



E-Commerce and its Contribution in the Covid 19 Pandemic

¹Mr.Suresh G

Assistant Professor in Commerce, Rathinam College of Arts and Science, Coimbatore, Tamilnadu, India

²Dr.S.Thangamani

Associate Professor and Head in Commerce with Finance, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, Tamilnadu, India

³Ms.M.Sheela Hepsiba

Research Scholar, Department of Commerce, PSG College of Arts and Science, Coimbatore, Tamilnadu, India

⁴Mr.P.Jagatheesh

Assistant Professor, Department of Commerce with Professional Accounting, SNMV College of Arts and Science, Coimbatore, Tamilnadu, India

⁵Dr.K.Poongothai

Assistant Professor in Commerce, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, Tamilnadu, India

⁶Dr.D.Radhasri

Assistant Professor in Commerce, Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore, Tamilnadu, India

Abstract

E-commerce refers to the digitization of a wide range of business-to-business and enterprise transactions over safe and dependable connections. It's a breakthrough in digital technologies that brings people with each other without them needing to meet. It comprises buying and selling things and services digitally from one place to another utilizing a computer as a component and the internet as a medium, as well as using electronic communication methods such as telecommunication or coax cable intermediate to perform out the interchange of business documents. Covid 19 also radically altered the economic landscape, forcing those who have no other option to engage in virtual commerce. It has an impact on a wide range of enterprises and provides benefits in a variety of ways. As a result, the purpose of this study is to examine the contributions made by e-commerce during the pandemic in Tamilnadu's Coimbatore region.

Keywords: E-Commerce, Information Technology, Covid 19.

Introduction and Problem statement

E-commerce is indeed a collection of technology, processes, and commercial strategies that enable firms to share information instantly. E-Commerce, which is the use of different communications technologies to facilitate the automatic interchange of corporate data with customers and stakeholders, suppliers, and financial institutions, improves responsiveness and opens new markets on a worldwide scale. In India, e-commerce has changed the way people do business. From US\$ 38.5 billion in 2017, the Indian e-commerce sector is predicted to expand to US\$ 200 billion by 2026. A surge in internet and mobile phone usage has sparked most of the industry's growth. The 'Digital India' programme is expected to expand the number of internet subscriptions in India to 776.45 million by September 2020. In metropolitan areas, 61 percent of all internet connections were made, with 97 percent of those connections being cordless.

This coronavirus spread, now known as Covid-19 (short for "coronavirus disease of 2019"), began in the Wuhan region of China. The virus spreads extremely quickly amongst humans, and thousands of individuals have been infected worldwide within only a few months (MphOnline, 2020). Additionally, even as the Covid-19 infestation expands, it is affecting businesses all over the world. Manufacturing was disrupted, storefronts were empty without customers, and demand for their commodities was declining for a few of the world's top corporations (Eavis, 2020). Some businesses may also face difficulties as a result of their investors' reluctance to grant them money following the epidemic (Eavis, 2020). Aviation, recreation, and hospitality are among the worst-affected industries. Restaurants and bars have also been hit hard (Fraser, 2020). Like China, North America, and Europe have been the hardest hit markets, the World Trade Organization Co-operation and Development (OECD) has revised down its own 2020 annual GDP growth projections over almost all economies, this pandemic has become the greatest threat to the global financial sector (Nee Lee, 2020). Furthermore, to delay the transmission of the infection, some countries are putting their citizens under various sorts of lockdown. National quarantines, as well as school and work closures, are among them (Kaplan, Frias, and McFall-Johnsen, 2020). India is not an exception, as the world's second-most populous country is being severely impacted, and is now in the second wave of the crisis.

Consumers will undoubtedly be affected by the Covid-19 scenario, however, many shops have differing views on the seriousness of Covid-19 as well as its effects. The virus has

spread around the world. Covid-19 has wreaked havoc on economic powerhouses such as the United States, Spain, Italy, Germany, among other nations, bringing the world to a halt for an undetermined period (Abdin, 2020). Most sorts of manufacturing, including technical, mechanical, and technological, have shrunk to insignificance, perhaps resulting in a severe worldwide financial catastrophe shortly. Even though Covid-19 is a major health issue, certain businessmen and enterprises must continue to operate because necessities cannot be stopped at this time. If vital supplies are no longer available, the problem will worsen.

