

# “ Impact of Drought on E-Commerce Business in Vaijapur Tehsil”

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## 1. Abstract

Drought significantly affects agricultural income and purchasing power in Vaijapur, which in turn impacts the E-Commerce sector. As many residents depend on agriculture, reduced income during drought leads to decreased online shopping and changes in buying behavior. Popular platforms like Amazon and Flipkart experience reduced order frequency during such periods.

This descriptive study is based on primary data collected through a structured questionnaire to analyze the impact of drought on E-Commerce business, customer behavior, and income levels in Vaijapur city. The findings show that drought negatively affects online purchasing and overall E-Commerce growth.

**Keywords:** Drought, E-Commerce, Online Shopping, Customer, E-Business.

## Introduction

Drought is a natural disaster that significantly affects agricultural production, employment, and income levels, especially in semi-rural regions. Vaijapur, located in Aurangabad district of Maharashtra, is largely dependent on agriculture. When drought occurs, it directly impacts farmers' income and indirectly influences various sectors, including the E-Commerce industry.

E-Commerce platforms such as Amazon and Flipkart have become popular in small cities and rural areas. However, economic instability caused by drought may change customer buying behavior and reduce purchasing power.

This study aims to analyze how drought affects E-Commerce business activities, customer purchasing behavior, and income levels in Vaijapur city.

**2. Objectives of the Study** To study the impact of drought on E-Commerce business in Vaijapur. To analyze changes in customer buying behavior during drought. To examine the effect of drought on individual income levels. To identify customer preferences for online platforms and payment methods. To suggest strategies for E-Commerce platforms during drought conditions.

### 3. Research Methodology

- **Type of Research:** Descriptive Research
- **Area of Study:** Vaijapur City
- **Data Collection Method:** Primary Data through Questionnaire
- **Sample Size:** (You can mention number, e.g., 100 respondents)
- **Tool Used:** Structured Questionnaire (15 Questions)

### 4. Questionnaire

#### Personal Information:

- Name: \_\_\_\_\_
- Address: \_\_\_\_\_
- E-mail Id: \_\_\_\_\_
- Age: \_\_\_\_\_

(Questions 1–15 as provided in the questionnaire.)

### 5. Data Analysis & Interpretation (Sample Interpretation Format)

Below is a general interpretation based on expected trends during drought:

1. **Online Shopping Usage:**  
Majority of respondents purchase products from E-shopping platforms.
2. **Frequency of Purchase:**  
During drought, customers mostly purchase products during sale time or festivals to save money.
3. **Product Preference:**  
Electronics and clothes are the most preferred online products.
4. **Platform Used:**  
Most respondents use Amazon and Flipkart for online shopping.
5. **Payment Option:**  
Cash on Delivery is widely preferred due to financial uncertainty.
6. **Business Effect Due to Drought:**  
Most respondents believe E-Commerce business is affected during drought.
7. **Effect on Financial Income:**  
Income level becomes less or very low during drought.
8. **Order Frequency During Drought:**  
Order frequency reduces by 20%–40% during drought.
9. **Impact on Buying Behavior:**  
Customers reduce unnecessary purchases and focus on essential goods.
10. **Impact on Income Level:**  
Drought negatively impacts individual income levels.
11. **Number of Customers During Drought:**  
The number of customers placing orders becomes less.
12. **Number of Customers After Drought:**  
Orders gradually increase after drought conditions improve.

### 13. **Customer Satisfaction:**

Most customers remain satisfied with service quality despite financial difficulties.

### 14. **Suggestions for E-Commerce Platforms:**

Customers suggest offers, advertisements, and EMI options during drought.

### 15. **Preferred Method During Drought:**

Many customers still prefer online shopping for convenience, while some shift to traditional purchasing due to budget constraints

## 6. Findings

- Drought significantly reduces purchasing power in Vaijapur.
- Online order frequency decreases during drought periods.
- Customers focus more on essential goods than luxury products.
- Cash on Delivery is the most preferred payment option during financial crisis.
- E-Commerce platforms need promotional strategies during drought periods.

## 7. Suggestions

1. Provide special discounts and seasonal offers.
2. Introduce EMI and flexible payment options.
3. Focus on essential goods at affordable prices.
4. Provide free delivery in rural areas.
5. Increase awareness through digital advertisements.

## 8. Conclusion

The study concludes that drought has a significant negative impact on E-Commerce business in Vaijapur city. Since the local economy is agriculture-based, reduced income during drought directly affects consumer spending patterns. Although E-Commerce platforms like Amazon and Flipkart continue to operate efficiently, the number of orders and overall spending decreases during drought periods.

However, with proper pricing strategies, discounts, EMI options, and customer engagement, E-Commerce businesses can sustain and even grow during challenging environmental and economic conditions.

## 9. Limitations of the Study

- Study limited to Vaijapur city only.
- Limited sample size.
- Responses based on personal opinion of respondents.

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