data and secondary data has been used. Objectives were framed, research design prepared analysis were made with interpretation.

INTRODUCTION

E-COMMERCE THE BUSINESS BOOM

The year 2020 is marked with speedy changes taking place over nights and therefore the sense of uncertainty regarding health, business, education and even life is lost. Nothing is spared by the globally hit pandemic of COVID-19 that has currently unfold to the bulk the corners of the earth. By each passing day the pandemic is obtaining uncontrollable and therefore the involved authorities area unit unable to affect it. folks also area unit turning into susceptible to the dynamic patterns of life and are adopting the life-style of staying reception that's more being enforced by the govt. of varied countries that's imposing sensible or complete lock down in several elements of the country.

The recent mode of staying reception is popping the attention of people towards on-line buying and marketing and virtual searching that has become variety one and increasing trend within the pandemic of COVID-19 thereby adding additional importance and success to the E-commerce business. The priority of obtaining sick is that the bottom reason behind the switch of people towards on-line searching and this will be really the rationale why the E-commerce sector is creating progress by leaps and bounds.

The impact of the pandemic area unit extremely depressing and even exhausting to imagine just in case of health, education, touristy and many of other spheres of life, however once it involves the E-Commerce business, the influence of COVID-19 is incredibly positive and on the far side satisfactory for people that area unit directly or indirectly concerned in it. The pandemic has rendered a kind to nice favor and refurbish to E- Commerce community by giving them nice business opportunities.

All the sectors like food, health care, garments, jewellery even amusement have developed on-line websites and facilitating applications to help the patrons in buying the required merchandise and availing the specified services during a very faster and easier manner. The inflow of daily shoppers of grocery and food is extremely noticeable as a results of these area unit the basic most are preferring to travel digital and avail the helpful services being offered by E-Commerce business. And developing ecommerce mobile apps clothed to be one in every of the terribly high demand service needs throughout this pandemic, as several little business homeowners were very finding out an honest mobile app development company to develop an ecommerce app that suits their business model. It is seen that the impact of COVID-19 is kind of evident on E-Commerce wherever variety of the sectors area unit earning immense profit it's delineated by the actual fact that within the month of March, once the lock down started, the demand for apparels, each casual and festal, redoubled to a high share because of that the regarding sectors earned loads.

STATEMENT OF PROBLEM

The COVID-19 intensely transformed the worldwide trends. during this study determined the ecommerce trends in COVID-19 predicament also as how imminent progress in e-commerce which may affect consumer behaviour in future. This researcher wants to understand that e-commerce grew thanks to COVID-19. E-commerce become a substitute source and thought of top in condition, and e-retailers provides goods that sometimes consumers bought in superstore traditionally. This transition from the physical business to the digital one is hard to digest not solely the beginners however the commerce firms having wide exposure made E-Commerce are booming. confine mind the researcher wanting to know the perception of consumers Meanwhile, we would like to grasp their impact of COVID-19's on whole e-commerce, perception of consumers opportunities and challenges connected during the pandemic.

METHODOLOGY

For the purpose of the study, required data have been collected through the primary sources by well designed questionnaire (Google form) from the sample size of 150 respondents. For the secondary data it has been collected from the sources like books, periodicals, research articles, seminar reports, news papers, study reports of expert committees, departmental publications, plan documents, published dissertations, broucher, pamphlets and advertisements. Period considered for the study is the 2020 Jan to 2020 December and geographical area of the study as far as primary data is concern only at Coimbatore City, Tamil Nadu state.

STATISTICAL TOOLS

- Percentage Analysis
- Chi-square
- Rank analysis

PERCENTAGE ANALYSISI

TABLE 1: ABOUT USEAGE OF E-COMMERCE OF THE RESPONDENTS

E-commerce	No.of Respondents	Percentage (%)
1-3yers	31	20.7
4-6yers	82	54.7
7-9years	29	19.3
10-12years	5	3.3
above15years	3	2.0
Total	150	100.0

Source: Primary Data

From the above table it shows that out of 150 respondents, 54.7% of the respondents are 4-6 years, 20.7% of the respondents are 1-3 years, 19.3% of the respondents are 7-9 years, 3.3% of the respondents are 10-12 years and remaining 2% of the respondents are above 15 years.

