

A Critical Study of Covid-19's Effects on Commerce

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ABSTRACT

The world's e-commerce sector has been affected by the coronavirus. It has altered how business is conducted. In addition, numerous e-commerce enterprises have been impacted. The COVID-19 crisis will probably have a lasting impact on e-commerce. E-commerce is a business strategy that enables organisations and people to buy and sell goods and services online. Additionally, it is anticipated that social isolation and staying at home will increase customer preference for online shopping after COVID-19. A transaction is made online in e-commerce. The availability of items at lower prices, a broader selection, and the chance to save time are just a few of the many advantages it offers consumers.

The COVID-19 outbreak is a worldwide issue that has an impact on all facets of society, including the economy. Due to a shortage of purchasing power that solely applies to domestic policy, global economic growth has reduced. This policy works to stop the development of COVID-19, but it also makes e-commerce and mobile commerce more popular as methods of shopping. Consumers are thought to be able to buy essential requirements and health products needed for activities at home with the use of e-commerce and mobile commerce. During COVID-19, there have been more purchases and sales made via e-commerce and mobile commerce. E-commerce and mobile commerce use this by giving customers a variety of alluring offers.

The study aims to highlight the COVID-19 and e-commerce concepts. The secondary data employed in this study's research approach were listed in various online databases of books, academic papers, and related e-commerce articles.

The goal of the current study is to demonstrate how COVID-19 has affected e-commerce in India and around the world, as well as how it has been overcome. It also discusses the future potential of e-commerce.

I. INTRODUCTION

The COVID-19 epidemic has posed several difficulties for the e-commerce businesses in addition to traditional industry on a global scale. Due of social lockdown, which prevents face-to-face selling or buying, it has caused the fastest transformation in traditional commerce around the globe.

The COVID-19 pandemic opens up new potentials and opportunities for e-commerce collaboration, allowing for the collaboration of more or less autonomous individuals and organisations. When there is a need or when there is a desire, business actors might unite. It creates a virtual, global space

where anybody and everything interested in doing business can come together without regard to location. Through the coupling of business processes at the boundaries of the business partners, e-commerce improves the economic efficiency of business processes.

People's life all across the world have been disturbed by the coronavirus disease COVID-19. The global spread of COVID-19, which began in China, is now evident. Over 2 million COVID-19 cases have been reported worldwide. And as a result, it has had an effect on numerous business sectors and the

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economies of many nations. This is so that people will stay at home or maintain their social distance.

The COVID-19 outbreak is a worldwide issue that has an impact on all facets of society, including the economy. Due to a shortage of purchasing power that solely applies to domestic policy, global economic growth has reduced. This policy works to stop the development of COVID-19, but it also makes e-commerce and mobile commerce more popular as methods of shopping. Consumers are thought to be able to buy essential requirements and health products needed for activities at home with the use of e-commerce and mobile commerce. During COVID-19, there have been more purchases and sales made via e-commerce and mobile commerce. E-commerce and mobile commerce use this by giving customers a variety of alluring offers.

India has become one of the key participants in the modern global commercial scene. Researchers in the field of global business and management have turned their attention to its unrelenting economic growth since reforms in 1991.

1. Online shopping

The paradigm has changed with e-commerce. It is a "disruptive" innovation that is fundamentally altering the established business model. A sort of business model, or component of a broader business model, known as electronic commerce enables a company or individual to do business over an electronic network, most commonly the internet. E-commerce is defined as the exchange of goods and services, the sending of money or data over an electronic network, most notably the Internet. These business dealings can be between consumers, businesses, or other consumers or between consumers and businesses. E-tail refers to the transactional procedures around online retail. Electronic data interchange (EDI), File Transfer Protocol, Web services, email, fax, online catalogues, and shopping carts are just a few of the applications used in e-commerce. It can be compared to a more sophisticated version of mail-order shopping using a catalogue. The expansion of business online is known as e-commerce. E-commerce's consequences are already being felt in every aspect of company, from new product development to customer service. It makes it easier for new information-based business processes like online order taking, advertising and marketing, and customer care to reach and connect with customers.

