



REVIEW ARTICLE

CONTRIBUTION OF E-COMMERCE IN ECONOMIC DEVELOPMENT DURING PANDEMIC

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ABSTRACT

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. The main objective of the study is to know about the level of satisfaction of E-commerce towards people during Pandemic. About 120 respondents have used to analyse the data. Percentage Analysis, Chi-Square analysis were used to analyze the data. This study concluded people whose residence are in rural are benefited by E-commerce during pandemic time.

INTRODUCTION

In early days, E-commerce is considered as a tool which is used for only exchanging data from one electronic device to another device. Later, E-commerce is changed as a platform used for communication, trading, buying and selling of goods and services and make payment through electronic devices. Such electronic devices are Laptops, Mobile phones, Tablets with Internet connection. It is a direct distribution system which eliminates middlemen. Nowadays, E-Commerce platforms are very useful to fulfil people's demand in easy manner. At present, everyone has internet connections. So, everyone can easily make shopping, payment and any other activities from anywhere at any time (24*7) through various E-commerce platforms. Some of the E-commerce platforms are Amazon, Google pay, E-mail, Big commerce etc.,

OBJECTIVES OF THE STUDY

- To know the Socio-Economic profile
- To find the level of satisfaction of E-commerce towards people during pandemic

REVIEW OF LITERATURE

Anand Shankar Raja.M and Shenbagam Kannappan (2020) carried out a study on "Marketing agility and E-Commerce agility in the light of Covid-19 pandemic:

A study with reference to fast fashion brands". The study was based on primary data. The aim of the study is to provide a detailed framework for the fast-fashion brands to strategically plan for post Covid-19 business normality leading to sustainability. The study based on qualitative approach-based Model Development (QABMD). The finding of the study was that consumers have lost hope to revamp their wardrobe due to the broken supply chain network and the fear to visit the stores for purchase. The recent reveals that the fast fashions have to follow the art of rethinking to replan and reimplement new strategies to revamp the business.

Richard Boateng and Richard Heeks (2008) carried out a study on "E-Commerce and socio-economic development". The study was based on primary data. The aim of this study is to analyse the connection between E-Commerce and socio-economic development by considering development studies about E-Commerce. The study was based on survey approach and it is a conceptual paper. The finding of the study was that the paper develops a new, integrated model that explains the way in which E-Commerce can contribute to socio-economic development. The result reveals that E-Commerce develops economy by creating employment opportunities and increase GDP. It improves socio- culture by increase living standard of people and develops employee skills.

Level of satisfaction on E-commerce

SATISFACTION	HIGHLY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	HIGHLY DISSATISFIED
Place	52 (43.33%)	24 (20%)	33 (27.5%)	8 (6.67%)	3 (2.5%)
Price	16 (13.33%)	49 (40.83%)	34 (28.33%)	15 (12.5%)	6 (5%)
Products	12 (10%)	38 (31.67%)	51 (42.5%)	15 (12.5%)	4 (3.33%)
Services	28 (23.33%)	30 (25%)	30 (25%)	24 (20%)	8 (6.67%)
Promotions	17 (14.17%)	27 (22.5%)	27 (22.5%)	23 (19.17%)	26 (21.67%)

ANALYSIS AND INTERPRETATION OF DATA: The personal profile of sample people namely age, gender, area of resident, family members, earning members in family, occupation, family income level, Internet users in family are given. An attempt has been made to observe and interpret data relating to the personal profile of people and perception towards E-commerce. The people are classified based on level of satisfaction on E-commerce. From the above table, it is ascertained that majority of the people 52(43.33%) are highly satisfied with the place of E-commerce followed by most of the people 49(40.83%) are satisfied with the price of products on E-commerce platforms. Most of the people 51(42.5%) are neutral with the products on E-commerce. Then, most of the people 24(20%) dissatisfied with the services provided by E-commerce. And the remaining most of the people 26(21.67%) highly dissatisfied with promotions made by E-commerce.

FINDINGS OF THE STUDY

Out of 120 people, majority of the people 52(43.33%) are highly satisfied with the place of E-commerce followed by most of the people 49(40.83%) are satisfied with the price of products on E-commerce platforms. Most of the people 51(42.5%) are neutral with the products on E-commerce. Then, most of the people 24(20%) are dissatisfied with the services provided by E-commerce. And the remaining most of the people 26(21.67%) are highly dissatisfied with promotions made by E-commerce.

CONCLUSION

E-commerce plays a prominent role in everyone's day to day life. Each person's likes to be comfort whether no matter wherever they live. During pandemic time, everyone lost their comfort. Because all the necessary places were locked during that time. People cannot lead their life with comfort. E-commerce is helpful at that time to fulfil 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.

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