



# THE ROLE OF E-COMMERCE DURING THE PERIOD OF COVID 19

**OSAMAH WASEL AL-SHAGARA**

School of commerce and management,  
S.R.T.M. University, Nanded,  
(MS) INDIA

## ABSTRACT

*Covid-19 (Coronavirus) infection has led to a global lockdown and put governments in emergency mode. With the total number of positive cases worldwide surpassing the 22.5 million mark, social distancing appears to be the only effective strategy at the moment for containing the virus. As a result, companies face challenges and find it challenging to adapt to this new challenge of working remotely. The new Coronavirus (COVID-19) impact has created many new challenges, and for many of us, it is asking us to adopt new marketing methods and business methods. During the epidemic period, e-commerce played an essential role in improving life and facilitating e-marketing. This brief discusses how the COVID-19 crisis accelerates the expansion of e-commerce toward new businesses, customers, and product types and likely implies a long-term shift in e-commerce transactions from luxury goods and services to everyday necessities. It also highlights how policymakers can take advantage of the digital transformation potential in retail, e-import and export, and the ease of e-marketing. This research also highlights the importance of e-commerce and the benefits of return from e-commerce for both the producer and the consumer.*

**Keywords:** covid 19, e-marketing, e-commerce application

## 1. INTRODUCTION

### 1.1 Introduction to Covid 19

OSAMAH WASEL AL-SHAGARA

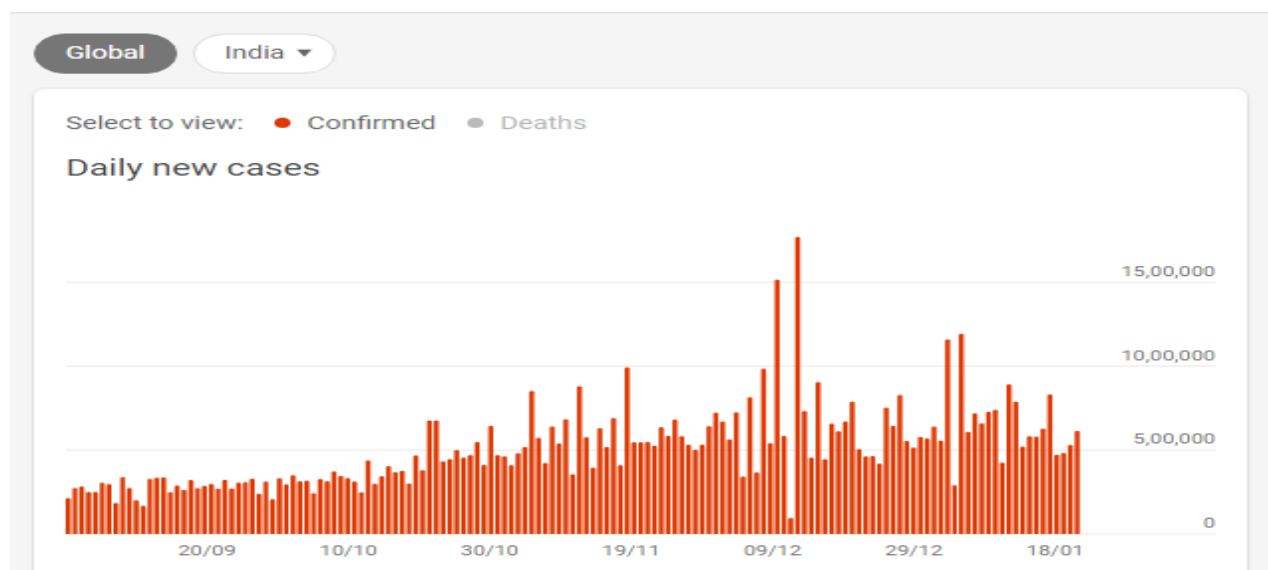
1P a g e

Coronaviruses are a type of virus that can invade the lower airway and cause severe diseases such as pneumonia and bronchitis. Infections caused by this virus can be both harmless and harmful. WHO is the World Health Organisation (WHO, 2020). There have been many epidemics in history that have altered human life. COVID-19 started on December 12 in Wuhan, China, and people were observed contracting pneumonia as a result of a frictional connection with a store selling fresh seafood. Within a week, millions of people in China were infected with this virus.