In the recent past, more businesses have started engaging in e-commerce. Major Indian portal websites have also switched from relying on advertising revenue to e-commerce. Nowadays, a wide variety of goods and services are offered on

numerous websites, including groceries, electronics, computers, greeting cards, flowers, and movie tickets.

Effects of COVID-19

Following the WHO's official declaration that the COVID-19 pandemic is a worldwide emergency, some nations have implemented restrictions and lockdowns. Businesses are now able to operate remotely, which is possible for those in the IT and e-commerce industries. It is the sole choice available to business owners, and the COVID-19 has put e-commerce under pressure. Due to its rapid spread, brick and mortar stores have been shut down since the end of the second month, forcing customers to turn to online retailers.

Due to this, orders placed with online retailers have massively increased overnight. Additionally, the interruption in the supply chain has made it difficult to fulfil those orders. Additionally, internet shoppers' behaviour has changed.

Website traffic has increased in ecommerce segments like groceries, food, health care, and entertainment. The year-over-year growth in e-commerce sales is 52%. Also, there are now 8.8% more shoppers than before. The purported COVID-19 has hurt the travel and airline industries as well as other industries including fashion, sporting goods, arts and crafts, toys, and other e-commerce sectors.

Online shopping volume decreased 11% in April compared to the previous month, according to data from Unicommerce, an e-commerce solutions company. Executives previously told ET that the current wave of Covid-19 has negatively impacted customer demand for non-essential categories in both urban and rural regions.

The expectation that consumers will continue to avoid brick and mortar stores and malls is what motivates expectations of a demand resurgence. Unicommerce statistics also revealed that eyeglasses and accessory sales decreased by 16% during the same time period while fashion and accessory sales declined by 22%. Only agribusiness, health and pharmaceuticals, and fast-moving consumer goods (FMCG) experienced growth of 33% and 18%, respectively.

1.1. The impact in North America and Europe.

About 100 North American and European ecommerce decision-makers were questioned by the corporation in October 2020.

E-commerce sales fell 6% when the country was in lockdown.

Naturally, there were inquiries on Covid-19. During the global lockdown in the spring of 2020, it appears that the majority of e-commerce businesses reported a

surge in their online sales. The poll found that 90% of businesses experienced an increase in online sales, with 50% of respondents reporting increases of more than 100%. However, 6% of respondents claim that their e-commerce sales fell off during the lockout.

Many customers resumed their in-store purchasing at brick-and-mortar stores after the lockdown was lifted. Nevertheless, 86 percent of respondents reported a rise in internet revenue, while only 4 percent reported a reduction.

Online revenue margin rose by 38%.

Online sales generation is one thing, but the entire COVID-19 problem has also resulted in disruptions to supply chains, inadequately staffed customer service, and more. This has an immediate impact on the online profit margin. According to 38 percent of e-commerce decision-makers, their online profit margin increased during the global shutdown, while the situation appeared to be about the same for a similar amount (40 percent). Only 15% of respondents said that it fell.

COVID-19's effects on the workforce

Of course, the pandemic has also caused some adjustments in the staff at some businesses. Three out of ten companies employed extra personnel, while over 44% stated they had to move their staff. On the other hand, 15% of respondents say they had to lower staff compensation, while 26% say they had to terminate some people. Additionally, and perhaps somewhat surprisingly for some, 5 percent was able to raise compensation. What's more startling is that 21% of businesses made no adjustments to their employees.

Offline sales rose for 23% of Omnichannel players.

Another intriguing result from the study is that for shops with both online and offline storefronts, 23% report a rise in offline sales, while 16% report little change. Unfortunately, their offline sales decreased for 43% of them.

Measurements for brick-and-mortar stores

To stay in business, many brick and mortar stores had to make significant changes to their operations. Therefore, a lot of new practises were implemented last year. 26 percent of the participants introduced home delivery, while 31% introduced in-store pickup. Unfortunately, one in five had to permanently close some physical locations.

Overall, the coronavirus has had a significant negative impact on several levels on internet commerce. Supply chains that are disrupted and meeting customer demand for products topped the list of major problems facing e-commerce companies.

However, because to the lockdown, limited operations, inventory management, and a general lack of workers were also some of the major difficulties for internet shops. And 17% responded that having to shut down their physical stores made it difficult.

