

Effects Of E-Commerce in the current scenario of Marketing

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Abstract. The growth of information technology, as well as other growing technical features, has resulted in the emergence and expansion of global e-commerce, which allows humans to meet their needs for certain items while also obtaining financial resources for their living through such endeavours. The data analysis is intended to determine whether significant differences exist in traditional marketing and e-commerce sites. This research found significant evidence the e-commerce sites are essential especially in a pandemic situation like Covid-19, which we are experiencing in the present. Not only that but also nowadays traditional commerce has vanished its demand up to a certain extent and the usage also getting lessened with the commencement of e-commerce. On the contrary, e-commerce is a time and money-saving method. The traveling cost, as well as the duration that consumers take to choose the goods, is also saved. The payments can be made using digital modes such as net banking, credit cards, debit cards, and so on. Moreover, e-commerce sites allow us to use and to buy round the clock without any time restrictions within our easy and leisure time. In addition, it can reach more customers than the traditional market. Overall, we conclude that E-commerce is the most trending form of marketing which has been embraced by many consumers and it is a safe method of a business transaction during a period when we have to stay indoors. Thus, this research proves that e-commerce is the best outcome of the revolution of information technology compared with traditional marketing.

Keywords: *E-Commerce, Covid-19, Consumers*