Moreover, there are 205 countries affected by this virus, and their economies global and affecting e-commerce patterns are in a challenging position (Nakhate & Jain, 2020; Whiteford, 2020). January 24, according to Geneva. / TASS / is an abbreviation for / TASS / is an According to the World Health Organization's daily bulletin on Sunday, more than 577,000 confirmed cases of the latest Coronavirus were reported worldwide last day, bringing the total number of cases to more than 97.46 million. There were up to 97,464,094 cases of novel coronavirus infection and 2,112,689 coronavirus-related deaths worldwide as of January 24. The number of confirmed cases increased by 577,301 during the past 24 hours, and the number of deaths increased by 13,688; and WHO statistics are based on officially confirmed data from countries.

North and South America account for more than 56% of the daily COVID-19 toll (323,950 cases). It is followed by Europe (166047 cases) and Southeast Asia (29,198 cases). The largest numbers of coronavirus cases were reported from the United States (24,604,325), India (10,654,533), Brazil (8,753,920), Russia (3,719,400), the United Kingdom (3,617,463), France (2,985,259), Spain (2,455,185), Germany (2,134,936), Colombia (1,987,418), Argentina (1,853,830) and Mexico (1,732,290) As shown in Figure 1.

#### Coronavirus (COVID-19) statistics



OSAMAH WASEL AL-SHAGARA

2P a g e









Name	Cases - cumulative total	Cases - newly reported in last 24 hours	Deaths - cumulative total	Deaths - newly reported in last 24 hours	Transmission Classification
Global	99,638,507	410,567	2,141,468	10,818	
 United States...	25,050,308	133,409	417,889	1,885	Community transmission
 India	10,689,527	12,689	153,724	137	Clusters of cases
 Brazil	8,871,393	26,816	217,664	627	Community transmission
 Russian Fede...	3,756,931	18,241	70,482	564	Clusters of cases
 The United Ki...	3,669,662	22,195	98,531	592	Community transmission
 France	3,007,706	4,012	73,101	445	Community transmission
 Spain	2,593,382	8,456	56,208	119	Community transmission
 Italy	2,475,372	8,559	85,881	420	Clusters of cases

Fig.1. WHO (2021)

Coronavirus is radically changing global trends. The rapid change occurred in every business. It has changed human behaviour, the nature of commerce, industry, and even the way of life. People who avoid interacting with others create panic.

### 1.1 Introduction to COVID 19 and E-commerce

Coronavirus affects the entire e-commerce in the world; You have changed the nature of the business. According to research, 52% of consumers avoid shopping in crowded areas. Moreover, 36% avoid shopping until they get the Coronavirus vaccine.

The effects of the Coronavirus differ on the different nature of the products, which means that the impact of COVID-19 on many products is very high, and its impact on some products is less (Andrienko, 2020). Ecommerce selling is generally increasing due to this virus. People avoid going out, avoiding social contact and buying from home, and working from home like Walmart's e-commerce store by 74%. Moreover, the media usage also increased at this time and Facebook, Google updated its features to connect more people simultaneously as Facebook offers messenger for 44 people competing with Zoom. Likewise, Google has also launched an updated version (Sarah Davis, 2020). Here are the top ten ecommerce retailers in the epidemic.

The COVID-19 crisis has accelerated the expansion of e-commerce to include new companies, customers, and product types. It has given customers access to a large variety of products from the comfort and safety of their home. It has enabled businesses to continue operating despite communication restrictions and other confinement measures.



Despite persistent differences between countries, the COVID-19 crisis has reinforced the dynamic in the cross-country e-commerce landscape and expanded e-commerce, including new businesses, consumer sectors (such as the elderly) and products (such as grocery). Meanwhile, e-commerce transactions in many countries have partially shifted from luxury goods and services to daily necessities related to a large number of individuals.

Any of these shifts in the e-commerce world are likely to be long-term, given the likelihood of new waves of the disease, the ease of new shopping patterns, the costs of learning, and firms' opportunity to capitalise on investments in new distribution platforms.

Despite some governments' attempts to promote e-commerce during the coronavirus epidemic, ongoing digital differences show that not everybody will participate. Furthermore, laws that are not tailored to e-commerce may place obstacles on firms, such as evolving multi-channel distribution models or innovative delivery methods. While all of these issues existed prior to COVID-19, the ongoing situation and the new presence of e-commerce for individuals and businesses have strengthened the need for government intervention.