Adaptive tactics

Numerous respondents from the previous year stated that they would implement, enhance, or adjust Omnichannel, site-search, and customization the most. The strategic vision for this year has changed naturally as a result of COVID-19. By changing their product offerings, investing in new e-commerce software, or putting more of a focus on online marketing channels, the majority of businesses (45 percent) will now concentrate more on the digital aspect of their businesses.

One in five indicated they would speed up their actions, which means they would need to carry out their plans more quickly. One in ten people claim that they are now concentrating more on making changes to their physical stores, while 8% made supply chain changes, ranging from modest ones to entirely new supply chains or logistics.

Financial repercussions

Despite all the negative effects of the coronavirus pandemic, many e-commerce enterprises' financial performance in 2020 wasn't too poor. The majority of them (63%) believe that the year, as of October, has been successful. And 28% say their physical stores struggled while their e-commerce business thrived. Surprisingly, 2% of respondents said the contrary!

1.2. The effect on India

Even though a relatively tiny portion of its citizens have access to the internet or a sufficient income, India has long been a desirable e-commerce market due to its size. The World Bank estimates that only 3% of people worldwide have credit cards.

But in India, e-commerce is currently booming. With a significant increase in hospital admissions and fatalities, COVID-19 has wreaked havoc on the nation in recent months. Consumers learnt how to shop online while remaining at home.

Demographics

India's internet penetration rate is predicted by Statista to be 45% in 2021. In a world with 1.4 billion people, that's 630 million users of the internet, a huge increase of 45 million from 2020.

With 96% of internet users in India between the ages of 16 and 64 owning a Smartphone, the country's populace is increasingly reliant on mobile technology. According to the research company GSMA Intelligence, almost 79% of the population is

connected via a mobile device. On the other hand, a desktop or laptop computer is only owned by 56% of people, according to statistics source Global Web Index. One of the nations with the most affordable mobile internet service is India. Indians with internet connection are increasingly using mobile payment services for e-commerce purchases, such as Samsung Pay.

Travel, ridesharing, and lodging accounted for the majority of online spending in 2020, accounting for \$35.2 billion, but due to the pandemic, those expenditures decreased by 54% between 2020 and 2021, while those for food and personal care increased by 55%. The largest physical goods category, electronics and physical media, brought in \$14.6 billion in revenue in 2020.

Sales

According to eMarketer, retail e-commerce sales in India are expected to increase by 27% from 2020 to \$66.76 billion in 2021. E-commerce increased 36% year over year in Q4 2020 alone. According to management consulting company Kearney, the personal care, beauty, and wellness sectors expanded by a combined 95% year over year. Bypassing merchants, brands saw the pandemic as an opportunity to concentrate on direct-to-consumer initiatives. As a result, when compared to the same quarter in 2019, DTC's e-commerce revenue increased by 94% in Q4 2020.

Startups Succeed

Since the beginning of the pandemic, the number of Indian start-ups that have achieved unicorn status (a valuation of over \$1 billion) has increased. Many of these work in the logistics field for e-commerce. In July 2021, the food delivery startup Zomato successfully raised money through an IPO. For a total valuation of \$12.2 billion, it raised \$1.3 billion.

The most recent funding round for the restaurant and food delivery service Swiggy was last month. It has raised a total of \$3.7 billion, and its current market worth is \$5.5 billion. According to a founder of Swiggy, grocery deliveries currently account for roughly 25% of the company's income, with hopes to rise to 50% in the upcoming years to compete with Zomato. Because Indian restaurant deliveries cost about \$5 on average, delivering goods lets businesses make more money.

Delhivery offers services for goods, warehousing, shipping, and order fulfilment. Since December 2020, it has raised \$402 million in three fundraising rounds. FedEx took part in the July final round.

The online store was valued at \$37.6 billion when e-commerce platform Flipkart closed a new financing

round in July for \$3.6 billion. Walmart joined other international investors as the primary shareholder. As it concentrates on fashion, travel, and groceries, Flipkart, which has more than 350 million registered customers as of this writing, said it would utilise the most recent cash to enhance investments in technology, supply chain, and infrastructure.

