



# A Design Thinking Overview On The E-Commerce And Its Contribution In The Covid 19 Pandemic

**Author: Dr.M.Saranya, Assistant Professor, Department of Business Administration (UG), Dr.SNS Rajalakshmi College of Arts & Science (Autonomous), Coimbatore.**

**1).Anu Srinivasan, Student, Department of Business Administration (UG), Dr.SNS Rajalakshmi College of Arts & Science (Autonomous), Coimbatore**

**2). Kavya.S , Student, Department of Business Administration (UG), Dr.SNS Rajalakshmi College of Arts & Science (Autonomous), Coimbatore**

## Abstract

E-commerce, or electronic commerce, is the electronic exchange of goods and services between businesses and consumers across trusted networks. It's a recent innovation in computer and communications technology that allows people to interact with one another without physically meeting. The process of buying and selling digital items and services from one location to another utilising a computer as a component and the internet as a media includes the usage of electronic transmission medium such as tele - communication or wire-less medium. Covid 19 has dramatically altered the commercial landscape, compelling those with little other options to resort to online purchasing. It has influenced many different industries and provided benefits in many forms. The purpose of this research is to examine the role that electronic commerce has played in the Coimbatore area of Tamil Nadu during the recent epidemic.

**Keywords:** E- Commerce, Information Technology, Covid 19.

## Introduction and Problem statement

E-commerce, or electronic commerce, is the use of the Internet and other digital means to transact business. E-commerce, or the electronic interchange of company information with internal and external customers, suppliers, and financial institutions, improves responsiveness and opens up new markets on a worldwide scale through the use of various communication technologies. The way commerce is conducted in India has been revolutionised by e-commerce. From 2017's \$38.5 billion, the Indian e-commerce sector is projected to explode to \$ 200 billion by 2026. An uptick in internet and smartphone usage has been a major factor in the sector's recent expansion. The 'Digital India' initiative has been instrumental in increasing the number of internet connections in India, which reached 776.45 million as of September 2020. Sixty-one percent of all internet connections were in metropolitan areas, and of those, ninety-seven percent were wireless. Initial reports of the coronavirus outbreak (now commonly abbreviated to "coronavirus disease of 2019") emerged in the Wuhan, China, area. It just takes the virus a few months to infect tens of thousands of people all across the planet (MphOnline, 2020). Companies all across the world are feeling the effects of the Covid-19 pandemic as it continues to spread. Negative consequences were seen by some of the largest corporations in the globe, including a slowdown in production, an absence of customers, and a decline in sales (Eavis, 2020). After the pandemic, investors may be hesitant to lend money to businesses, causing some of those businesses to flounder (Eavis, 2020). The airline industry, the tourism industry, and the hospitality industry have all taken significant hits. The hospitality industry is feeling the pinch as well (Fraser, 2020). Since China, North America, and Europe have been the hardest hit markets, the Organisation for Economic Co-operation and Development (OECD) has lowered its real GDP growth projections for almost all economies through 2020 (Nee Lee, 2020), making this pandemic the greatest threat to the global economy and financial markets. In addition, some nations are beginning to implement lockdown procedures of varying severity in an effort to contain the infection. National quarantines, together with business and educational closures, may be implemented (Kaplan, Frias, & McFall-Johnsen, 2020). India, the world's second most populous country, is also feeling the effects of the recession, and she is currently in the midst of the second wave of its effects. Many shops have differing views on the seriousness of the Covid-19 problem and its effects on consumers. The virus has spread over the world. Covid-19 has crippled the economies of the world's most powerful nations, including the United States, Spain, Italy, Germany, and