The situation in Covid-19 is continually shifting, and new issues develop. Because certain governments are on shutdown and people are staying inside more, many people's daily lives have changed (Hasanat et al., 2020). People are turning to e-commerce sites instead of going to retail stores to shop, which is good for revenue but can pose problems with shipment delays. Retailers like Amazon, Flipkart, and many others have been suffering shipping delays as a result of the Covid-19 crisis (Porter, 2020). This indicates that shops and carriers are dealing with a significant surge in online orders and that 57% of consumers are changing their everyday tasks to be as frictionless as feasible. Online orders for domestic items and consumables, in particular, have increased. This demonstrates that e-commerce companies are working around the clock to meet the requirements and desires of customers all across the world. In light of the foregoing, the current study will examine the service provided by e-commerce to people in the Coimbatore area of Tamilnadu during the Covid 19 outbreak. Social media advertisements are gaining as a popular force in enhancing the ecommerce (Sivakumar and Shankar, 2019). Kalaivani and Shankar (2017) opined that the consumer behaviour has changed massively due to the arrival of technology in the past 2 decades.

Research Methodology

The investigation is analytic. Through standardized questionnaires, primary data is collected from e-commerce users as sample responses. Secondary data were collected from journals, articles and websites. This study focuses on e-commerce clients in Tamilnadu's Coimbatore region, which is known for being the state's educational center. A total of 100 samples were chosen using convenience sampling, and data was collected. The tools like simple percentage analysis and Chi-Square were used for the analytical part of the study.

Analysis and discussion

Table 1: Demographic Profile

Demographics		Frequency
Gender	Male	47
	Female	53
Age	Less than 25 years	24
	26 – 50 years	58
	Above 50 years	18
Education	School level	12
	UG	63
	PG	21
	Diploma and others	04
Occupation	Private employee	69
	Public employee	13
	Self-employed/ Business	18

Source: Primary data

The sample population of the responders is shown in table 1. There is little doubt that 53 of the responders are female. 58 of the participants are between the ages of 26 and 50, 63 are undergraduates, and 69 are commercial employees.

Table 2: Goods purchased online before and during the pandemic

Descriptive Statistics						
	Before Pandemic			During Pandemic		
	N	Mean	Std. Deviation	N	Mean	Std. Deviation
Electronics	22	1.41	.41	12	1.21	.70
Books	9	1.36	.48	12	1.15	.81
Apparels (Cloths) & Accessories	32	1.38	.43	15	1.84	.69
FMCGs	4	1.42	.42	3	1.32	.78
House wares	3	1.38	.46	9	1.35	.98
Software	2	1.51	.44	2	1.97	.82
Music / Movies	5	1.56	.56	11	1.95	.80
Health care	6	1.63	.40	26	1.18	.91

Refurbished items	8	1.41	.57	4	1.30	.87
Others	9	1.42	.54	6	1.59	.89
Valid N (listwise)	100			100		

Source: Primary data

This table depicts the frequency of commodities purchased by respondents inside the Coimbatore region before and after the Covid 19 pandemic. Before the epidemic, apparel and accessories are at the top of the list, whereas healthcare items are at the top during an outbreak.

Association between the goods purchased and demographic profile

H₀₁: There is no significant link between the commodities purchased and the respondents' demographic profile as well during the epidemic.

Table – 3: Chi-Square Analysis

S. No	Dependent Variable	Independent Variable	Before Pandemic		During Pandemic	
			χ^2	p	χ^2	p
1	Goods purchased	Gender	12.52	0.02*	15.14	0.01*
2	Goods purchased	Age	1.36	0.08	19.17	0.02*
3	Goods purchased	Education	23.12	0.05*	82.14	0.62
4	Goods purchased	Occupation	3.30	0.00*	11.62	0.00*

Source: Primary data

The chi-square comparison between the products bought and the ethnic makeup of respondents is shown in the table above. The study rejects the null hypothesis for the factors age, married status, members of the gender, and education at 5% and occupation at 1%, as shown in the table. As a result, it is concluded that there is a significant link between the commodities acquired and the ethnic makeup of respondents via gender, education, and occupation before the pandemic. Furthermore, the study rejects the null hypothesis for the factors age (5%), gender (1%), and occupation (1%). As a result, it is concluded that there is

a considerable link between the commodities acquired and the ethnic makeup of participants during a pandemic, as evidenced by age, gender, and profession.