1.3. Effects on a global level

Consumers frequently shopped online out of necessity in 2020, which made the global e-commerce boom difficult to ignore and necessitated quick strategy changes on the part of firms.

The events of the previous year have changed or accelerated practically every aspect of online shopping, from customer behaviour to demand projection to retention. According to the e-commerce industries that have been observed, they are as follows:

According to recent Adobe data, UK online retail sales hit £10 billion in the month of July 2021, according to Charged Retail. Both the largest figure reported thus far this year as well as the highest e-commerce sales ever for the month of July are set by this.

Increased online spending is said to have been somewhat influenced by UK consumers' ongoing resistance to purchasing in-person and a "back-to-work spending boost." Overall, the data shows that compared to the same period in pre-pandemic 2019, online expenditure has increased by 18% to £64 billion this year.

According to Salesforce's Q2 Shopping Index, in the second quarter of 2021, the growth of digital commerce started to stabilise. After increasing by 63% in the first quarter of 2021, global e-commerce sales growth fell to low single digits (3%) in the three months ending June 30.

In comparison, the UK seems to have kept some of the momentum it had before the pandemic started. Results from Q2 2021 demonstrate that the region outperformed the US, which witnessed a 2% decline during the same time, with a 17% gain in the same indicator when compared to a year earlier.

Consumers "remain[ed] online and continued to grow revenue for retailers" despite a global downturn in growth, according to Salesforce. This is demonstrated by an increase in Average Order Value, which increased 17% year over year to \$90.64 despite a 1% reduction in the number of products ordered.

In Q2 2021, Shopify reported revenues of \$1.12 billion, a 57% increase over the prior year and a higher figure than analysts' predictions (\$1.05

billion). Gross merchandise volume (GMV) for the business increased sharply as well, rising 40% to \$42.2 billion.

The amount of money that Shopify may expect from recurring payments of users who are invoiced monthly increased by 67%, which is arguably the most spectacular of all the results. Shopify's MRR was reported in its financial statement at \$95.1 million, up from \$57 million.

In contrast, subscription solutions also saw a 70% increase as a result of a flood of new merchants joining the platform starting in Q2 2020.

The Covid-19 e-commerce boom is still being fully utilised by brands and companies, and this is evident in the financial performance of e-commerce technology suppliers like Shopify. The company expects its sales to increase "rapidly, but at a lower rate than in 2020" for the remainder of the year.

Data from Adobe show that after several years of persistent deflation, internet retail prices increased 2.3% annually or 0.6% monthly in June 2021. Costs decreased by an average of 3.9% every year between 2015 and 2019, however costs for goods purchased in physical stores continued to rise. According to Adobe, 'the distance between the two has decreased' in recent months.

Both the demand for particular products and what was popular online prior to the epidemic were altered by Covid-19. Computers, groceries, and office supplies were among the commodities with considerable levelling or decreases in internet prices between June 2020 and 2021. These were also the items that customers craved the most when the virus first appeared.

The most notable changes in UK consumer search volumes as things return to normal are revealed in a July 2021 analysis from Pi Data Metrics. Given that the majority of people had already purchased their WFH supplies, the search traffic across the electrical category declined the most dramatically between April/May 2020 and April/May 2021, from 28.9% to -44.3%.

In contrast, the fashion sector had a welcome uptick as people were ready to resume socialising in the spring. Compared to the same two-month period in 2020, there were 30.2% more fashion search phrases submitted, with luxury fashion searches increasing by 15.8%.

According to Pi Data analytics, "e-commerce isn't as important to many consumers as it was last year." Data, however, indicates that search demand is still higher than levels observed prior to the pandemic,

indicating that the new online buying habits we have developed over the past 18 months may not be completely transient.

According to a study by Channel Advisor and Census Wide, 91% of the 304 e-commerce CMOs polled believed their brand's revenue will increase over the coming year, which would start in August 2021.

A further 92% stated they are more optimistic than they were before the epidemic started in their company's capacity to acquire new internet clients, with almost one-third stating it will be "much easier for them."

With 36% of CMOs reporting that their advertising were directing traffic directly to their brand websites, it becomes clear that the majority of digital marketing efforts have been devoted to providing D2C options for customers. Nearly 30% of respondents claimed that their clickable digital advertising sent customers to online stores like Amazon, and 20% claimed that they were sending visitors to retailer partner websites.