Systemic issues related to connectivity, financial inclusion, expertise, and trust (such as information security, anonymity, and consumer protection) are vividly demonstrated for customers. To fix this problem, governments should deliver more accessible, high-quality broadband to rural and underserved regions, increase financial inclusion, and raise confidence and skills in e-commerce.

Policymakers must reduce regulatory confusion for businesses to promote the development of new business models, such as in the sense of an increasingly integrated partnership between online and offline marketing strategies.

Governments must also meet the unique requirements of small and medium-sized enterprises, such as maintaining a level playing field in the sense of intermediary services (such as online platforms). It is also vital to ensure sufficient competition in the retail sector and a well-functioning enabling ecosystem for e-commerce, including telecom networks, logistics, and commerce.

## **2. Related Work.**

Many experiments have been performed to evaluate how COVID-19 impacts individuals in all facets of their lives. A number of studies are also looking into the effectiveness of e-commerce in reducing the pandemic's impact on society. The following subsections explain briefly the relevant works on how COVID 19 impacts our lives in community and illustrates technology's functions in mitigating the pandemic's effects on society.

The published of WHO is the World Health Organization (WHO, 2019) throughout history, there have been many pandemics that have altered human life. COVID-19 started on

December 12 in Wuhan, China, and it was discovered that people were afflicted with pneumonia by an imaginary connection to a shop that sells fresh seafood to people. Within a week, millions of people in China had become infected with this virus. Furthermore, at the moment, 205 countries and their markets are afflicted with this infection. It is a tough situation for the world, and it impacts e-commerce patterns (Nakhate & Jain, 2020; Whiteford, 2020). the author [ ]study the impact of COVID-19 on some goods is powerful whilst it has no effect on others (Andrienko, 2020).

During a pandemic, the most widely bought items include toilet paper, rubber socks, a fridge, a bidet, kettlebells, a bread machine, paint by numbers, a puzzle, a peloton, a colouring book, an air purifier, a treadmill, a stationary bike, a yoga mat, a microwave, an exercise ball, and exercise devices usin the E-commerce application as the study of (Andrienko, 2020).

E-commerce has expanded the number of customers in both developed and emerging countries, including Malaysia, Singapore, Thailand, and India. In India, e-commerce began in the 2000s, but it was very poor, with just 3% of the total population purchasing online (Bhatti, 2018; Bhatti, Saad, & Gbadebo, 2018; Bhatti, Saad, & Salimon, 2019; Rehman, 2018). However, in this pandemic, it is reported that e-commerce in India is rising by 10% regularly, with a 15% increase in internet users. Consumer demand has increased by 30-40%. Panda has opened a fast service food panda to make people's lives easier. It is encouraging news for Pakistan in terms of e-commerce that the trend is upward (Abdullah Niazi, 2020).

E-commerce is one of the sectors most affected by COVID-19. While COVID-19 is negatively affecting all sectors, there is an increase in the e-commerce world. The offline commerce has stopped due to some reasons, such as people avoiding face-to-face contact during curfew. In particular, one of the sectors most affected has been the retail sector due to the outbreak due to some reasons such as curfews, deteriorating supply chain, and other slowdowns. In fact, COVID-19 has, in some way, accelerated the transformation of already existing physical commerce towards e-commerce

(Ticimax, 2020). This paper studies how covid 19 impacts e-commerce business and change in demand and buying behaviour of consumers suddenly (**Ms K.Susmitha**). The current situation we are in now suggests that one of the biggest and obvious impacts of COVID-19 is that it forces both social and business life to digitise significantly (Duygu HIDIROĞLU).

### **3. Objectives of the Study**

The objectives of the current study are:

1. To understand the current state of COVID-19 and e-commerce trends
2. To understand the meaning of e-commerce.

3. To understand The Digital Marketing World.
4. To analyse the impact of COVID-19 on E-commerce
5. Disclosure of the main variables that affect the increase in the use of e-commerce.
6. Understanding the current situation and the Covid-19 virus
7. 4- To understand the current e-commerce application
8. Discussing e-commerce applications and benefits

#### **4. E-Commerce**

The planet is undergoing constant change and transition in the modern age. Companies must also respond to developments in their internal and external environments in order to sustain operations. Companies who struggle to respond to these changes risk losing their viability and productivity and could even be forced to close their doors. The ways of meeting and engaging with consumers have also evolved due to the process of responding to the new technologies (Akyaz, 2018: 604). With the integration of the internet into everyday life and its exponential growth, improvements in business practices have begun.