Conclusion

To attend the shopping event E-commerce serves as a link between physical shopping and human interaction. Many E-Commerce service providers use their locations as a route for E-shopping. The number of internet subscriptions grew during COVID-19, according to a BTRC report. However, only a small percentage of overall subscribers use the internet to make purchases online. The remaining subscribers utilise the internet for work, education, and other reasons. People just buy essential and emergency things such as food, groceries, medicine, and other necessities from ecommerce platforms because going out is restricted during darkness. Customers are less demanding of other products, such as stylish items, electronics, and so on. During this extraordinary pandemic, the Internet has become a vital aspect of everyone's life, according to the current research study. This has given people the ability to achieve anything they want. People are even using the internet to socialize. There still are numerous websites that connect people and have an impact on purchasing behaviour. Social networking keeps users interested while also promoting e-commerce operations. E-commerce is a global opportunity that will be the primary source of revenue in the twenty-first century. Together in nutshell, E-Commerce methods may assist just about any form of corporation in attracting new firms that it would not have been able to achieve without the Online.

References

1. Shankar, R., and Yashwanth, R. (2023). Impact of Social Media Influencers' Attributes in the Purchase Desire of Consumers of Quick Service Restaurants. *Empirical Economics Letters*, 22(2), 1–13. <http://www.eel.my100megs.com/volume-22-number-april-2-special-issue.html>
2. Hasanat, M. W., Hoque, A., Shikha, F. A., Anwar, M., Hamid, A. B. A., & Tat, H. H. (2020). The Impact of Coronavirus (Covid-19) on E-Business in Malaysia. *Asian Journal of Multidisciplinary Studies*, 3(1), 85-90

3. Nakhate, S. B., & Jain, N. (2020). The Effect of Coronavirus on E Commerce. *Studies in Indian Place Names*, 40(68), 516-518.
4. Jones, K. (2020). COVID-19The Pandemic Economy: What are Shoppers Buying Online during COVID-19?, from <https://www.visualcapitalist.com/shoppers-buying-online-ecommerce-covid-19/>
5. V. Sivakumar., and Shankar, R. (2019). Social Media Advertisement and its Consequences on Women Consumers. *International Journal of Emerging Technologies and Innovative Research*, 6(1), 624-630.
6. Babu Ramesh, Shankar R, and Amirtharaj E. Nixon. (2018). Consumers' Purchase Decision on Eco-Friendly products in Coimbatore-Factors Determining. *ZENITH International Journal of Business Economics & Management Research*, 8(3), 77-84.
7. Rehman, S. (2018). Impact of financial risk, privacy risk, convenience, and trust on online shopping with mediating role of consumer purchase intention in Pakistan. *International Journal of Academic Multidisciplinary Research*, 2, 27-34.
8. Bhatti, A., Saad, S., & Gbadebo, S. M. (2018). Convenience Risk, Product Risk, and Perceived Risk Influence on Online Shopping: Moderating Effect of Attitude. *Science Arena Publications International journal of Business Management*, 3(2), 1-11.
9. Bhatti, A. (2018). Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude. *Internat. J. Academic Management Sci. Res. (IJAMSR)*, 2(7), 44-50.
10. Kalaivani, G., Shankar, R. (2017). Impact of promotional activities on consumers' behaviour at shopping malls in Coimbatore city. *Int J Appl Res*, 3(5), 177-182. <https://www.allresearchjournal.com/archives/?year=2017&vol=3&issue=5&part=C&ArticleId=3673>
11. G, K., & R, S. (2017). Impact of promotional activities on consumers' behaviour at shopping malls in Coimbatore city. *International Journal of Applied Research*, 3(5), 177-182.
12. Awais Muhammad and Samin Tanzila (2012), "Advanced SWOT Analysis of ECommerce", *IJCSI International Journal of Computer science Issues*, 9(2), 569-574.
13. Srivastava, S & Barmola, Kailash. (2010). The Role of Consumer Behavior in Present Marketing Management Scenario. Pp. 105-116.

14. Anders Hasslinger, (2007). Consumer in Shopping. Dissertation, Kristianstad University, Sweden.
15. Stibel, J. M. (2005). Mental models and online consumer behaviour. *Behaviour & Information Technology*, 24(2), 147–150
16. Sengupta, A., Mazumdar, C., & Barik, M. S. (2005). E-Commerce security - A life cycle approach. *Sadhana*, 30(2-3), 119–140.