The study revealed that e-commerce knowledge will be the most in-demand talent type for the sector during 2021 and early 2022 due to the sustained predicted e-commerce success. The demand for marketing skills came in second, followed by that of web developers, with senior strategic expertise coming in third.

Pre-tax profit margins for retailers in six European nations—France, Germany, Italy, Spain, Switzerland, and the UK—have decreased from 6.4% to 4.5% over the past ten years and are expected to fall to 3.2% by 2025, according to a study by management consulting firm Alvarez & Marsal and retail economics. The main contributing element? e-commerce, most likely. According to the study, there is a connection between margins and the percentage of online sales. The report also predicts that the profit margins in the countries it looked at would be 3.7% by 2025, or 0.5% higher, if the pandemic hadn't occurred.

According to a Global Data analysis, nine out of the top ten global e-commerce companies (based on revenue) saw double-digit growth in 2020 as a result of shifting customer behaviours.

The top marketplace in South Korea, Coupang, saw a growth of 90.8%, placing it 7th overall for 2020 revenue at \$12 billion, while Pinduoduo nearly reached triple-digit year-over-year revenue growth at 97.6%, increasing its total 2020 sales to \$8.6 billion. It should come as no surprise that Amazon topped the list with reported revenues of \$386.1 billion, despite its growth being far lower at (still outstanding) 37.6%.

Other top performers were Alibaba, which achieved 40.9% growth, and US-owned home goods marketplace Wayfair, which witnessed a 55% year-over-year sales gain as a result of a surge in demand from customers eager to make house upgrades. While this was happening, the yearly income of Zalando, eBay, and Rakuten increased by 25.4%, 18.9%, and 18.9%, respectively.

The only organisation in the top 10 rankings to have experienced an annual growth rate of less than double digits (at 9.6%), VIP store Holdings, the owner of China's VIP.com, nevertheless managed to hold onto fourth place with total revenues just shy of \$15 billion.

According to the IMRG Capgemini Online Retail Sales Index, online sales in the UK decreased by 9.1% in May 2021 compared to the same month the previous year. This is the greatest decline ever recorded since the Index's establishment in 2000. It's important to keep in mind that this most recent comparison is being made against a 61% growth boom that was recorded in May 2020 and was fueled by the pandemic's first peak.

The majority of retail categories are currently experiencing flat sales growth, with some, like health and beauty, seeing a year-over-year decline of 29.2%. The biggest drop-off rate, or -13.9%, was seen by multichannel merchants as customers increasingly chose to shop in-store. However, the fall for online-only merchants was significantly smaller, at -1.34%. Budget stores were particularly severely impacted; they had a -12.8% decline in sales, as opposed to a +0.2% gain for their luxury counterparts.

Despite this information, overall online sales are still substantially higher than those reported in 2019, before the coronavirus pandemic changed the retail industry's landscape. In fact, May 2021 sales numbers are 46% higher than May 2019 sales volumes.

A REVIEW OF THE LITERATURES

Following is an attempt to present a succinct summary of the literature based on a few similar studies conducted globally in the field of e-commerce.

E-commerce's growth as a result of the coronavirus is examined by Bhatti et al. (2020). In this situation, e-commerce is emerging as a leading alternative source to the traditional superstores that customers used to shop at. Influence of the coronavirus on all e-commerce. In the meantime, we wish to understand their effectiveness to balance costs and benefits as well as related activities in the near future.

With the addition of pandemic dread as a boundary condition, Tran and L.L.T.'s (2020) study used the

uses and gratifications theory as the conceptual model's foundation. A quantitative survey and analysis is the main method of research used in this study. utilising the PLS analysis technique with a sample size of 617 internet users. According to this study, pandemic dread has a beneficial moderating influence on the connections between PEEP, economic gains, and sustainable consumption.

According to Hasanat et al. (2020), the main goal of this study is to ascertain how the coronavirus has affected Malaysian online businesses. The findings demonstrated that the majority of items originate in China, and the majority of industries are under lockdown, preventing product import and export. As a result, it is anticipated that this lethal virus will have a significant negative influence on Malaysian internet commerce, particularly Chinese goods.

