



E-COMMERCE TRENDS DURING COVID-19 PANDEMIC WITH SPECIAL REFERENCE TO THIRUVANANTHAPURAM DISTRICT

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Abstract

The COVID-19 pandemic accelerated an expansion of e-commerce towards new firms, customers and products. It has provided customers with access to a significant variety of products with convenience and safety of their homes, and has enable the firms to continue operation in spite of contact restrictions. The present study is conducted to understand the e-commerce landscape in the context of COVID-19 and also analyse the disruption's facing logistics and delivery services, online B2B wholesalers and supply chains. The study attempted to identify the measures and actions taken to facilitate e-commerce of goods in response to COVID-19.

Keywords: E-commerce, COVID-19 Pandemic, e-commerce trends.

INTRODUCTION

The worldwide spread of the COVID-19 pandemic has disrupted the method of buying products and services, which in turn resulted in the growth of e-commerce. Electronic commerce adopts different trends that help the firms and individuals to buy and sell products or services over the internet with safety and protection. The recent lifestyle of staying at home is turning the attention of people towards online buying and selling and virtual shopping. This resulted in adding more importance and success of E-commerce. The pandemic is highly depressing and even hard to imagine in case of health, education, tourism and many other spheres of life, but with regard to E-Commerce, the influence of COVID-19 is very positive and beyond satisfactory for those who are directly or indirectly involved in it. All the sectors like food, health care, garments, jewellery and even entertainment sector have highly succeeded in e-commerce.

OBJECTIVES OF THE STUDY

- To understand the e-commerce landscape in the context of COVID-19.
- To analyse the disruption's facing logistics and delivery services, online B2B wholesalers and supply chains.
- To study the measures and actions taken to facilitate e-commerce of goods in response to COVID-19

REVIEW OF LITERATURE

Aggarwal, B. Kapoor, D., (2020), explore drivers of E-shopping during COVID-19 pandemic for understanding the preferred products that customers want to purchase more through online. The study analyses the behaviour of e-shoppers under situation of COVID-19. The study suggested that E-commerce companies should take proper steps to make effective marketing strategies to exist in the e-commerce sector. Kim, R.Y., (2020), opined that the managers and the marketers should go digital

for recovering and growing after covid-19. Hasant, M.W., Hogue, A., Shikha, F.A., Anwar, M., Hamid, A. & Tat, H. H., (2020), viewed that most of the E-commerce business depends upon china for their merchandise products and maximum number of the industries in china are lockdown which means that there is no import and export of the product. It has severely affected the online business especially of Chinese product in Malaysia. Bhatti, A., (2020), analysed that the coronavirus intensely transformed the global trends, which might affect consumer behaviour in future.

SIGNIFICANCE OF THE STUDY

The COVID-19 pandemic accelerated an expansion of e-commerce towards new firms, customers and types of products. It has provided customers with access to a significant variety of products from the convenience and safety of their homes, and has enable firms to continue operation in spite of contact restrictions and other confinement measures. Present study is an attempt to identify the e-commerce trends during COVID-19 pandemic.

SCOPE OF THE STUDY

The present study attempted to analyse the e-commerce trends during covid-19 pandemic. The study was confined to the people/citizens in Thiruvananthapuram district.

HYPOTHESIS

H0- There is no significance difference between gender of the respondents and Level of satisfaction on the usage of e-commerce products.

H0- There is no significance difference between gender of the respondents and awareness of e-commerce trends during covid-19.

H0- There is no association between respondent opinion about receive products with expected timeline and overall satisfaction of e-commerce

METHODOLOGY OF THE STUDY

The study is both descriptive and analytical in nature. Both primary and secondary data was used for the study. Secondary data has been collected from various sources such as books, journals, thesis and published reports. Primary data has been collected from a sample of 50 respondents, selected using convenience sample method. For the purpose of collecting primary data, structured printed questionnaires were used. All the data were processed systematically using mathematical tools such as percentage analysis, chi-square test and correlation matrix.