TABLE 2: SURVIVE WITHOUT INTERNET IN PRESENT WORLD OF THE RESPONDENTS

Internet	No. of Respondents	Percentage (%)
Yes	37	24.7
No	113	75.3
Total	150	100.0

Source: Primary Data

From the above table it shows that out of 150 respondents 75.3% of the respondents said no survive without internet and remaining 24.7% of the respondents said yes they can survive without internet.

Majority 75.3% of the respondents said they cannot survive without internet

TABLE 3 : BECAUSE OF COVI-19 THE REALITIES OF THE EMERGING MARKETS FOCUSED

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Active in social media	94	25	26	4	1
Digitalizing	9	124	15	1	1
Centre on innovation	31	55	63	1	0
Adapting to new realities	32	64	29	22	3
Facilitating access to online learning	44	60	20	3	23

Source: Primary Data

From the above table it is inferred that 94% of the respondents were Active in social media, 82.7% of them agree on Digitalizing, 42% of the respondents opined Centre on innovation, 42.7% of the respondents opined adapting to new realities and 40% opined Facilitating access to online learning.

TABLE 4: THE ASPECTS WHICH ARE CONSIDERED IN E-COMMERCE PORTAL ARE

Rank	1	2	3	4	5	6	
Trust	102	6	13	4	4	21	I
Security, Fraud and Hacking	5	96	21	6	17	5	II
Awareness	12	15	87	21	9	6	III
Accessibility	4	6	22	92	11	15	IV
Perceived Quality	2	24	2	14	101	7	V
Role of Government.	25	3	5	13	8	96	VI

From the above table it shows that they ranked first factor as Trust, second rank for Security, Fraud and Hacking, third rank as Awareness, fourth rank as Accessibility, fifth rank as Perceived Quality and lastly sixth as Role of Government.

TABLE 5 : LEVEL OF SATISFACTION FOR PURCHASE OF GOODS THROUGH ONLINE

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Make cashless transaction	59.3	16.0	23.3	1.3	0
Easy to buy	14.7	71.3	14.0	0	0
Time savings	36.0	36.7	26.0	.7	.7
Number of varieties	20.7	54.7	20.7	4.0	0
Discount & offers	17.3	51.3	27.3	1.3	2.7
Special offer	22.0	48.0	26.0	2.0	2.0
Quality	19.3	46.7	30.7	2.7	.7

The above table shows that respondents are 59.6% highly satisfied on cashless transaction and 36% on time saving, 71% satisfied on easy to buy, 36.7% on time saving, 54.7% on number of varieties, 51.3% on discount, 48% on special offer and 46.7 % on quality.

Majority 71.3% of the respondents are satisfied on easy to buy.

TABLE 6: LEVEL OF SATISFACTION ABOUT E-COMMERC PORTAL

	Highly satisfied	satisfied	Neutral	dissatisfied	Highly dissatisfied
Quality	82	27	38	1	2
Exchange of products	11	112	21	5	1
No of Varieties	32	63	53	1	1
Discount	29	61	37	22	1
Easy return policy	37	48	39	2	24

From the above table it is find that 54% of the respondents are highly satisfied on Quality, 74.7% of them are satisfied on Exchange of products, 42% of them are satisfied on No. of Varieties and 40.7% of them are satisfied on Discount

WEIGHTED AVERAGE ANALYSIS

The factors which attract customers and influenced by various attributes while purchasing the product through online like 10 attributes.

To find out the attributes which influence the most from attract customers point of view, weighted average rank is applied.