The study by Pantelimon et al. (2020) is divided into two sections. The first part examines how the expansion of mobile commerce has affected the gross domestic product of both Romania and Germany from 2014 to 2019. In the perspective of sound economies, the analysis seeks to comprehend the significance of mobile trade in the pre-COVID-19 era. The general consumer attitude towards traditional and electronic commerce is examined in the second half within the context of the COVID-19 pandemic state. In order to study the key changes for the nations that were either early affected by the pandemic, badly affected by the pandemic, or both, we analysed data for January through April of 2020.

M. Salem, A., and K. Md. Nor, the study empirically evaluated the variables influencing customers' inclination to use e-commerce in Saudi Arabia during Coronavirus Disease 2019 (COVID-19). Perceived usefulness (PU), perceived ease of use (PEOU), subjective norms (SN), perceived behavioural control (PBC), perceived lack of alternatives, perceived risk, perceived punishable infractions, perceived risk-taking propensity, perceived external pressure, and government support are the 10 factors that were looked at in this study. Utilising the snowball sampling method, information was gathered online from users of social media. There were 190 valid replies in total. The data analysis revealed that during the COVID-19 epidemic in Saudi Arabia, consumers' intentions to adopt e-commerce were highly influenced by PU, risk-taking inclination, PBC, perceived lack of alternatives, and government backing. The intention of consumers to adopt e-commerce, however, was not significantly influenced by PEOU, SN, perceived external pressure, perceived risk, or considered punitive transgressions.

II. RESULT ANALYSIS METHODS

This study did research on e-commerce utilising secondary data from databases of books, academic papers, and related online articles.

III. PURPOSE OF THE STUDY

- to be familiar with e-commerce ideas.
- to research the effects of COVID-19 on global e-commerce.
- to research how COVID-19 problems were overcome.
- to research e-commerce's potential future.

IV. GET OUT OF THE COVID-19 SITUATION

As the COVID-19 epidemic reshapes our environment, more people are increasingly and frequently shopping online. New information from IBM's U.S. Retail Index indicates that the pandemic has sped up the transition from traditional retail to online buying by about five years. As a result, department stores are seeing huge reductions. Sales at department stores and other "non-essential" retailers fell by 25% in the first quarter of 2020. The second quarter saw a 75% reduction in this. According to the survey, department stores are predicted to have a year-long decline of more than 60%. E-commerce is anticipated to increase by around 20% in 2020.

In the case of Walmart, the pandemic assisted in boosting e-commerce sales by 97% in its most recent quarter. As its same-day fulfilment services increased by 273% throughout the quarter, Target achieved a sales record. Both stores have made investments in online groceries, with Walmart currently providing both grocery pickup and delivery options, the latter via partners. Additionally, Target only recently began offering food pickup and using Shipt for delivery.

Based on the U.S. report for the second quarter of 2020. According to the Census Bureau, U.S. retail e-commerce hit \$211.5 billion, a growth of 44.5% over the previous year and 31.8% from the first quarter. Additionally, e-commerce accounted for 16.1% of all retail sales in Q2, up from 11.8% in Q1 2020.

Brick and mortar businesses now have a fantastic chance to go digital and help e-commerce companies thanks to the crisis. The revenue of their firm has been badly impacted by the closing of physical and mortar retail stores. However, they can resurrect their company digitally with the right investments. They can boost sales and make some money from their e-commerce business with a clever PR strategy and a sales-focused approach. There will be difficulties brought on by delivery delays and disruptions in the supply chain, which can harm your reputation and

client loyalty. But because the situation is constantly shifting, these problems can be resolved gradually.

From the ground, observe the situation and determine what is feasible. Increase your stockpile because there is always a chance that the supply chain will be disrupted.

Maintain positive relationships with your suppliers and show consideration for your customers.

Understand the laws, rules, and ordinances that apply to businesses both locally and nationally.

Create a team to handle any client inquiries.

Increase your supply base to reduce the dependence on a single supplier for your company.