many more (Abdin, 2020). Technical, mechanical, and technological manufacturing have all dropped to negligible levels, which could trigger a severe worldwide financial catastrophe in the not-too-distant future. The consumption of necessities cannot be halted at a time like this, thus some businessmen and entrepreneurs will have to keep operating even if Covid-19 is a major health hazard. Stopping the flow of necessary goods could make the issue even worse. The scenario on Covid-19 evolves and presents new obstacles all the time. Some countries are currently on lockdown, and as a result, many individuals are spending more time indoors than before (Hasanat et al., 2020). Even if a decline in foot traffic to brick-and-mortar businesses is good news for online retailers, increased demand might lead to shipment delays. Online retailers like Amazon, Flipkart, and others have had shipping delays because to the Covid-19 crisis (Porter, 2020). This demonstrates the challenges faced by merchants and carriers as online sales continue to rise and that 57% of consumers are adjusting their habits to be as contactless as feasible. There has been a significant increase in the number of online orders placed for general consumer products. This demonstrates that online retailers labour around the clock to meet the demands of customers all across the world. In this context, the current research will evaluate the contribution of e-commerce to the residents of Coimbatore, Tamil Nadu, during the Covid 19 pandemic.

### **Research Methodology**

This research is analytical in character. E-commerce clients serve as the sample respondents, and primary data is collected from them using standardized questionnaires. The research focuses on online shoppers in Coimbatore, the cultural and educational centre of Tamilnadu. By using convenience sampling, we are selecting and collecting data from a total of 100 samples.

## Analysis and discussion

**Table 1: Demographic Profile**

| Demographics |                         | Frequency |
|--------------|-------------------------|-----------|
| Gender       | Male                    | 47        |
|              | Female                  | 53        |
| Age          | Less than 25 years      | 24        |
|              | 26 – 50 years           | 58        |
|              | Above 50 years          | 18        |
| Education    | School level            | 12        |
|              | UG                      | 63        |
|              | PG                      | 21        |
|              | Diploma and others      | 04        |
| Occupation   | Private employee        | 69        |
|              | Public employee         | 13        |
|              | Self-employed/ Business | 18        |

**Source:** Primary data

The table 1 presents the demographic profile of the respondents. It is clear that 53 respondents are female. 58 respondents are found in the age category of between 26 and 50 years, 63 respondents are graduates and 69 respondents are private employees.

**Table 2: Goods purchased online before and during the pandemic**

| Descriptive Statistics          |                 |      |                |                 |      |                |
|---------------------------------|-----------------|------|----------------|-----------------|------|----------------|
|                                 | Before Pandemic |      |                | During Pandemic |      |                |
|                                 | N               | Mean | Std. Deviation | N               | Mean | Std. Deviation |
| Electronics                     | 22              | 1.41 | .41            | 12              | 1.21 | .70            |
| Books                           | 9               | 1.36 | .48            | 12              | 1.15 | .81            |
| Apparels (Cloths) & Accessories | 32              | 1.38 | .43            | 15              | 1.84 | .69            |
| FMCGs                           | 4               | 1.42 | .42            | 3               | 1.32 | .78            |
| House wares                     | 3               | 1.38 | .46            | 9               | 1.35 | .98            |

|                    |     |      |     |     |      |     |
|--------------------|-----|------|-----|-----|------|-----|
| Software           | 2   | 1.51 | .44 | 2   | 1.97 | .82 |
| Music / Movies     | 5   | 1.56 | .56 | 11  | 1.95 | .80 |
| Health care        | 6   | 1.63 | .40 | 26  | 1.18 | .91 |
| Refurbished items  | 8   | 1.41 | .57 | 4   | 1.30 | .87 |
| Others             | 9   | 1.42 | .54 | 6   | 1.59 | .89 |
| Valid N (listwise) | 100 |      |     | 100 |      |     |

**Source:** Primary data

The table shows the frequency of goods that are being purchased by the respondents before and during the Covid 19 pandemic in the Coimbatore region. Apparels and accessories top the list before pandemic and healthcare items tops the list during the pandemic.