These modifications showed a retail system that differed from conventional shopping methods. This distinction reflected itself in shopping, enabling farmers to work in several fields while being creative. The world market has been global in tandem with technical advancements. E-commerce is a form of foreign exchange that requires all forms of commercial transactions to be completed online and quickly. E-commerce is a phenomenon that has become more evident in daily life as a result of globalization. The growth of the idea of virtual enterprise and the transition to the information society is one of the reasons for the spread of e-commerce. society (Demirel & Eriş, 2019: 195).

Because of its ease of use, stability, and comfort, e-commerce has found use in all aspects of economic life. Because of these qualities, e-commerce is commonly used in commercial life and in many sectors. As the world population expands, so does the scale of foreign trade. The global trade rate hit \$ 25 trillion in 2019. According to these estimates, e-commerce revenues totalled 3.5 trillion dollars. In other words, the proportion of global e-commerce to overall global trade rose from 3.6 percent in 2011 to 15 percent in 2019. The fastest-growing evidence in international e-commerce numbers is the exponential growth of e-commerce in comparison to retail. By digitising the world, retail has been transformed into e-commerce in a coordinated manner (Kaymaz, 2019).

##### **4.1. E-commerce in the World**



According to the April 2017 report prepared by (India, 2017), the number of internet and mobile users in India and the world is increasing day by day. In parallel with this, the volume and penetration of e-commerce are also growing. Here is a brief explanation of the data related to e-commerce in India (, 2017):

**Internet population:** Among the world's population, developing countries make the most considerable contribution to Internet use. Because the spread of the internet in developed countries has already reached a particular stage of maturity. The demand for e-commerce and internet usage, which young people often favour, makes these regions an important market in both developing and underdeveloped countries. While developed countries have already set new standards for the Internet economy with China, developing countries are leading to growth.

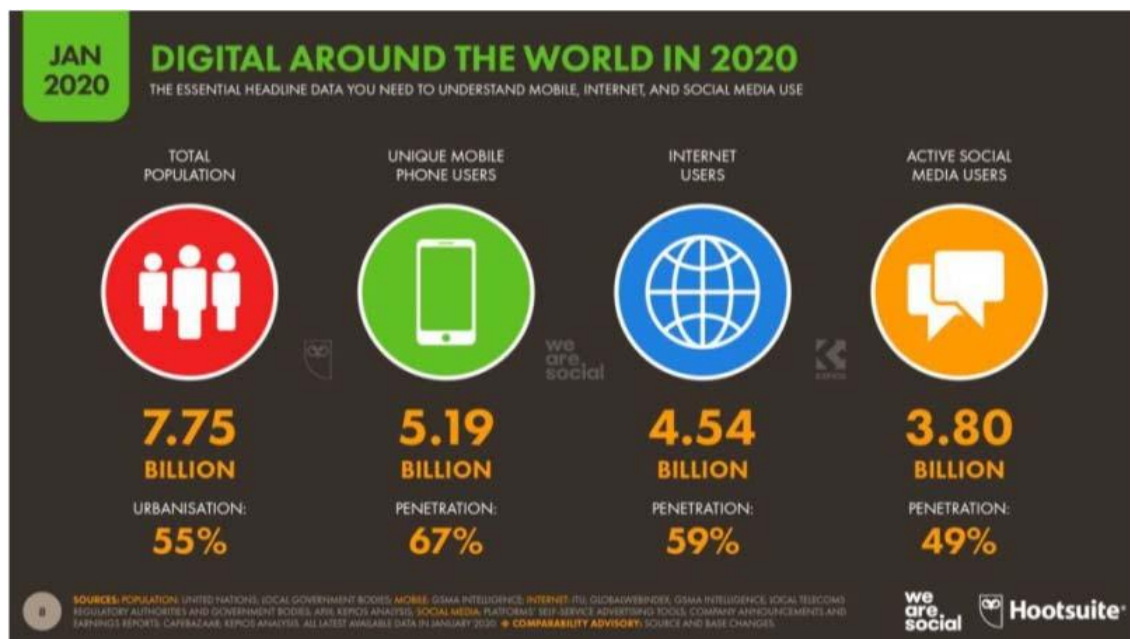
**Ecommerce volume:** According to reports, the volume of e-commerce in the global retail sector reached \$ 1.6 trillion as of 2016. Developing countries, which accounted for 32% of that volume in 2011, today account for 59%. By the end of 2020, 64% of the total volume is expected to come from developing countries. Regarding this development, China is the largest e-commerce market in the world, and it has a great influence on e-commerce volume.