Due to the COVID-19 disease's rapid global spread, people must remain at home. Additionally, because of the limits most nations have placed on immigration, you can only sell virtual digital goods on your e-commerce site. The finest part is that you can avoid depending on the supply chain. Since there would be no face-to-face interaction and all deliveries will be made online, selling virtual goods poses no threat. Create virtual goods that sell like hotcakes, such as e-books, tutorials, e-classes, music classes, learning classes, etc.

Create a cost-efficient shipping strategy.

Most people are remaining at home, and most people don't have much money to spend on essentials. So make it possible for customers to order things online and pick them up in-store. By doing this, they can save money on shipping costs and spend it on more critical products. Additionally, you must control your commands in this COVID-19 scenario. And in order to do that, you must significantly rely on the supply chain to ship orders with effective logistics management. The best option in this situation is to order online and pick up the models from the store.

Resurrect the Business Supply Chain, if possible.

Due to the restrictions and lockdowns imposed by the majority of countries during these challenging times of COVID-19, the supply chain is being interrupted. Reduce the severity of the issue before it gets worse for your organisation because it is crucial to revive and restore the supply chain.

Make contact with manufacturing facilities and, if possible, attempt to extend their operations. Conversely, make an effort to expand your fulfilment units. The production of the goods will take the longest. However, it is possible to complete orders more quickly, which helps to temper the increase in demand.

Feel sorry for the employees and customers.

Both your staff and your clients are having difficult times. Fear and terror are also spreading among them as the COVID-19 is being more widely circulated. Therefore, it is your duty to feel sorry for them. Make things simple for them. Message them through all available channels. The problem cannot be resolved by using other sources, thus disseminate the appropriate information.

Share uplifting and inspiring content on social media and other platforms. demonstrate your concern for them. If at all possible, provide your online store's merchandise a discount. Considering that both good and terrible things will be recalled by individuals. In the long run, you will lose your devoted consumer if you try to profit from the scenario. since you will only gain an advantage from it temporarily. So, run your online store responsibly.

Sell goods that are essential to human survival.

The dreadful events have taken place, endangering the future of the human species. Sell products that are necessary for human survival in order to help stop the problem. After a global pandemic, products like groceries, food, and healthcare supplies are essential.

Sell those items on your e-commerce site with the bare minimum profit margins. Because there isn't much money to spend and nobody to work for in these difficult times, people are stranded. And they don't have much money, so they can just buy necessities. Therefore, selling those necessities will be good for both your company and the citizens of your country.

V. FUTURE RANGE OF ELECTRONIC COMMERCE

Since the COVID-19 pandemic began, customers all across the world have relied largely on e-commerce to buy anything from necessities to holiday gifts. The pandemic boosted the use of e-commerce by customers and businesses seemingly overnight, especially when combined with the large stay-at-home orders and concerns over the virus.

Ten years of e-commerce adoption, according to McKinsey, were condensed into three months. The move to an e-commerce-first mindset also occurred in societies where in-person, local, cash-reliant, and everyday buying are the norm, in addition to nations where internet shopping was already generally accepted.

This is a significant shift in consumer behaviour that typically takes decades to occur, not merely an acceleration of e-commerce. As everyone tries to stay up with the consumer preferences that have recently

advanced, the effects of these changes will trickle down through all the supporting businesses, including shipping, technology, brick and mortar, and governments. We have accelerated the adoption of e-commerce this year, resulting in a number of opportunities, difficulties, and norms that will determine how we buy and sell items going forward.

The supply chain has been disrupted by e-commerce leapfrogging.

Change happened quickly as a result of the pandemic's forcing function. There were no other options, so businesses had to switch to contactless payments or internet purchasing almost immediately. It was not a plan. In order to survive. However, because e-commerce was adopted so quickly, many were forced to forego the customary processes in growing their business and experimenting with new channels. Normally, these types of decisions are made over time with careful planning and transition periods. As we prepare for significant shipping disruptions this holiday season, the effects of this leapfrog effect in business-to-business (B2B), business-to-consumer (B2C), and marketplace sales are beginning to emerge. This is just one example of a supporting aspect of commerce that couldn't scale quickly enough to keep up with change.

