

Transition in Indian E-Commerce Market due to COVID-19: A Shift From Brick and Mortar Stores to E-Commerce

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Abstract: This paper analyzes how the e-commerce industry has changed in COVID-19 and what is going to be the way forward for e-commerce after COVID-19. The study is predicated on 600 Indian internet buyers across income groups and geographies accessing a good assortment of goods and services, selected on the idea of stratified sampling. The study focuses on how the shopping habits of consumers change in the near and distant future, what are the consumers' expectations from the post COVID-19 e-commerce industry. To test the objectives of the study weighted average mean, rank analysis, correlation analysis, and logistic regression have been applied. It is found that during this COVID-19 pandemic consumers have tried their best to adapt to strange times without a lot of footholds and shifting their behavior as a result.

Keywords: COVID-19, E-Commerce, Online Shopping, Preference, Consumers Expectations, Goods and Services

JEL Classification Number: C83, D10, D12, M20, M21

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