**E-commerce penetration:** While the proportion of e-commerce in 2011 was only 3.6% of total retail trade, it increased to 8.5% in 2016. This rate of increase is expected to reach 13% by the end of 2021.

**Mobile phone:** Thanks to the increasing popularity of smartphones, the mobile phone has become one of the main factors shaping commerce's next generation. As of 2016, 44% of e-commerce transactions take place on mobile devices. One of the most important factors in mobile commerce's growth is the increase in the use of low-cost smartphones and the penetration of smartphones.

#### **4.2. The Effects of Using the Internet on E-Commerce**

Nowadays, several issues affecting e-commerce can be discussed. E-commerce is increasingly expanding due to factors such as new payment systems, product distribution progress, and the number of responding users, in addition to the need for the use of the internet and mobile devices. As global electronic retail transactions were examined between 2014 and 2018, the sales rate grew from \$ 1.3 trillion in 2014 to \$ 2.5 trillion in 2018. (Oran, 2020: 173). One of the primary causes for the rise in e-commerce revenue is the global increase in Internet connectivity. "Digital," according to the article.



**Figure 1: Internet, Social Media and Mobile Usage Statistics in the World (January 2020)**

**Source:** Global Digital Overview, (2020).

### 4.3 E-Commerce Website

Many people believe that e-commerce has now become an indispensable component. This disease, which defies all established business norms, has managed to eliminate all reservations from even the most conservative trade viewpoints. As a result, the majority of companies are venturing into the realm of e-commerce.

### 5. Covid-19 and E-Commerce

Coronavirus has affected global e-commerce; you have altered the essence of the market. According to one report, 52 percent of shoppers stop shopping in congested cities. Furthermore, 36% stopped shopping until they got the Coronavirus vaccine. The consequences of the Coronavirus differ based on the type of the substance, which means that COVID-19 has a significant influence on certain goods while having a small impact on others (Andrienko, 2020).

Because of this virus, people are avoiding going out, maintaining a social gap, shopping from home, and working from home, such as Walmart e-commerce shop, growing by 74%. Furthermore, the use of media has grown at this time, with Facebook leading the way. Google is upgrading its features to link more users simultaneously, while Facebook launches Messenger for 44 people, which will compete with Zoom. Similarly, Google has released a

revised version (Sarah Davis, 2020). The ten best e-commerce stores in the pandemic are mentioned below.

**Table 1 Top retail e-commerce websites in pandemic**

Sr.no	Retail website	Millions
1	Amazon.com	4059M
2	Ebay.com	1227M
3	Rakuten.co.jp	804M
4	Samsung.com	648M
5	Walmart.com	614M
6	Appel.com	562M
7	Aliexpress.com	532M
8	Etsy.com	395M
9	Homedepot.com	292M
10	Allegro.pl	272M

([Andrienko, 2020](#))

During a pandemic, the most common items purchased are toilet paper, disposable gloves, a freezer, a bidet, bells, a baking machine, number painting, puzzles, a peloton, a colouring book, an air purifier, a treadmill, a stationary bike, a yoga mat, a refrigerator, an exercise ball, and exercise equipment. Customers have increased in both developed and developing countries, including Malaysia, Singapore, Thailand, and India.

COVID-19 has a major effect on e-commerce, with revenues estimated to hit \$ 6.5 trillion by 2023, according to e-commerce retail sales (Jones, 2020). Moreover, there are many products that have been significantly affected by the virus such as disposable gloves, cough and cold, bread machine, soups, dried cereals and rice, packaged foods, fruit cups, weight training, milk and cream, dishwashing supplies, and paper towels. Hand soap, cleanser, pasta, vegetable, flour, facial tissues, allergy medicine and many more. On the other hand, the dropping products due to the Coronavirus are luggage and suitcases, travel bag, cameras, men's swimwear, women's swimwear, bridle dress, men's formal wear, gym bags, rash guards, boys, sports shoes, toys. , Lunchboxes, and purses. , Watches, jackets and coats for girls, T-shirts, hats, etc.