The impact on the supply chain has raised the bar for precision and openness at every stage of the checkout process. Both B2C and B2B vendors have been forced to optimise all queue goods at checkout in order to prevent future hold-ups or disruptions to shipments and deliveries. To get transactions out the door quickly, sellers need to be concerned not only with collecting payment but also with making sure that shipping charges and taxes are right at checkout.

Consumer behaviour will never change.

How much of a correction in consumer behaviour will we observe given all of the pandemic's effects and changes to consumer behaviour? When our society gradually returns to normal and storefronts start to feel secure again. Although it may still be too soon to say for sure, it is likely that the modifications brought about by the widespread usage of e-commerce during the pandemic will influence consumer behaviour for years to come. Many of the purchasing practises that the pandemic has prompted were already beginning to take shape recently.

Since a few years ago, consumers have prioritised convenience and customization when shopping. Consumers are used to being able to buy from almost any channel, any device, and any seller they desire because there are so many options accessible when making purchases. The pandemic-driven acceleration

of e-commerce has just sped up an already-progressing change in behaviour. Because of this, it's possible that consumer behaviour will never be the same as it was before to the pandemic but rather adopt a new normal that is driven by convenience, flexibility, and personalization, all of which may be achieved through e-commerce.

Consider the larger trend rather than just the pandemic.

In the upcoming years, e-commerce will still have a significant impact. Although physical stores will always be around, we should anticipate that in-store shopping will continue to advance for the convenience of consumers. Throughout the pandemic, services like buy online, pick up in store, and grocery delivery are likely to gain popularity and become normative practises in homes.

Even after the pandemic is long past, consumer behaviour will continue to tilt on the side of options and convenience. To service clients well and expand their business, companies will need to catch up with consumer behaviour and e-commerce usage. In order to sustain an e-commerce-enabled firm and preserve consumer experience throughout the buying trip, technology adoption throughout the supply chain will be required.

VI. SUMMARY AND SUGGESTIONS

Numerous people have been impacted and had their lives interrupted by the COVID-19 for the past two years. And once all of these events have concluded, similar aftereffects will exist. But throughout this pandemic, one thing we can do is support one another. Small enterprises are most negatively impacted by COVID's spread.

However, you can make the appropriate adjustments to decrease the impact on your company. Your e-commerce firm and the people around you will benefit from your honesty, optimism, and positivity.

COVID-19 required businesses to close for months until just reopening under stringent new regulations. The epidemic has accelerated the move away from traditional stores by about five years, and the period of lockdown has resulted in a spike in online sales. In contrast to the almost 60% estimated fall in department stores, e-commerce was predicted to expand by about 20% in 2020. According to the report, the pandemic has also improved customer perceptions of which product categories are vital. Clothing, for instance, had a 12%, 16%, and 14% fall in relevance as the number of home repair supplies increased. Naturally, Amazon has also benefited from the move to digital, as evidenced by its most recent record quarterly earnings and 40% increase in sales.

The pandemic's impact on e-commerce growth has raised the bar for what is currently thought of as baseline growth.

The National Association of Software & Services Companies (NASSCOM) estimates that despite COVID-19 problems, India's e-commerce business will generate \$56.6 billion in revenue in the fiscal year 2021, growing at a rate of 5%. Indian consumers' buying habits have changed as a result of COVID-19, with increasing demand for low-value goods and an increase in first-time online clients.

From a socioeconomic perspective, the COVID-19 pandemic has altered people's buying habits, causing those who formerly purchased conventionally or offline to switch to online shopping through various businesses offering e-commerce and mobile commerce services. This is conceivable because each person has a platform for online and mobile purchasing and is capable of using these tools, even if they are only using them for activities they perform at home. During the COVID-19 epidemic, e-commerce and mobile marketing offer a lot of comfort and ease for customers to purchase the desired product. Even e-commerce and mobile commerce take advantage of the COVID-19 pandemic difficulties to enhance sales by running free shipping promotions, offering discounts on products for essentials like food and medicine, and updating COVID-19-related information. Additionally, there has been a shift in customers' reasons for shopping online, which initially included a desire to fulfil a COVID-19 requirement. Therefore, it makes sense that during the COVID-19 pandemic, the public had the biggest demand for products that directly link to health, work support products for people who work from home, and supplemental food products.

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