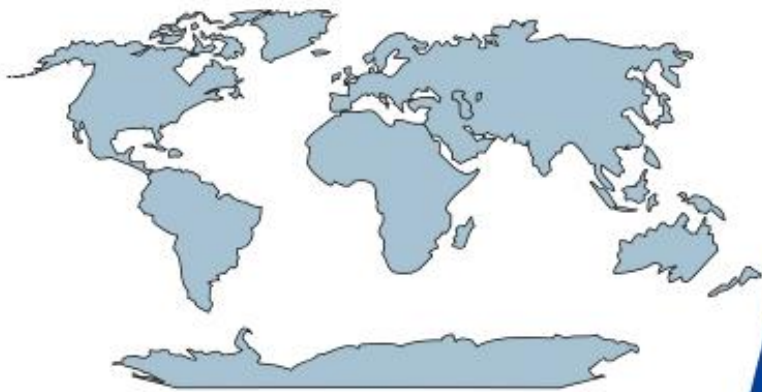


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A STUDY ON THE IMPACT OF COVID-19 ON E-COMMERCE INDUSTRY

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ABSTRACT

The aim of this research paper is to study the impact of Covid-19 on E-commerce industry. E-commerce has become the most resorted to method within the past years. It has come a long way and is still developing. However, after the Covid-19 pandemic, the e-commerce industry has also faced some challenges and has had an impact on it. We will learn about the effects the e-commerce industry has had after Covid-19.

Keywords: E-commerce, Coronavirus (Covid 19), Pandemic.

INTRODUCTION:

Due to Covid-19 there is a huge impact on E-commerce Industry. As the world was found into complete lockdown, it was E-commerce who provided help to millions of people around the world. It helped people to stay home and procure what they wanted to their doorstep. There is a lot of variety available for customers to choose their own product. E-commerce is also facing some challenges because of covid 19. E-commerce has been replaced by traditional purchasing. E-commerce has been a savior to all.

OBJECTIVES:

The objective of present study are:-

1. To analyze the impact of Covid 19 on E-commerce.
2. To understand the increased usage of E-commerce during the lockdown.
3. To understand the consumers behavior during the pandemic towards the E-Commerce industry.
4. To know if E-commerce has become a substitute of manual buying.

REVIEW OF LITERATURE:

- 1) **Ms.K.Susmitha, February 2021.** A study on the impact of covid-19 on e-commerce. In this article it is stated that E-Commerce has replaced traditional purchasing. The reason is because there are a variety of products available at your fingertips. The benefits of buying online is lower price, accessibility & convenience and wider choice.
- 2) **Anam Bhatti, Hamza Akram, Hafiz Muhammad Basit, Ahmed Usman Khan, Syeda Mahwish Raza Maqvi, Muhammad Bilal, June 2020.** It is a study on E-Commerce trends during covid-19 pandemic. E-commerce grew because of coronavirus. In their report it stated that e-commerce has become a substitute source and considered top goods that usually consumers brought in superstore traditionally.
- 3) **Komal Sharma, December 2020.** Its studies surge in E-commerce market in India after covid-19 pandemic. Covid-19 is affecting many e-commerce business. Today 40% off internet usage is made for online purchase. This report examines how e-commerce creates new opportunities for performing profitable activities online.
- 4) **Mansour Abdelrhim, Abdalla Elsayed July 2020.** The research paper aimed to verify the effects of covid on e-commerce companies. The study focuses on the effects of covid on global e-commerce market and results indicate that in the global e-commerce market, some companies were bound to close factories and some company's witnesses a good rise in sales.
- 5) **Mohammad Monirujjaman Khan, Mahizebin Shams-E-Mofiz, Zerín Anan Sharmin, Nov 26 2020.** The research paper explains how the covid affected the daily lives of the people. It focused on online grocery shopping and immediate phases of covid 19 witnessed changes in collective patterns of consumer behavior even a radical change in demand for certain products from online shopping and home delivery services.
- 6) **Himigiri Chaudhary 2020.** The whole research paper focuses on the shift of people buying offline to online goods due to the pandemic. It is observed that online grocery sites saw sales up to 100%. The research saw 16% sharp jump in new customers who freshly signed up to buy goods online. The research paper clearly shows that the E-commerce industry is going to boom in the future.