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**Corona virus** is considered as one of the most infectious diseases which mainly occurs after contaminating the human with the rigorous acute syndrome of respiratory issues. The particular disease has been evolved like a pandemic public health crisis because of extensive spread within the number of nations. The pandemic of COVID-19 is accelerating its transition towards digital commerce in a very significant manner. The customers of the nation are expected to be practicing social distancing. COVID-19 is identified as an independent variable because the economy of the nation and the world has been influenced significantly. Based on this particular pandemic the people of the nation have imposed a higher level of limitations upon the individuals as well as on the businesses. This virus has incurred a large number of calamities in the world economy. COVID-19 has been presented as the independent variable in this particular study since the entire economy and the wellbeing of the entire population has relied on this particular pandemic to a greater extent.

**The key purpose** of this research is to determine the impact of corona virus (Covid-19) on the online business. Corona virus one of the deadly known viruses has already taken the lives of many in almost half of the country. This means that the country's economic growth has lowered down. It has almost shaken up all types of business including the e-commerce business on a massive scale. Major retailers have temporarily shuttered their stores. Apart from that, the medium and small-sized retailers are combating with the situation due to low footfalls. Further, online businesses are also not out of the list. Many e-commerce businesses rely upon China for half of its merchandise products. Therefore, it is assumed that this deadly virus will severely impact the online business. A survey has been conducted for this research and primary research has been carried out to get a better outcome. The results illustrated that as the maximum of the products comes from China and the maximum of the industries are lockdown which means that there is no import and export of the product.

The corona virus (Covid-19) has a wide-reaching effect on e-commerce, technology, business travel, and the economy. It has already taken the lives of many and is also taking. In addition to this, every

country follows the lockdown procedures as a means of preventing measures. It seems both private and the public sector are messed up due to this virus. The fact is unavoidable that the effect of novel corona virus will have a significant effect on the country, economy, and society. The increasing threat of novel corona virus is a public health crisis and hampers the macro economy as a whole. It has also cut off the supply chain of the business. The production and the manufacturers are expected to be hampered more.

## **The Impact of COVID-19 on E-Commerce.**

According to reports, the impact of the COVID-19 virus on e-commerce businesses is interesting. As expected, internet usage has spiked up by 50%. More people are giving thoughts to the idea of shopping for groceries online. As of April 7th, Grocery E-commerce was reported to have increased revenue by 56.36%. Even the e-commerce giant Amazon plans to hire 100,000 additional employees in the U.S and increase workers' pay to respond to surging online orders.

The report above confirms that in the middle of the pandemic, e-commerce businesses and delivery platforms need to double up. E-Commerce businesses and delivery platforms will need to focus on maintaining social distancing and other health measures while ensuring shoppers get their delivery right in time. If you run an e-commerce business, remember that we are in this together and we appreciate your efforts and risk.

### **POSITIVE IMPACT**

#### **1. COVID-19 impact: Hygiene Products Became the Biggest Selling Items Online**

The ecommerce sector has witnessed a spurt in pharmaceutical product purchases due to corona virus 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. COVID-19 impact: 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. Online retail COVID-19 impact: Groceries surge**

Not surprisingly, online grocery sales have shot up during the pandemic as consumers avoid potential exposure at the physical grocery store.

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%

AMAZON has reaped most of the benefit from this off-the-charts demand for online groceries. One research firm found that Amazon was the top choice for those buying groceries online at least once a week, which it estimated will help push the online giant's grocery business to grow three-fold from 2019 to 2023, according to a Geek Wire report.

WALMART also is benefitting from the online grocery surge. On April 5, the Walmart Grocery app reached the top ranking for shopping apps in the US, and surpassed Amazon by 20%.

### **4. COVID-19 impact: Staying fit and keeping busy under quarantine**

Besides groceries, a few other online products are proving popular as people adhere to the stay-at-home orders.

According to the COVID-19 Commerce Insight tracker from Emarsys and GoodData, consumers are buying sporting goods, fitness equipment, and hobby supplies at a rapid clip in an attempt to stay in shape and occupy themselves at home.

A payment solution provider, reported that consumers are snapping up electronics and furniture to support work, communication, school, and entertainment. Home goods and DIY products also are popular.

### **5. COVID-19 impact: Free Online Store Setup Opportunity for Global Retailers:**

At present, the online shopping industry is going through an upsurge in regards to demand and it is slated to grow even further once the crisis is over. Quick Eselling has been making significant efforts in promoting social distancing by offering free set up of ecommerce website & mobile app for businesses across the globe. With the pandemic becoming more and more prevalent and businesses facing an impact because of the same, this can come off as a welcome relief for global retailers

## **6. COVID-19 impact: KWIK DELIVERY BUSINESS**

KWIK delivery cares about you. Hence, we have partnered with several e-commerce businesses that sell groceries. One of which is SPAR – Nigeria’s foremost grocery and household equipment store. When you place orders for groceries on the Spar website, your favourite delivery platform gets your goods to your doorstep as soon as possible.

As you have noticed, delivery of items has been taking more time. Demands have increased, while there are restrictions of movements. These factors are bound to affect operations.

However, despite the impact of COVID-19 on E-Commerce businesses, you are a priority customer and excellent customer service delivery is a core value at KWIK. We will not relent in giving you the best service.

## **NEGATIVE IMPACT**

### **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 wide scale 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 corona virus. 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 corona virus has completely caught the imagination of the entire world’s population. The whole world is so much pre-occupied with Corona virus 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 Behaviour

COVID-19 has not only affected shopping patterns across the globe, but it has also changed consumer behaviour. 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.

**However**, it's best to see yourself as **SAFE NOT STUCK AT HOME**. Also remember that when you maintain social distancing, you are helping to save the world. We hope this pandemic is contained as soon as possible so you can go back to your normal life. In the meantime, stay calm, stay at home.