ANALYSIS AND INTERPRETATION

Level of satisfaction on the usage of e-commerce products

H0: There is no significance difference between gender of the respondents and level of satisfaction on the usage of e-commerce products

Observation Table

Responses	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Male						
Observed Frequency	2	6	1	0	1	10
Expected Frequency	1.6	5.6	2.4	0.2	0.2	
Chi- contribution	0.1	0.029	0.817	0.2	3.2	
Female						
Observed Frequency	6	22	11	1	0	40
Expected Frequency	6.4	22.4	9.6	0.8	0.8	
Chi-contribution	0.025	0.007	0.204	0.05	0.8	
Total	8	28	12	1	1	50

Chi-square value	5.432
Df	4
Table value	9.88

Source: Primary data

From the above chi square test, it can be inferred that as, the chi-square value is less than table value, the analysis accepts the null hypothesis. Therefore, there is no significance difference between gender of the respondents and level of satisfaction on the usage of e-commerce products

Awareness of e-commerce trends during covid-19

H0: There is no significance difference between gender of the respondents and Awareness of e-commerce trends during covid-19

Observation Table

Responses	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total
Male						
Observed Frequency	2	2	2	2	2	10
Expected Frequency	3.4	2.4	3.2	0.6	0.4	
Chi- contribution	0.576	0.067	0.45	3.267	6.4	
Female						
Observed Frequency	15	10	14	1	0	40
Expected Frequency	13.6	9.6	12.8	2.4	1.6	
Chi-contribution	0.144	0.017	0.112	0.817	1.6	
Total	8	28	12	1	1	50
Chi-square value						13.45
Df						4
Table value						9.488

Source: Primary data

From the above analysis, as chi-square value is more than table value, it rejects the null hypothesis. Therefore, it can be inferred that there is a significance difference between gender of the respondents and awareness of e-commerce trends during covid-19.

Receiving products with expected time line

H0-There is no association between respondent opinion about receive products with expected timeline and overall satisfaction of e-commerce.

Correlation Matrix

	Correlation	P-Value
Result	0.896	0.04

Source: Primary data

From the above correlation matrix, correlation between respondent opinion about Receive products with expected timeline and overall satisfaction of e-commerce are positively correlated. It means that customer opinion about overall satisfaction positively connected with the reliability logistic management of e-commerce firms.

FINDINGS

The study reveals that majority of the respondents use e-commerce website (Amazon) for shopping and they are satisfied on using e-commerce products. The respondents use cash on delivery as their payment mode for online shopping. The source of information which makes the customer to purchase products is from social media and the respondents agreed that e-commerce offers the services like after sale service and discounts and e-commerce deliver the products with full safety. Majority of the respondents purchase the ecommerce products because of the product quality. The respondents give the opinion that e-commerce provides all categories of products and customers make all precautions while receiving the products by wearing mask and use sanitizers. It is found that there is no significance different between gender of the respondents and level of satisfaction on the usage of e-commerce products and there is no significance different between gender of the respondents and Awareness of e-commerce trends during covid-19. The correlation between respondent opinion about receive products with expected timeline and overall satisfaction of e-commerce are positively correlated.

SUGGESTIONS

Same products which is shown on the shopping website with similar features, colour, shape, size, quality and material should be delivered to customers and at the same time instead of delivering obsolete and damaged goods to the customer new and original products should be delivered and checked twice before delivering it to the customers. There should be an organized government body with clearly defined legal rules and regulations for filing online complaints. resolving customer grievances and for providing fast tracking solutions. Proper Provision should be made for return of goods. There should be simple and easy policy for replacement or exchange of non-consumable items. Refund of payment should be credited on the same day. Online retailers' complete information like contact number, rating, address and other essential details should be provided to the customer so that they do not have the fear of being cheated and it will automatically help to develop trust and confidence among e-consumers towards online shopping. There should be security regarding payment details, personal information and other valuable data provided by customers while shopping online Thus the adoption of the advanced and secured techniques tends to build trust on e-retailers. Awareness through advertisements in TV, radio, newspaper should be created regarding internet, online portals, online shopping and E-commerce among people living in rural areas. Customer feedback should be given due importance as it helps in increasing the efficiency and credibility of online shopping. Extra charges such as cash on delivery charges, shipping charges etc. on selling price should not be levied. There should be free shipping for all the products.

CONCLUSION

The COVID-19 pandemic has pushed more shoppers than ever to move online. Social media has also proved itself as an extremely viable channel for e-commerce brands especially for impulse purchase. More customers are shopping for grocery also. All categories of products can be brought through e-commerce sites and it also provides after sale services. Consumers who are working from home, on sick leave, or trying to avoid contact with others are ordering more products to delivered to their home. E-commerce offers full safety while delivering a product to its customers. It adopted different trends for increasing the e-commerce shopping and for improving the demand among customers.

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