### **Association between the goods purchased and demographic profile**

**H<sub>01</sub>:** The association between the goods purchased and demographic profile of respondents before and during the pandemic is not significant

**Table – 3: Chi-Square Analysis**

| S. No | Dependent Variable | Independent Variable | Before Pandemic |       | During Pandemic |       |
|-------|--------------------|----------------------|-----------------|-------|-----------------|-------|
|       |                    |                      | $\chi^2$        | p     | $\chi^2$        | p     |
| 1     | Goods purchased    | Gender               | 12.52           | 0.02* | 15.14           | 0.01* |
| 2     | Goods purchased    | Age                  | 1.36            | 0.08  | 19.17           | 0.02* |
| 3     | Goods purchased    | Education            | 23.12           | 0.05* | 82.14           | 0.62  |
| 4     | Goods purchased    | Occupation           | 3.30            | 0.00* | 11.62           | 0.00* |

**Source:** Primary data

The above table depicts the chi-square analysis between goods purchased and the demographic profile of respondents. It is clear from the table that the hypothesis is rejected for the variables age, marital status, members in the gender and education at 5 % and occupation at 1 %. Hence, it is conferred that the association between the goods purchased and the demographic profile of respondents do exist significantly before pandemic via; gender, education and occupation. Further, the hypothesis is rejected for the variables age,

at 5 % and gender and occupation at 1 %. Hence, it is conferred that the association between the goods purchased and the demographic profile of respondents do exist significantly during pandemic via; age, gender and occupation.

## Conclusion

To coincide with the shopping event Online buying helps bring together sellers and buyers. As a means to facilitate E-shopping, many E-Commerce service providers have sprung up. There was a rise in internet subscriptions during COVID-19, as reported by BTRC. However, only a small fraction of internet subscribers actually make purchases online. The remaining subscribers utilise the web for work, school, and other reasons. Since going outside is restricted during a hurricane, individuals resort to online shopping for necessities like food, groceries, medicine, etc. On the other hand, buyers' requirements for things like clothing, gadgets, etc., decrease. Based on the findings of the current study, it is clear that the Internet has become a vital resource for everyone dealing with this unprecedented pandemic. It's given them the freedom to pursue whatever goal they can envision. Even for social purposes, more and more people are turning to the web. Social networking sites not only keep users interested but also help spread the word about e-commerce by bringing people together and influencing their purchasing decisions. The growth of e-commerce as a global industry will be one of the most important economic trends of the 21st century. To sum up, it can be said that E-Commerce methods can help any kind of business bring in new customers that it would not have had access to before the widespread adoption of the Internet.

## References

1. R, & R. (2023). Impact of Social Media Influencers' Attributes in the Purchase Desire of Consumers of Quick Service Restaurants. *Empirical Economics Letters*, 22(2), 1–13.  
<http://www.eel.my100megs.com/volume-22-number-april-2-special-issue.htm>
2. R, S. (2021). Digital marketing in hospitality and tourism. In C. Cobanoglu, S. Dogan, K. Berezina, & G. Collins (Eds.), *Hospitality & tourism information technology* (pp. 1–26). USF M3 Publishing. <https://www.doi.org/10.5038/9781732127593>
3. V. Sivakumar and Shankar R. (2019). Social Media Advertisement and its Consequences on Women Consumers. *International Journal of Emerging Technologies and Innovative Research*, 6(1), 624-630.
4. Babu Ramesh, Shankar R, and Amirtharaj E. Nixon. (2018). Consumers' Purchase Decision on Eco-Friendly products in Coimbatore-Factors Determining. *ZENITH International Journal of Business Economics & Management Research*, 8(3), 77-84.
5. Kalaivani G, Shankar R. (2017). Impact of promotional activities on consumers' behaviour at shopping malls in Coimbatore city. *Int J Appl Res*, 3(5), 177-182.  
<https://www.allresearchjournal.com/archives/?year=2017&vol=3&issue=5&part=C&ArticleId=3673>
6. G, K., & R, S. (2017). Impact of promotional activities on consumers' behaviour at shopping malls in Coimbatore city. *International Journal of Applied Research*, 3(5), 177–182.

icleId=3673

