

A Study on the Trends that Emerged in E - Commerce Post Pandemic and after Covid-19

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Abstract: *E-commerce is the most cost-effective and convenient way to purchase a variety of products online from anywhere in the world with just a click. E-commerce is becoming increasingly popular as a result of the global COVID-19 situation. Customers and businesses alike are being compelled to adopt new digital behaviors as a result of the pandemic's global destruction of lives and livelihoods. Due to the ease of access and discounts offered by e-commerce sites, we can anticipate that the overall growth of e-commerce will undoubtedly continue to rise. This paper is based on a review of several studies that looked at the trends in e-commerce during COVID-19. Our attitudes toward online channels are rapidly changing as a result of the pandemic, and these shifts are likely to continue after the pandemic.*

Keywords: Online, pandemic, e-commerce, COVID-19, and penetration.

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