Rank	1	2	3	4	5	6	7	8	9	10	Total	Weighted Average	RANK
Everything in one Place	3	18	1	2	5	6	2	6	98	9	150	7.63	I
Time savings	0	2	18	2	2	6	12	93	9	6	150	7.20	II
Free shipping	0	0	4	19	2	4	102	13	2	4	150	6.65	III
Exchange option	2	1	2	3	27	95	9	6	2	3	150	5.90	IV
Free sample	4	1	1	17	88	30	1	2	5	1	150	5.16	V
Prices	4	5	8	86	20	2	16	3	1	5	150	4.59	VI
Wide options	15	18	80	10	1	1	4	8	3	0	150	3.60	VII
Reviews	13	96	16	1	1	3	1	1	18	0	150	3.04	VIII
Offers	9	6	19	4	2	1	1	3	2	21	150	3.00	IX
Convenience	42	37	34	25	12	0	0	0	0	0	150	2.52	X

From the above table it is found that the respondents ranked Everything in one Place ranked as one , ranked two as Time savings, ranked three as Free shipping, ranked four as Exchange option, ranked five as Free sample, ranked six as Prices, ranked seven as Wide options, ranked eight as Reviews, ranked nine as Offers, ranked ten as Convenience.

TABLE : 5 OPINION ON DRAW BACKS OF ONLINE SHOPING

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Lack of physical relationship	71.0	16.0	10.3	2.7	0
Absence of interaction	14.7	71.3	14.0	0	0
Difference in product and services	34.1	38.5	26.0	.7	.7
Replacement of damages	10.7	64.7	19.6	5.0	0

Risk in money transfer of settlement	17.3	71.3	10.3	1.3	2.7
Cyber crime & security issues	68.0	20.0	6.0	2.0	0

From the above table it is inferred that 71.0% feels that there is Lack of physical relationship, 71.3% feels that Absence of interaction, 38.5% of them feel Difference in product and services, 64.7% of them feels there is no proper Replacement of damages, 71.3% of them feels Risk in money transfer of settlement and 68% of them feels Cyber crime & security issues are there in the online purchases.

CHI-SQUARE TEST GENDER AND NUMBER OF ITEMS PURCHASED IN ONE TRANSACTION

Null Hypothesis:

There is no significant relationship between gender wise with number of items purchased in one transaction.

	Calculated Value	df	p-value	S/NS	remarks
Pearson Chi-Square	18.674	3	.353	NS	accepted

It is clear that, the p-value is greater than 0.05 the null hypothesis is accepted at 5 per cent level of significance. The null hypothesis "there is no significant relationship between gender wise with number of items purchased in one transaction" is accepted.

SUGGESTIONS:

- It is suggested that the E-commerce websites need to speed up their network speed to get more customers as well as to retain the existing customers.
- Using of content delivery network also should consider in order to laborate the specifications of the product.
- Since, security issues are significant for consumer support, suggested to update the latest technology to safeguard the functions of E-business.
- There is a need to establish separate wing to address the cyber security issues, so that the operation can be maintained smoothly and settle down properly.

CONCLUSION:

E-commerce has become vital and very important platform for today's business field today we are facing transition period in which new and vibrant social, mobile and virtual transactions are carried out by business people. Social network sites such as Facebook, Twitter, YouTube, Pinterest, etc, enable the users to make use of the latest technology for comfortable lifestyle.

This particular study has highlighted the present impact of E-commerce during pandemic periods and opportunities and challenges. Identified research title, formulated objectives, frame methodology, collected relevant data, analyzed with suitable statistical tools and listed out findings. Which shows during pandemic the sales of online has increased to the level of 24%.

The researcher has got exposure in the respective field, gained, adequate knowledge on the latest trend of E-commerce business and its practice. The study clearly reveals that, there are lot of opportunities for existing business and startups through E-commerce and identified challenges like trust, security, few on online fraud and hacking it also leads legal proceedings and implications of cyber security laws and information technologies Act 2000.

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