### **5.1 Impact COVID-19's on E-Commerce**

Though COVID-19 has had a negative effect on all industries, it is not unprecedented in e-commerce markets. Physical trading has plummeted for a variety of reasons, including a need to avoid physical contact, street insecurity, quarantines, curfews, and prohibitions. With

physical stores impacted by COVID-19 conditions, the pandemic is an inevitable fact that a human must deal with. Human requirements, on the other hand, persist and must be addressed on several dimensions.

During the COVID-19 pandemic, customers are beginning to favour e-commerce because it is the easiest and most affordable way to buy. E-commerce is a technology that eliminates all human interaction during package distribution. Indeed, COVID-19 has hastened the new trade transition. This mechanism can be divided into four major categories (Ticimax, 2020):

## **6. The Digital Marketing World**

The field of e-commerce still has several unique traditions and fundamentals. Marketing facilities in both the conventional field of business and the world of e-commerce are based on the same general philosophy. Sales are consistent. However, the rules of the digital marketing game are different in the field of e-commerce. The traditional marketing techniques that everybody is familiar with and employing are starting to evolve in favour of more advanced platforms, technologies, and methods. The journey is just too long and there are more specialised topics here.

With trade undergoing a transition as a result of the pandemic shock caused by COVID-19, players competing for a presence in the digital industry must now engage in digital marketing. As a result, rivalry in social media networks and all digital outlets, such as Google, has been highly distinguished.

## **Discussion**

COVID-19 has had a huge effect on global e-commerce and in some cases a damaging impact, but generally, e-commerce is rising increasingly as a result of the virus. Customers were forced to use the internet to make it a part of their everyday life as a result of the Coronavirus (Dagli, 2020). Furthermore, multiple problems confronting retailers in e-commerce, such as extended turnaround time, trouble with movement coordination, social isolation, and lockout (Hasanat et al., 2020).

The shipping and delivery processes are currently very slow, but customers are still purchasing because they do not have another choice. As a result of the epidemic, people are gravitating toward electronics.

Furthermore, these goods are in high demand in the industry. Retailers are not meeting customers' needs for hand sanitisers, toilet paper, plastic gloves, grocery, and dairy goods. On the other hand, as a result of COVID-19's negative impact on the tourism industry, flights are losing money, and foreign trade is sluggish and trapped in a rut.



## 6. CONCLUSION

It can be clearly seen that epidemic diseases cause drastic social changes during human history and in the long term. COVID-19 has also dramatically changed the consumption habits of people around the world and continues to change. The current situation we are in now indicates that one of the biggest visible impacts of COVID-19 is that it is forcing a massively digitalised social and business life.

Consumer cultures today have been transformed by advancements in Internet technologies and their rapid global spread. Previously, most shopping was done in physical stores. Today, particularly during this epidemic era, the perception of consumption is beginning to give way to internet platforms. Consumers can conveniently access any of the information they want and compare the goods and costs they want to purchase due to these internet portals and digital apps.

During the COVID-19 pandemic, there was a worldwide trend in e-commerce that stemmed from locking people in their houses. The number of e-commerce has improved in comparison to the previous year over the same time when data about Turkey and the world were collected. However, there was a significant rise in demand for some commodity groups during this time, while demand for others declined. During the COVID-19 pandemic, shoppers were drawn to food, personal care, and cleaning supplies. The demand for shoes, apparel, and luxury goods dropped.

The COVID-19 pandemic has had numerous impacts on the environment and nations. However, the most significant common shift among these factors is the mode of consumption and product tastes. Aside from the home lockdown and alienation, people avoided contact with each other as much as possible and attempted to meet nearly all of their needs online during the period when workplaces were closed. This condition has resulted in major improvements for both companies and customers worldwide. With the present state of affairs, e-commerce has been a must-have for both enterprises and customers.

This article reviewed a short overview of the COVID-19 epidemic in China, followed by a global overview. We are most interested in how the Coronavirus spreads and affects daily life and how e-commerce has influenced the world as a whole. Awareness of this subject will practically justify better knowledge in people and deliberations on how the Coronavirus affects e-commerce, industry, and economies in countries. In this paper, we will discuss how e-commerce will help consumers fulfil their needs in a different way. COVID-19 is boosting e-commerce. How has e-commerce been influenced would allow other researchers to dive deeper into this issue, such as how e-commerce patterns have changed due to Corona and future trends.

