

A Study on Awareness Incontribution of E-Commerce in Economic Development During Pandemic

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Abstract: E-Commerce became possible in 1991 when the Internet was opened to commercial use. Since that date, thousands of businesses have taken up residence at web sites. History of E-Commerce is unthinkable without Amazon and Ebay which were among the first Internet companies to allow electronic transactions. Currently there are 5 largest and most famous worldwide Internet retailers: Amazon, Dell, Staples, Office Depot and Hewlett Packard. According to statistics, the most popular categories of products sold in the World Wide Web are music, books, computers, office supplies and other consumer electronics. This paper examines the people awareness level of E-commerce. E-Commerce can also provide multiple services during that time. About 120 respondents were taken for the study. Chi square were used to analyze the data. This study concluded that the people are highly aware on freshness on the product

Key words: E-Commerce, Internet, services, consumer

1.INTRODUCTION

Most of the People uses E-Commerce sites and platforms during pandemic time. They cannot go outside to fulfill their wants due to Covid-19 lockdown. They cannot be able to get their comfort things during that time. E-Commerce provides affordable things during pandemic time. And the price of the products is also affordable for make purchase. E-Commerce can also provide multiple services during that time. It is safe for use at Covid-19 time. People were fulfilling their demand through E-Commerce during pandemic. Also, our economy was benefited by E-Commerce platforms. E-Commerce helps to enable cashless Nation. We discussed here about E-commerce as detailed. The world faced Covid-19 disease terribly. Now, many countries are affected by second wave of the Covid-19 disease. One of the most affecting country is our India. Many countries implement Covid-19 curfew including India. In this tough situation, people cannot be able to go outside and get their necessary products and things. People in India and all other

countries use E-commerce to fulfill their wants. Thus, E-commerce is a useful platform which helps people to fulfill their demand and make their living a standard one. Hence, an attempt has been made in this study to know that how E-commerce is helpful for people and government during pandemic time.

2.REVIEW OF LITERATURE

Helin oven and Melissa Hicintuka (2020) carried out a study on “The Covid-19 situation affects E-commerce firms”. The study was based on primary data. The aim of the study was to gain more knowledge on how International E-Commerce firms are responding to the pandemic. The finding of the study was that analysis can be useful for other E-Commerce manager as instruments to compare the actions with other firms to make better decisions. The finding can be done by using qualitative research method. And data collected by sampling method. This study was concluded by that E-Commerce manager compare the actions with others and make changes and take efforts than others. And, by obtaining situation, E-Commerce firms operates as usual in Covid-19 times.

Vikram P.Bhalekar (2020) carried out a study on “Novel corona virus pandemic-Impact on Indian economy. E-Commerce, Education and Employment”. The study was based on primary data. The aim of the study is to explore the effect of novel corona virus in E-Commerce sector. The study based on descriptive research method. The finding of the study was that Indians prefer maximum cash on delivery services. They believe offline stores are more reliable and better accessible than online stores. During pandemic, customers not looking style. The result reveals that the government must uplift new start-ups and E-Commerce industry by supporting small entrepreneurs as well business group in the country and make it self-sustaining.

3. OBJECTIVES OF THE STUDY

- To evaluate the people awareness level of E-commerce

- To identify key success factors of E-commerce

4. ANALYSIS AND INTERPRETATION OF DATA

Table 4.1: Level of awareness on E-commerce

AWARENESS	AGREE	NEUTRAL	DISAGREE
Freshness of items	55 (45.83%)	58 (48.33%)	7 (5.83%)
Delivery on time	40 (33.33%)	63 (52.5%)	17 (14.17%)
Quality of products	30 (25%)	66 (55%)	24 (20%)
Ease of payment	42 (35%)	57 (47.5%)	21 (17.5%)
Safety measures taken	30 (25%)	50 (41.67%)	40 (33.33%)

From the above table, majority of the people 55(45.83%) agreed with E-commerce provides freshness of items, majority of the people 66(55%) choose neutral for that the E-commerce provides quality of products and most of the people 40(33.33%) disagreed that the safety measures taken by E-commerce.

5. CONCLUSION

E-commerce is helpful at that time to fulfill their wants. Mainly, people whose residence are in rural are benefited by E-commerce during pandemic time. Thus, the people recommend others to use E-commerce. Many of the people use E-commerce to start their own business. Thus, it creates employment opportunities. Employment opportunities surely leads to economic development. Tax collected through E-commerce is one of the ways of increase national income. Government can provide welfare schemes through our national income during pandemic time. E-commerce plays a part of role on it. Indian economy slowly goes down while covid-19 lockdown. At that time, E-commerce plays a vital role in everyone’s life. E-commerce is the only place which is not mostly affected while lockdown. It would back to normal within short period. All the products and necessary activities are taken by E-commerce. It is also safe at the time of Covid-19 lockdown. Implementation of new rules and regulations on E-commerce platforms by government helps to the growth of E-commerce. E-commerce has great future. Digital India is possible with E-commerce platforms and reaches great heights in future India.

19_Pandemic_on_E-commerce_Primary_Evidence_from_India

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6. REFERENCE

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