

# E-Commerce Website on Identified Critical Factors of Online Service during an Unprecedented Coronavirus (COVID - 19) Pandemic

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**Abstract:** *In the past few years, we can notice a rapid change in technology. Technological changes in every industry have contributed a significant amount of difference, which result in customer advancement towards the services. More than half of the world's 4.5 billion people have access to the internet, the era of the internet and technology has made the evolution in the E-commerce market. The impact of e-commerce is phenomenal, the number of consumers purchasing online has increased gradually with the increased use of the internet. Customers are too busy nowadays to go and purchase goods by going to the market.*

**Keywords:** Ecommerce, Customer Satisfaction, Quality Assurance, Tech Tool Automation, Urban Approach

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