

Impact of Covid-19 on E-commerce in Different Sectors

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ABSTRACT -Coronavirus means covid -19 this virus is a global trend. As we all know this virus is affected in most countries badly and also it hits the economies, jobs, education. Because of covid-19, everything is badly affected. In this paper, we mainly focused on the impact of covid-19 on e-commerce in different sectors. In this paper, we have shown the impact on which sector in e-commerce sell is grown and which sector sell is decrease. Which sector is the most important? All this information we have taken from different articles.

KEYWORDS: Covid-19, E-commerce, impact of covid-19, Impact on e-commerce.

I. INTRODUCTION

Coronavirus is spread widely all over the world. we all heard from the news and social media that coronavirus affects all things the thing is, our day-to-day life. Because of covid-19, our life is changed. We should stay at home, we can't go to many places like offices, schools, colleges, markets, and malls. If we going to such places, we would also affect by this virus. To stay safe and healthy, we need to stay home and work from home. Because of covid-19 we have to do all these things online like students are studies from online classes, employees are doing work from home. We can't go outside to buy these things if we want something like toys, books, groceries, or other things, then we can get these online. To buy these things we can use the e-commerce platform. We use multiple applications and websites of e-commerce stores i.e., Amazon, Flipkart, BigBasket. In this paper we survey different sectors of e-commerce. i.e., groceries, electronics, toys, clothing.

II. DIFFERENT SECTORS IN E-COMMERCE

E-Commerce is the big store in the world. We can buy anything from it. In each country, e-commerce is the most liked store. Because of this platform, we get things very easily and also fast. In covid 19 pandemic as like all the sectors affect, also e-commerce in different sectors affects. Sectors affected by covid-19 in e-commerce are the grocery sector, electronics device sector, toys sector, clothing sector. In this, some sectors, some local distributors, and manufacturers associate to sell their products from an e-commerce platform. from last years, stores are closed because of lockdown or some for precautions for covid-19. In the covid pandemic, every state government announced a lockdown for precautions from covid and to decrease the covid cases. In lockdown, only essential services are open, because of this people use e-commerce platforms to buy things. Peoples also cannot sit in restaurants, hotels, but in some areas, deliveries are allowed these deliveries are done from e-commerce platforms.

A. GROCERY SECTOR

It's no longer clothes or books and other products that people want to buy online. Even when it comes to buying everyday groceries, peoples are more turning online, amid the pandemic. A current study indicates that online grocery shopping is likely to grow more than two-fold as more shoppers are now ordering items online. Various studies show that online grocery shopping has grown in the last few months. While studies indicate a 76% growth in the online grocery market as compared to last year, another study by LocalCircles found that 80% of people ordered groceries online for convenience and not price. Because of the pandemic and lockdown, while selling on online grocery sites such as Grofers and BigBasket raised, aggregators like Zomato, Swiggy, and JioMart also began delivering groceries. Amazon and Flipkart have also seen a rise in grocery orders. As stated in Economic

Times, BigBasket states that since March, its new customer acquisition grew three-fold in terms of orders, compared to pre-COVID, while retention of new consumer cohorts has increased by 60%. In the last few months, food delivery apps have teamed up with Kirana stores and even farmers to sell groceries and local produce. CEO of Flipkart Group, tells us, “The e-grocery business in India has seen huge growth over the last some months as people have preferred to buying groceries and fresh products online i.e., Dairy Products, Vegetables, Fruits”.

B. ELECTRONICS DEVICES SECTORS

Customer electronics production sales may fall 50% because of lockdown. A few months ago, this article are published in the economic times. Panasonic delivers this information, appliances and the consumer electronics industry may see a 50 percent drop in sales in April-June due to the lockdown, but a recovery is expected in the second quarter when festive buying begins, a top official of Panasonic India said. Having suffered an unusual sales decline of 6-7 percent in 2019-20, the industry will be up against challenges in both supply and demand sides due to the coronavirus pandemic. In April, it may be only 25 to 30 percent of the usual demand. While in May, it would be half of the normal demand,” he said.

C. TOYS SECTOR

“Businesses have decreased by 25% percent after high import revenues were required in the Budget. As an impact, several merchants have also closed their stores, primarily in the metros where rentals are leading, leading to scarcity of toys,” a member of the United Toys Association (UTA) told this publication. The association, which has over 1,200 members, said that the duty hike, from 20 percent to 60 percent, was being introduced to support local manufacturers as part of the Centre’s Make in India initiative; but in actuality, imported toys have a faraway greater demand and are more complicated than country made products.

D. CLOTHING SECTORS

As per the resources, we have got the information about the clothing sell is decreased as compared to another sector in this covid pandemic. In the first lockdown, the sellers, manufacturers are going to sell products online. Some are developed their store websites and some are sold on different e-commerce sites like Flipkart, Amazon. Mostly the sales rise on special occasions. Most women

buy clothes according to discounts, new stocks, and special occasions.

III. CONCLUSIONS

In this paper, we present this information on behalf of some articles on e-commerce and different sectors in this pandemic how the coronavirus affects these sectors. We assure you that this all information is as per the articles which are published months ago. In the future, we should get more pieces of information on this topic and as per different sources, we get different pieces of information every time.

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