

Impact of Covid 19 on E - Commerce in India - A Study with Special Reference to Sivakasi taluk of Virudhunagar District

Dr. J. Vimal Priyan

Head, Department of Commerce (CA) SF, V.H.N.S.N College (Autonomous), Virudhunagar, TamilNadu, India

Abstract - The Covid-19 situation is bound to have many consequences for consumers, but many retailers have mixed opinions of the severity of Covid-19 and its impacts. One study by Digital Commerce 360 including a survey of 304 retailer shows that when asked what impact they believe the Covid-19 will have on their e-commerce business, 32% believed that it would go down somewhat while 30% answered that they think it would go up somewhat. The study, furthermore, states that online retailers are still continuing to adapt to the continuous changing environment that the Covid-19 outbreak causes. Digital Commerce 360 has a Top 100 list of retailers based on their global e-commerce sales and as of March 23, 62 of the retailers from the list have closed physical stores due to the pandemic.

Index Terms - E-Commerce, pandemic, customer, covid.

INTRODUCTION

The worldwide spread of the COVID-19 pandemic has disrupted how people buy products and services and how they perceive e-commerce. The standardized lockdown rules across India and the growing hesitation among consumers to go outside and shop for essential goods have tilted the nation towards e-commerce. Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods.

India's e-commerce industry will grow 84 per cent to \$111 billion by 2024 as it gains from demand created by the coronavirus pandemic's impact. The 2021 Global Payments Report by World pay FIS, a financial technology product and services provider, tracked trends in 41 countries to find that digital commerce accelerated during the pandemic. India's e-commerce market will be driven by mobile shopping, projecting it to grow 21 per cent annually over the next four years.

Digital wallets (40 per cent) followed by credit cards (15 per cent) and debit cards (15 per cent) were the most popular payment methods online in 2020. According to IBEF (India Brand Equity Foundation), the market opportunities for online commerce in India are expected to touch \$200 billion by 2026 from \$30 billion in 2017. The report also states that the Indian e-commerce industry is expected to overtake its US counterpart to become the second-largest market for e-commerce in the world by 2034. The researcher analysed the impact of Covid – 19 on E-Commerce in Sivakasi Taluk of Virudhunagar District.

SCOPE OF THE STUDY

- This study is to have a clear incite about the impact of COVID-19 on e-commerce market in Sivakasi.
- This study finds out the important factors, which influence the effective use of e-commerce. The study has also identified various problems faced by the e-commerce customer in the study area and offer suitable suggestions.
- The study has been confined to Sivakasi Taluk of Virudhunagar District in Tamil Nadu.

REVIEW OF LITERATURE

“Ashok Panigrahi, Ranjan Upadhyaya, Pramod Raichurkar”, 2016 in their research paper “E-commerce Services in India: Prospects and Problems” found that India is showing tremendous growth in E-commerce and the future does look very bright for E-commerce in India. They suggested that India needs to promote E-commerce business to develop rural India by developing effective communication to map value