

A Study of Innovations in E-Commerce during Covid-19 Pandemic

Prof. Felix Anthonysamy and Rajput Manmeet Singh Sukhavinder Singh

Jai Bharat College of Commerce (Night), Mumbai, Maharashtra, India

Abstract: *In the days leading up to the COVID-19 pandemic, open innovations in the form of the deployment of digital marketing tools in the management portfolio were an option; Analysis of Customer Interactions During the Pandemic They suddenly became necessary at a time when economies were forced to close. The present study's comprehensive research goal is to describe the market-wide shifts in e-consumer behavior that occurred during the COVID-19 pandemic. The introduced study looks at the occasional and local points of interest that describe the business sectors of Focal and Eastern Europe. In an example of very nearly 14,000,000 Facebook clients, the client collaborations with ten chose delegates of the web based business area were recorded day to day during the 2020/2021 Christmas season enduring 49 days. Based on comparison with the first half of 2020 as the reference period, it was possible to identify the geographical specifics of e-consumer behavior as well as basic seasonality indicators by analyzing the nature and timing of interactions. The combination of the discoveries gave an information base to incorporating a fundamental variant of the model of the Coronavirus pandemic effect on e-customer conduct. It is possible to say that the pandemic-induced step change in e-behavior patterns merges with pre-pandemic behavior patterns in terms of changes in e-consumer behavior. By and large, it very well may be expressed that the transformative course of the progress from disconnected to online the Coronavirus pandemic seems, by all accounts, to be a huge speed increase component of unavoidable changes.*

Keywords: innovation; management; e-shop; interpersonal organization; facebook; pandemic; e-consumer behavior; The Czech Republic Latvia; provincial turn of events

REFERENCES

- [1]. Kirk, C.P.; Rifkin, L.S. I'll Trade You Diamonds for Toilet Paper: Consumer Reacting, Coping and Adapting Behaviors in the COVID-19 Pandemic. *J. Bus. Res.* 2020,117, 124–131. [CrossRef] [PubMed]
- [2]. Muangmee, C.; Kot, S.; Meekaewkunchorn, N.; Kassakorn, N.; Khalid, B. Factors Determining the Behavioral Intention of Using Food Delivery Apps during COVID-19 Pandemics. *J. Theor. Appl. Electron. Commer. Res.* 2021,16, 1297–1310. [CrossRef]
- [3]. Pollák, F.; Konečný, M. Analysis of E-Consumer Behaviour—Selected Findings from An Analysis of Czech E-Shops and Their Customers during the Global Pandemic. *SHS Web Conf.* 2021,90, 01015. [CrossRef]
- [4]. Pollák, F.; Malinák, B.; Markovič, P.; Világi, R. Innovations in the Management of E-Commerce Entities Operating on the Slovak Market—Analysis of Customer Interactions during the COVID-19 Pandemic. *SHS Web Conf.* 2021,90, 01016. [CrossRef]
- [5]. Pollák, F.; Markovič, P.; Váchal, J.; Vavrek, R. Analysis of E-Consumer Behavior during the COVID-19 Pandemic. In *Intelligent Processing and IT tools for E-Commerce Data, Information and Knowledge*; Honghao, G., Kim, J.Y., Hussain, W., Eds.; EAI/Springer: Berlin/Heidelberg, Germany, 202
- [6]. Dunska, M.; Salkovska, J.; Batraga, A.; Braslina, L. Consumer Behaviour in Innovative Products Purchasing Process. *Mark. Manag. Innov.* 2018,3, 276–289. [CrossRef] Yun, J.J.; Zhao, X. Business Model Innovation through A Rectangular Compass: From the Perspective of Open Innovation with Mechanism Design. *J. Open Innov. Technol. Mark. Complex.* 2020,6, 131. [CrossRef]
- [7]. Yun, J.J.; Pyka, A.; Won, D.; Kodama, F.; Schiuma, G.; Park, H.; Jeon, J.; Park, K.; Jung, K.; et al. How to Respond to the Fourth Industrial Revolution, or the Second Information Technology Revolution? *Dynamic*

New Combinations between Technology, Market, and Society through Open Innovation. J. Open Innov. Technol. Mark. Complex. 2018

- [8]. Nambisan, S.; Lyytinen, K.; Majchrzak, A.; Song, M. Digital Innovation Management: Reinventing Innovation Management Research in A Digital World. MIS Q. 2017,41, 223–238.
- [CrossRef]6.Eremina, Y.; Lace, N.; Bistrova,