



## CHALLENGES IN FRONT OF E-COMMERCE BUSINESS DURING AND AFTER LOCKED DOWN-AN ANALYSIS

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### ABSTRACT:

The key purpose of this research is to work out the impact of corona virus (Covid-19) on the online business. Corona virus one among the deadly known viruses has already taken the lives of many people in the world. This suggests that the country's economic process has lowered down. It has almost surprised all kinds of business including the e-commerce business on a huge scale. Major retailers have temporarily shuttered their stores. Aside from that, the medium and small-sized retailers are combating with things thanks to low footfalls. Further, online businesses also are not out of the list. They're also severely suffering. Many e-commerce businesses depend on China for half of its merchandise products. Therefore, it's assumed that this deadly virus will severely impact the online business especially the Chinese products. A survey has been conducted for this research and primary research has been administered to urge a far better outcome. The results illustrated that because the maximum of the products comes from China and therefore the maximum of the industries are lockdown which means that there's no import and export of the merchandise.

### INTRODUCTION:

Coronavirus is taken into account together of the foremost infectious diseases which mainly occurs after contaminating the human with the rigorous acute syndrome of respiratory issues. The actual disease has been evolved sort of a pandemic public health crisis due to extensive spread within the number of countries. The pandemic of COVID-19 is accelerating its transition towards digital commerce during a very significant manner the purchasers of the country are expected to be practicing social distancing. COVID-19 is identified as an independent variable because the economy of the country and therefore the world has been influenced significantly. This particular pandemic the people of the country have imposed a better level of limitations upon the individuals also as on the companies. This virus has incurred an outsized number of calamities within the world economy. COVID-19 has been presented because the independent variable during this particular study since the whole economy and therefore

the wellbeing of the whole population has relied on this particular pandemic to a greater extent. The pandemic of COVID-19 has forced the shops of the state to stay close. This example has identified to be unparalleled disruption of the many businesses. When the amount of major cities has declared self-isolated, lock-downs and following social distancing have directed towards the enhancement within the activities of the user. The corona virus (Covid-19) features a wide-reaching effect on e-commerce, technology, business travel, and therefore the economy. It already taken the lives of the many and is additionally taking. Additionally to the present, every country follows the lockdown procedures as a way of preventing measures. It seems both private and therefore the public sector is suffering due to this virus. The very fact is unavoidable that the effect of novel corona virus will have a big effect on the country, economy, and society. The increasing threat of novel corona virus may be a public health crisis and hampers the macro economy as an

entire. It's also stopping the availability chain of the business. The assembly and therefore the manufacturers are expected to be hampered more. China is that the central manufacturing hub for several businesses globally. Therefore, any disruption in china's output will simply have repercussions.

The online business is finding it difficult to sell their products online and also facing tremendous issues while sourcing their products from China. China mainly deals with the machinery, equipment, instruments and communication-related equipment. Any disruptions in these sectors will simply affect other country business. Further, the lockdown has also obstructed the import and export facilities within the country. All is that the impact of the corona virus. Additionally to e-commerce business the automotive, metals and metals products, chemicals, communication system, rubber and plastics, and office machinery sectors also are got disrupted. Many online businesses face shortages of the products which are unable to satisfy the demand of the purchasers over there this might also increase the worth of the products within the coming futures after everything gets well. Moreover-commerce businesses try to handle things. Take up things of the Amazon doesn't only affect one country rather, but it also deals with other countries too. Maximum of their sellers are from china of Amazon. Other online businesses also are going to feel the pressure of their supply crunch.

#### **Objective of the Study**

- The objective behind the study is to find out the challenges in front of E-Commerce business during lockdown.
- The objective behind the study is to find out the challenges in front of E-Commerce business after lockdown.

#### **Research Methodology**

Secondary data collection technique was implemented. The info utilized in this study has been collected from different websites and published papers. This Paper totally supported secondary sources or elements like that Newspapers, Magazine, Research Papers, Books, Wikipedia, Google and other various internet sites of internet related with E-commerce or corona virus etc.

#### **Main Issues and Challenges during and after lockdown**

- Delivery is restricted to limited areas only.
- Consistent with the survey only less per cent consumer only ready to purchase online fruits and vegetables, whereas more per cent of them were ready to find these things via local vendors and retail offline stores.
- Upwards the webs order batch pressure on the business to fulfill them. In some instance, this pressure is getting an excessive amount of for businesses and threatens to upend their e-commerce operation.
- Only 50 per cent staff is active.
- Supply chain issue and also Product shortages and essentially declining consumer demand could also decrease e-commerce growth.
- Small store opened 24/7 is that the key to make sure that everybody gets enough essential supply.
- Thanks to inter truck movement had begun companies face challenges of managing stock within fulfillment centre's. After declared of lockdown, Amazon and flip kart have stopped their new orders and deliveries.
- E commerce firms face huge shortages of delivery personnel. They need not been ready to bring back their staff to figure, despite offering higher pay and corona virus related insurance packages.

- Creating convenient ways for people to buy with pickup and approach and same day delivery.

### CONCLUSIONS :

Corona Virus has emerged together of the pandemic health menace. Researchers try to seek out the explanations behind these pandemic diseases. This pandemic disease is worsening the world situation. The country gets hampered both in terms of health and economics. With the effect of corona virus, all the shipments processes are hindered which have lower down the economic process of the world.

The research paper here comprises of the impact of the corona virus on online marketing or e-commerce business. On analyzing it's found that online businesses are seriously hampered. Countries are severely suffering because the death rate is increasing but within the coming days the country's economy has also lowered down. It's expected that to return and to reinforce the economy like before is far hard. It's also much hard to increase the sales of the country. It's recommended that researchers must do their research regarding the Covid-19 with every possible outcome. This may help to enhance the trading situation of countries in the world.

E-commerce industry is expanding continuously. The businesses like Amazon, Facebook-Reliance are investing in e-commerce businesses. This advancement will increase employment, revenues, exports, collection etc. Mostly customers prefer maximum cash on delivery services and that they believe that offline stores are more reliable and better accessible than online market. During the pandemic customers also are not trying to find style or footwear or gazettes; so most of the e-commerce companies restricted their services, while some

have suspended fully for the amount of lockdown. The e-commerce industry directly affecting the micro, medium sized enterprises and entrepreneurs by providing resources like financing, technology and also features a dropping effect on other industries. The businesses like Amazon focuses on essentials but these also are affected thanks to clearance at the local levels and as per the supply of delivery boys. The government has directed e-commerce companies to work with necessary permissions. So as to survive during this critical situation, malls will need to cut their prices down; otherwise it's difficult for them to survive.

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