



A STUDY ON E-COMMERCE LOGISTICS DURING COVID-19

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ABSTRACT

The COVID-19 made an impact in the E-commerce sector. In India, the E-commerce sector is booming. Also, the Commerce sector was down due to the pandemic situation and most of the commerce is converted into E-commerce. And during COVID-19 most of the people in the home and some of the stocks is not there and it is not safe for his/her health so, people buying a product from E-commerce sites now people like to buy goods from online. Based on the collected data from 112 online respondents during the social distancing period due to Covid-19, this study is about examining the online customer satisfaction towards E-commerce logistics, payment, and product. And also examine delivery agents follow safety measurements then meet the customers. The study used SPSS analytical tools such as correlation, ANOVA, and Independent T-test. This tool is used and found the customer has satisfied with online shopping. Finally, the result showed that in this pandemic situation most of the customers like to purchase goods from E-commerce.

Key words: E-commerce, E-logistics, Online Shopping, COVID-19

INTRODUCTION

The coronavirus pandemic is caused by Covid-19 disease affects logistics processes and chains. Example, the pandemic has been temporarily interrupted due to the Coronavirus pandemic, including intermodal logistics chains, some production processes transferred to some other countries. In many industries and sectors, more and more companies are developing their activities through the Internet, remotely providing their services, and selling their products under e-commerce. Many companies did not do this before now switch to remote activities, carried out electronically through the Internet. The importance of E-marketing, including viral marketing, Real-Time marketing conducted on social media portals are increasing. The development of E-banking is also increasing, including online and mobile banking. Therefore, traditional logistics can be increasingly replaced by

logistic business models in which some components of logistics processes are implemented through the Internet. During the COVID-19 situation, the importance of e-logistics is growing.

REVIEW OF LITERATURE

Anam Bhatti, Hamza Akram, Ahmed Usman Khan (2020), In this research paper Corona virus impact the consumer shopping and they changed to online shopping. In this Paper they did research about consuming, pandemic period E-commerce purchase is increasing. E-Retailer gives product in cost effective so it's well-connected actions in upcoming years.

Helin Öven & Melissa Hicintuka (2020), In this Research paper study to gain more knowledge on how international e-commerce firms are responding to the pandemic and the study will explore and conduct a deeper understanding on the e-commerce firms experience through a data collection.

Komal Sharma (2020), This research paper study about E-commerce is a business model that lets firms and individuals buy and sell products and services over the internet. It examines the growth of e-commerce due to covid-19 pandemic and that e-commerce became substitute source of traditional marketing or not with the help of secondary data taken from authorized websites.

Lobel Trong & Thuy Tran (2021), In this research they took examine the effect of the perceived effectiveness of e-commerce platforms (PEEP), quantitative survey and analysis. Implications for managers and theory are also discussed.

Pere Llorach-Massanab & M. Blanca Ronceroa (2021), In this research paper they studied online purchasing and E-commerce packaging production and use, have grown steadily in recent years, and so has their environmental impact as a result and they give solution to control the environmental impacts of packaging.

OBJECTIVES OF THE STUDY

1. To Analyze the effectiveness on E-Commerce Logistics during COVID-19.
2. Examine the effect of COVID-19 on the online purchasing behavior on consumers.

RESEARCH METHODOLOGY

Research Design: In this study, Descriptive Research Design is used in research topic.

Sampling Technique: The method of sampling adopted to conduct survey is Convenience Sampling Method. The area of research is concentrated on E-commerce Industry in Tamil Nadu.

Sources of Data: The primary data for this study is collected through questionnaire consisting of multiple-choice questions. The secondary data is collected by referring by websites, journals, articles and research paper.

Structure of Questionnaire: Multiple choice questions and Likert's scale questions

Sample Size: Sample Size of 112 online customers those purchasing products from Online sites in Tamil Nadu.

Period of Study: The period of study is carried out from January 2021 to March 2021.

Analytical Tools:

- Correlation.
- ANOVA.
- Independent T-test.

CORRELATION**Table Showing Frequently Buying Product and Cash on Delivery During COVID-19.**

Correlations				
			Frequently Buying Product	Cash on Delivery During COVID-19
Frequently Buying Product	Pearson Correlation		1	-.273**
	Sig. (2-tailed)			0.004
	N		112	112
Cash on Delivery During COVID-19	Pearson Correlation		-.273**	1
	Sig. (2-tailed)		0.004	
	N		112	112

** . Correlation is significant at the 0.01 level (2-tailed).

Inference:

The p-value is 0.004 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Frequently Buying Product and Cash on Delivery During COVID-19.

ANOVA**HYPOTHESIS:**

H0 (Null Hypothesis): There is no significant difference between Payment mode preference for Online shopping and Cash on Delivery during COVID-19.

H1 (Alternate Hypothesis): There is a significant difference between Payment mode preference for Online shopping and Cash on Delivery during COVID-19.

Table Showing Payment mode preference for Online shopping and Cash on Delivery during COVID-19.

ANOVA					
Cash on Delivery during COVID-19					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	42.638	6	7.106	4.414	.001
Within Groups	169.041	105	1.610		
Total	211.679	111			

Inference:

The p-value is 0.001 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between Payment mode preference for Online shopping and Cash on Delivery during COVID-19.

T-TEST**HYPOTHESIS:**

H0 (Null Hypothesis): There is no significant difference between Payment mode preference for Online shopping and Cash on Delivery during COVID-19.

H1 (Alternate Hypothesis): There is a significant difference between Payment mode preference for Online shopping and Cash on Delivery during COVID-19.

Table Showing E-commerce Shopping is Better and Marital Status.

		Independent Samples Test					
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	df	Sig. (2-tailed)	Std. Error Difference
Delivery Charges High and Marital Status	Equal variances assumed	4.419	0.038	-.477	110	0.634	0.286
	Equal variances not assumed			-.450	53.131	0.654	0.303

Inference:

The p-value is 0.038 which is lesser than the alpha value (0.05), hence alternate hypothesis (H1) is accepted. Therefore, there is a significant difference between E-commerce Shopping is Better and Marital Status.

SUGGESTIONS

- Many of customers have suggested to do reduce the cost of delivery charge.
- Many of customer indicate Cash on Delivery payment option but during COVID-19 it's not safety but if you want to sale more product from the e-commerce must to do enable the COD option.

CONCLUSION

The above study concluded that satisfied the customer comparing offline shopping. The study states that during COVID-19, majority of customers using internet at the age of 20-40 years, most of people frequently buying online site is Amazon, most of people frequently product in online shopping is Electronics goods. This study also states that during COVID-19 most like purchase the product from the online shopping. This study also indicated most of customers wants Cash on Delivery currently most of E-commerce unable the option that payment mode. Finally, I conclude that in this study most of customers interest to purchase a product from the E-commerce so, E-commerce site manage the all activity and impress the customers in upcoming days.

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