

In not less than 1500 words, explain the impact of the pandemic covid-19 on E-commerce

The outbreak of the coronavirus (COVID-19) pandemic has caused a severe disruption of businesses and services across the globe, e-commerce is no exception. While businesses across China, Europe, and America stopped instantly, the impact of the pandemic on e-commerce is not so straightforward.

As cities went under lockdown and social distancing became the new norm, consumers turned to online shopping to meet their daily needs. This resulted in an increase of 52% year on year in online sales with an 8.8% increase in online shoppers.

1. Hygiene Products Became the Biggest Selling

Items Online

The eCommerce sector has witnessed a spurt in pharmaceutical product purchases due to coronavirus pandemic. With the closure of shops and malls, people have turned to online stores to get what is now known as virus protection gear. This includes items like masks, gloves and personal hygiene products like hand sanitizers, antibacterial sprays, etc. According to [Adobe Analytics](#), online stores have seen an increase of a whopping 817% in their purchases.

2. Spurt in Online Medicines Purchases

Similarly, the sales of medicines have increased significantly post the outbreak. People are generally looking for medicines for cold, cough and flu, as expected, due to the virus' fears. Online purchases of medicines have increased by at least 198%

over the period. Online stores selling pharmaceutical products had a run for money during this period.

3. Sale of Online Groceries Picked Up

Online grocery purchases, too, have picked up during this period. It is not surprising to see people ordering online to fill their pantry to meet the worst-case scenario. Non-perishable food items have seen a jump of 69% in their sales, whereas, shelf-stable items like oatmeal, rice and pasta sales grew by 58%.

DISADVANTAGES

1. Weak Consumer Sentiment has Dampened Demand

As authorities grapple with the onslaught of the virus, economies are battered by the closure of factories and the stoppage of production by the widescale lockdown. It is not surprising then

to see consumer sentiment turning pessimistic. According to Sucharita Kondali, VP at Forrester, "Consumer confidence in the US economy for the next 12 months is bleak, causing consumers to buy less – both in-store and online."

2. Supply Disruptions have Affected Products' Availability

Production and supply of goods have taken a hit amid fears of a spread of coronavirus. Factory production has completely stopped. Distribution channels are busy in supplying the essentials. And, governments have restricted movements. How can online stores under such circumstances source consumers' demands? It is but natural as a result that online stores, too are closing.

3. Consumers are Uninterested

Experts have initially speculated that online sales will pick up when

more people will be sitting at home. That has not happened. The truth is coronavirus has completely caught the imagination of the entire world's population. The whole world is so much pre-occupied with Coronavirus news and updates that it hardly has time for anything else. In this hour of crisis, people are more focussed on survival and as such taking more care of their family.

4. People are Being Overly Cautious

The highly contagious nature of the disease has instilled fear in the hearts of millions of people. People are avoiding not just meeting other people, but are also avoiding coming into contact with outside objects that may carry the infection into their homes. Online deliveries change many hands and the fear that the chain may itself be infected has alarmed many. This is one of the major reasons why people are

ordering only essential items.

5. Adverse Change in Consumer Behavior

COVID-19 has not only affected shopping patterns across the globe, but it has also changed consumer behavior. The picture becomes somewhat clear when we see that consumers have shifted their focus to meet their survival needs. They are focused on getting the essentials, which has dramatically brought down the demand for other products.