## REFERENCES

1. Sarah Davis, L. T. (2020). How Coronavirus Is Impacting Ecommerce.
2. Whiteford, A. (2020). Symptoms of Coronavirus in e-commerce.
3. WHO. (2019). World Health Organization.
4. WHO.(2020).WHO Coronavirus Disease(COVID-19)
5. Andrienko, O. (2020). Ecommerce & Consumer Trends During Coronavirus. from <https://www.semrush.com/blog/ecommerce-covid-19/>
6. Aksu, S. & Ercan, M. (2014). Lüks Marka İletişiminde Sosyal Medyaya Uyum Sağlamak: Gucci ve Vakko'nun Facebook ve Twitter Kullanımları Üzerine Bir İnceleme. Türkiye İnternet Konferansı, <http://inet-tr.org.tr/inetconf17/bildiri/9.pdf>.
7. Baldwin, C. (2020). COVID-19: Online Clothing Sales Tumble During Lockdown. Retrieved from <https://www.essentialretail.com/news/covid19-online-clothing-sales/> (01.05.2020).
8. Abdullah Niazi, M. A., Ariba Shahid, Hassan Naqvi. (2020). The pandemic is e-commerce's time to shine. But will it last? , from <https://profit.pakistantoday.com.pk/2020/05/04/the-pandemic-is-e-commerces-time-to-shine-but-will-it-last/>
9. COVID-19 Updates. (2020). Retrieved from <https://commonthreadco.com/blogs/coachs-corner/COVID-19-ecommerce#COVID-19-ecommerce-data> (02.05.2020).
10. Alpago, H, & Oduncu, Alpago, D. (2020). Korona Virüs ve Sosyoekonomik Sonuçlar. İBAD Sosyal Bilimler Dergisi, (8), 99-114. DOI: 10.21733/ibad.716444.
11. Akyazı, A. (2018). Dijitalleşen Ticaret: Yaşlı Dostu E-Ticaret Siteleri Üzerine Bir Araştırma. The Turkish Online Journal of Design Art and Communication, 8 (4), 602-614.
12. Çetinkaya, E. (2020). COVID-19 Etkisi: Corona'nın E-Ticarete Etkileri, Retrieved from <https://hamlinmcgill.com/COVID-19-etkisi-coronanin-e-ticarete-etkileri/>. (01.05.2020).
13. Andrienko, O. (2020). Ecommerce & Consumer Trends During Coronavirus. from <https://www.semrush.com/blog/ecommerce-covid-19/>
14. Abiad, A., Arao, R. M., & Dagli, S. (2020). The economic impact of the COVID-19 outbreak on developing Asia.



15. Jones, K. (2020). COVID-19 The Pandemic Economy: What are Shoppers Buying Online During COVID-19? , from <https://www.visualcapitalist.com/shoppers-buying-online-ecommerce-covid-19/>
16. Nakhate, S. B., & Jain, N. (2020). The Effect of Coronavirus on E Commerce. *Studies in Indian Place Names*, 40(68), 516-518.
17. Demirel, D., & Eriş, V., (2019). Innovation Trends in E-Commerce Applications: Gittigidiyor.com case. *PressAcademia Procedia (PAP)*, (9),192-196. DOI: 10,17261 / Pressacademia.2019.1091.
18. Deloitte, (2020). The Effects of the Covid19 Pandemic on Different Categories in Turkey, p:4-9
19. Global Digital Overview. (2020). Retrieved from [https://www.eticaret.gov.tr/static/Pdf/be67689eeccb420e8926b839c7254556\\_637159836475893573.pdf](https://www.eticaret.gov.tr/static/Pdf/be67689eeccb420e8926b839c7254556_637159836475893573.pdf)
20. Meyer, S. (2020). Understanding the COVID-19 Effect on Online Shopping Behavior. Retrieved from <https://www.bigcommerce.com/blog/covid-19-ecommerce/#understanding-panic-buying-and-covid-19> (02.05.2020).
21. Muradoğlu, C. (2020). COVID-19'la Birlikte Türkiye'de Online Harcama Tutarında Nasıl Bir Değişim Yaşandı? Retrieved from <https://webrazzi.com/2020/04/07/COVID-19-la-birlikte-turkiye-de-online-harcama-tutarinda-nasil-bir-degisim-yasandi/> (24.04.2020).